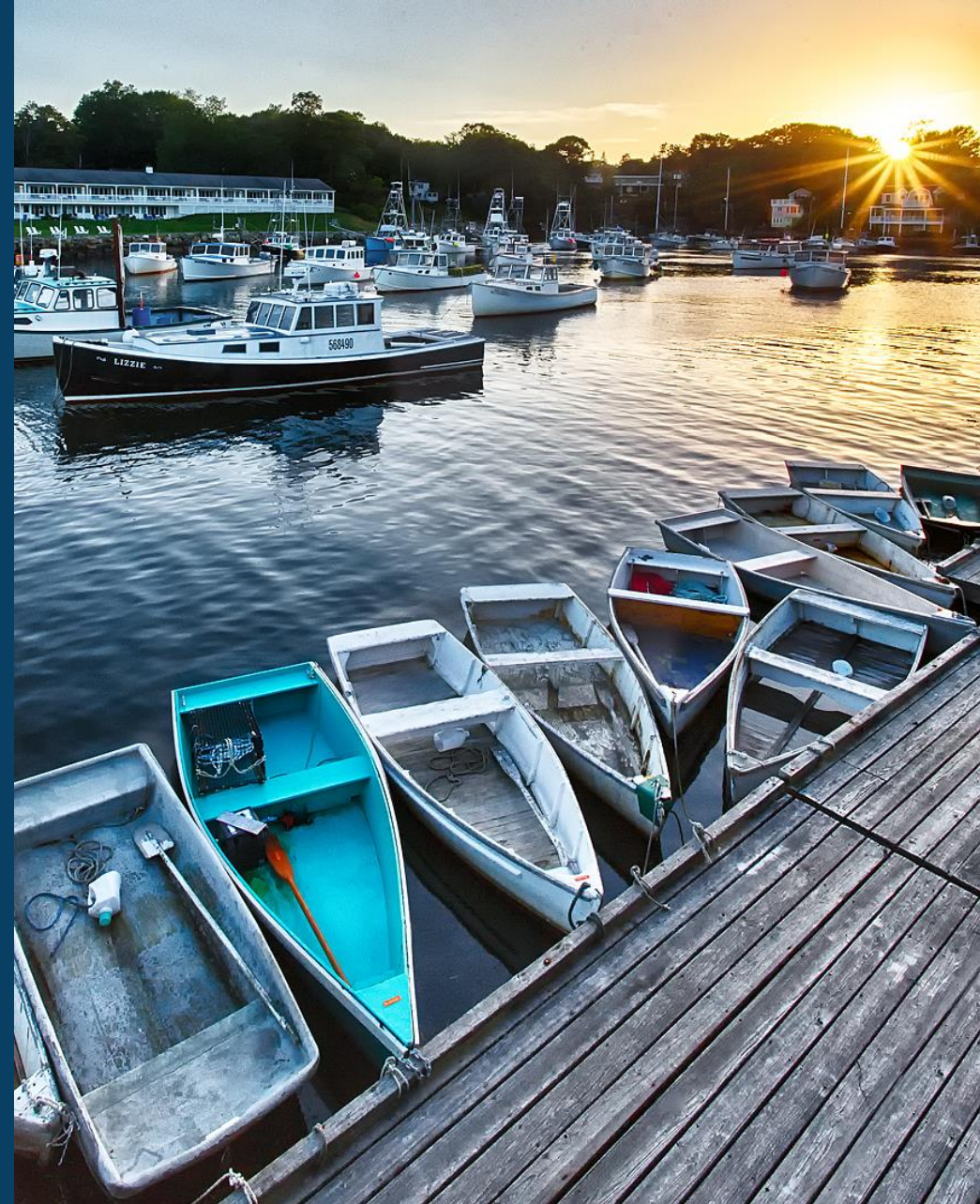


MAINE BEACHES

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

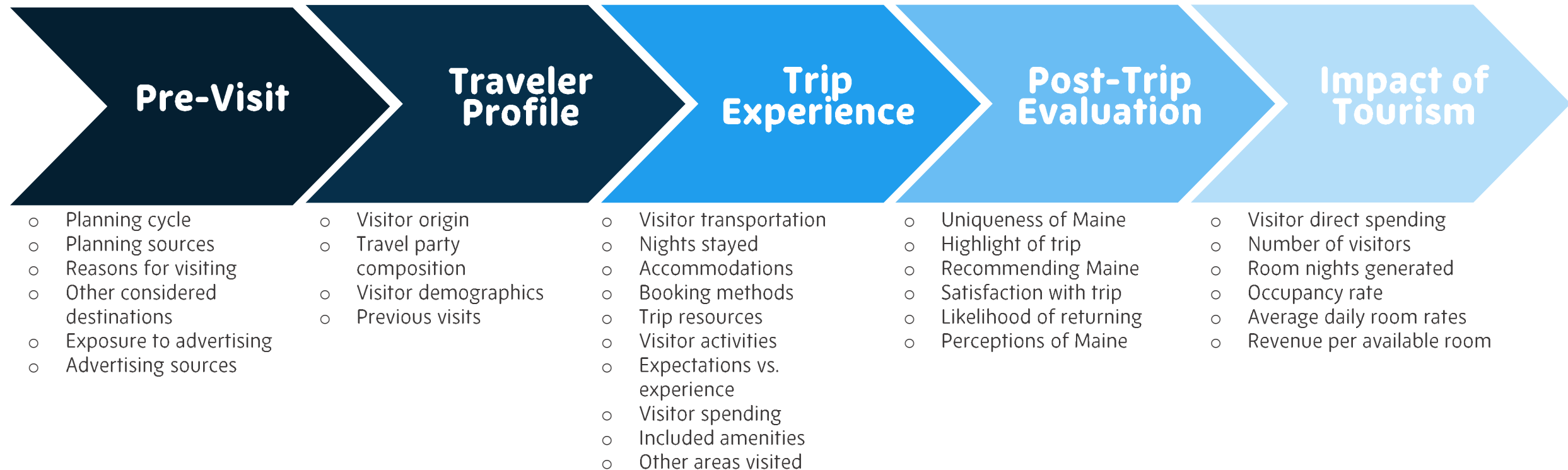


STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2023 to November 2024.

In the report, we follow the visitors in their journeys.

Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.



EXECUTIVE SUMMARY



MAINE BEACHES

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

- » Consult VisitMaine.com or travel guides/brochures to plan their trip
- » Visit Maine primarily to go sightseeing/touring
- » Be an out-of-state visitor traveling from elsewhere in New England
- » Be a loyalist visitor (11+ trips)
- » Be a day visitor
- » Visit no other regions of Maine
- » Definitely recommend the region to friends or relatives
- » Report that they were very satisfied with their trip
- » Report that they definitely will return to Maine



VISITOR JOURNEY: IMPACT OF TOURISM



ECONOMIC IMPACT

Visitor spending generated

\$3,661,830,700

in economic impact to Maine Beaches' economy,
down 7.4% from 2023



DIRECT SPENDING

Visitors to Maine Beaches spent

\$2,508,550,200

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



VISITORS

Maine Beaches attracted

3,976,000

visitors in 2024, up 4.7% from 2023



VISITORS DAYS*

All visitors to Maine Beaches spent

14,499,400

days in Maine Beaches throughout 2024, up
1.2% 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.

ROOM NIGHTS

Visitors to Maine Beaches generated

2,894,600

nights in Maine Beaches accommodations
throughout 2024, up 1.5% from 2023



JOBS SUPPORTED

Visitors to Maine Beaches supported

27,900

jobs throughout the area in 2024, down 7.0%
from 2023*



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

WAGES GENERATED

Visitors to Maine Beaches supported

\$1,269,269,500

in wages paid to Maine Beaches employees in
2024, down 3.9% from 2023*



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

VISITORS & JOBS

Every
143

visitors supports a new job in Maine Beaches



Maine Beaches

13

HOUSEHOLD SAVINGS

Visitors to Maine Beaches saved local households

\$3,681

in state and local taxes in 2024



LODGING METRICS*

Occupancy Rate

53.4%

+ 4.9% from 2023

Average Daily Rate

\$188.28

- 5.6% from 2023

Revenue per Available Room

\$100.48

- 0.9% from 2023

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

Maine Beaches

15

VISITOR JOURNEY: PRE-VISIT

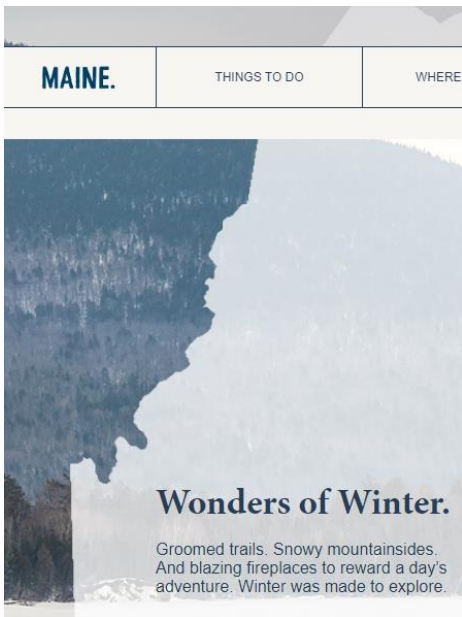


TRIP PLANNING CYCLE

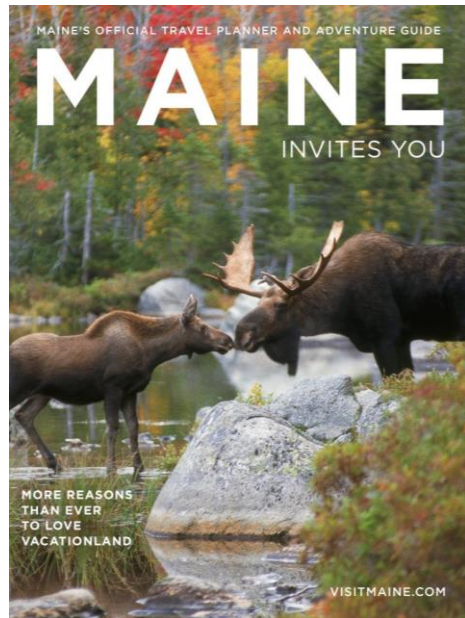
- » 71% of visitors started planning their trip a month or more in advance of their trip
- » 66% of visitors have a booking window of less than 3 months



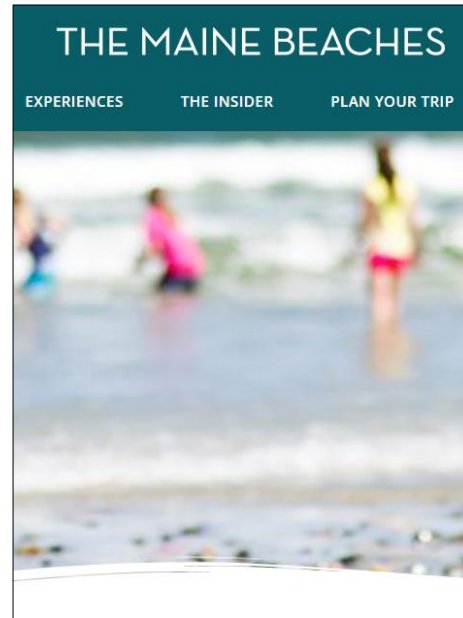
TOP TRIP PLANNING SOURCES*



44%
VisitMaine.com



42% Travel
guides/brochures



36%
TheMaineBeaches.com



24% Called the Maine
Office of Tourism



23% Online travel
agency

TOP REASONS FOR VISITING*



50% Sightseeing and touring



39% Relax and unwind



37% Beach

CONSIDERING MAINE AS A DESTINATION

- » Over **7 in 10** visitors considered visiting **ONLY** Maine while planning their trips
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



TV SHOWS & FILM

- » 2% of visitors said a TV show or film inspired their trip to Maine
- » 47% of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit



PRE-TRIP RECALL OF ADVERTISING

- » Over 3 in 10 visitors recalled advertising or promotions for Maine prior to their trip (-3% points from 2023)
- » Like last year, this information influenced 9% of all visitors to visit Maine

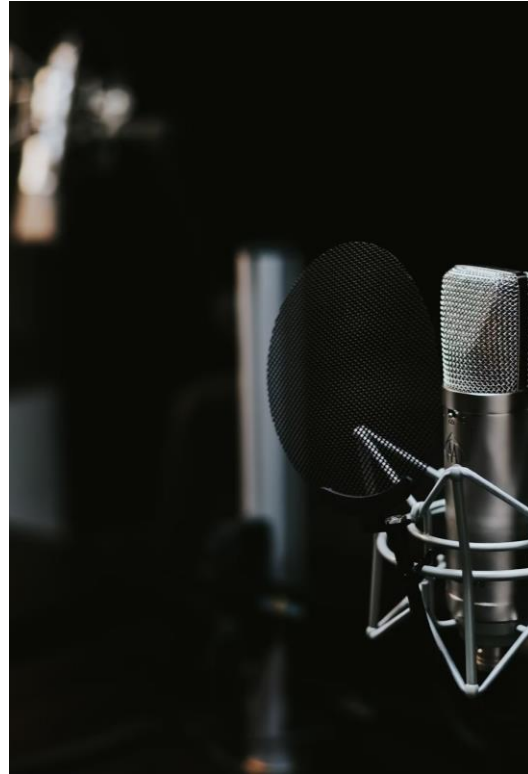


TOP SOURCES OF ADVERTISING RECALL*

Base: 31% of visitors who recalled advertising



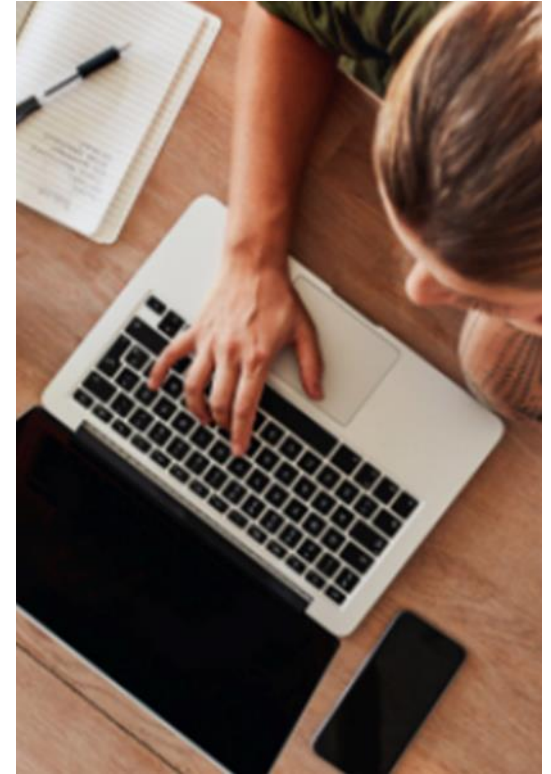
38% Social media



31% Radio



25% Cable or satellite television

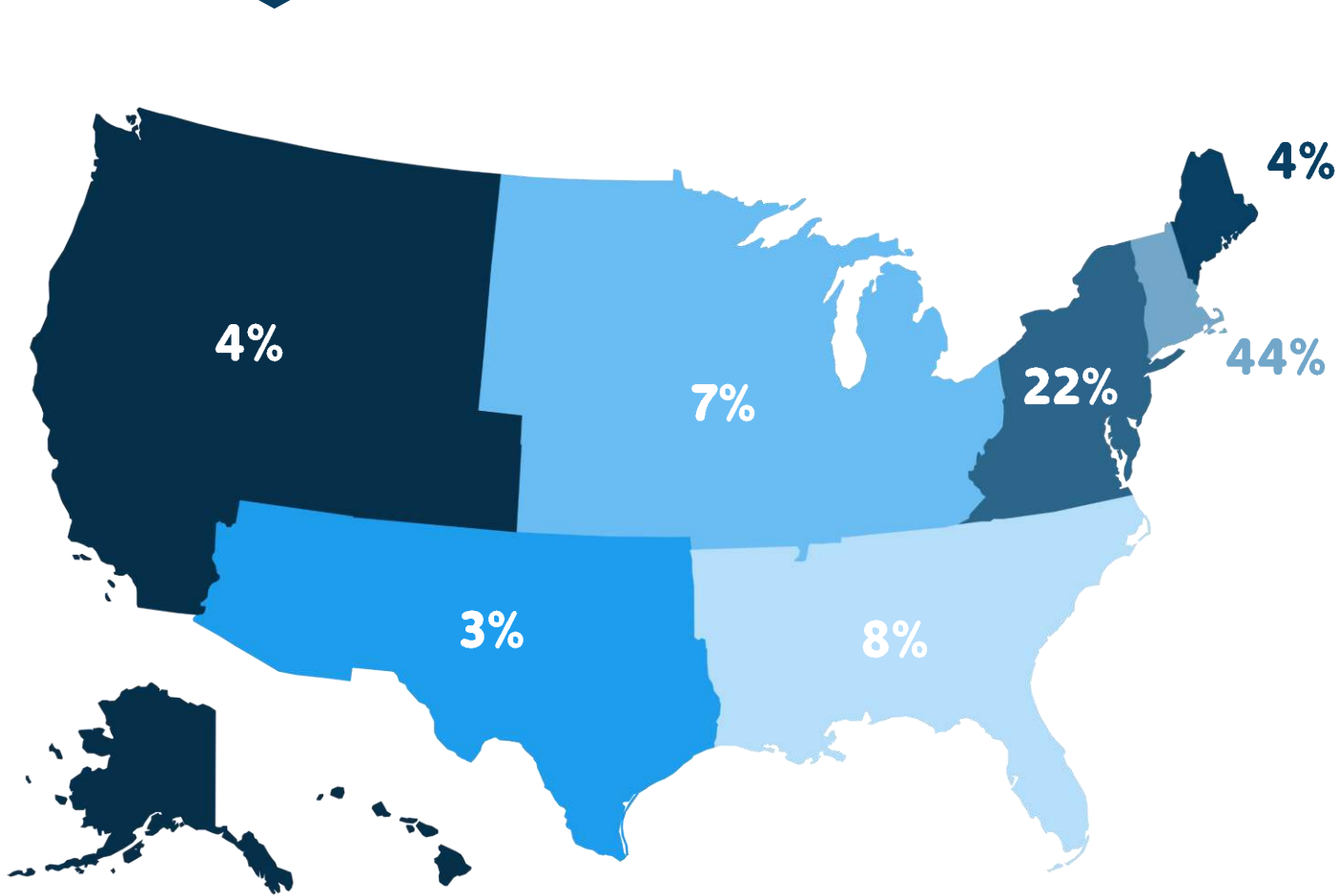


19% Internet

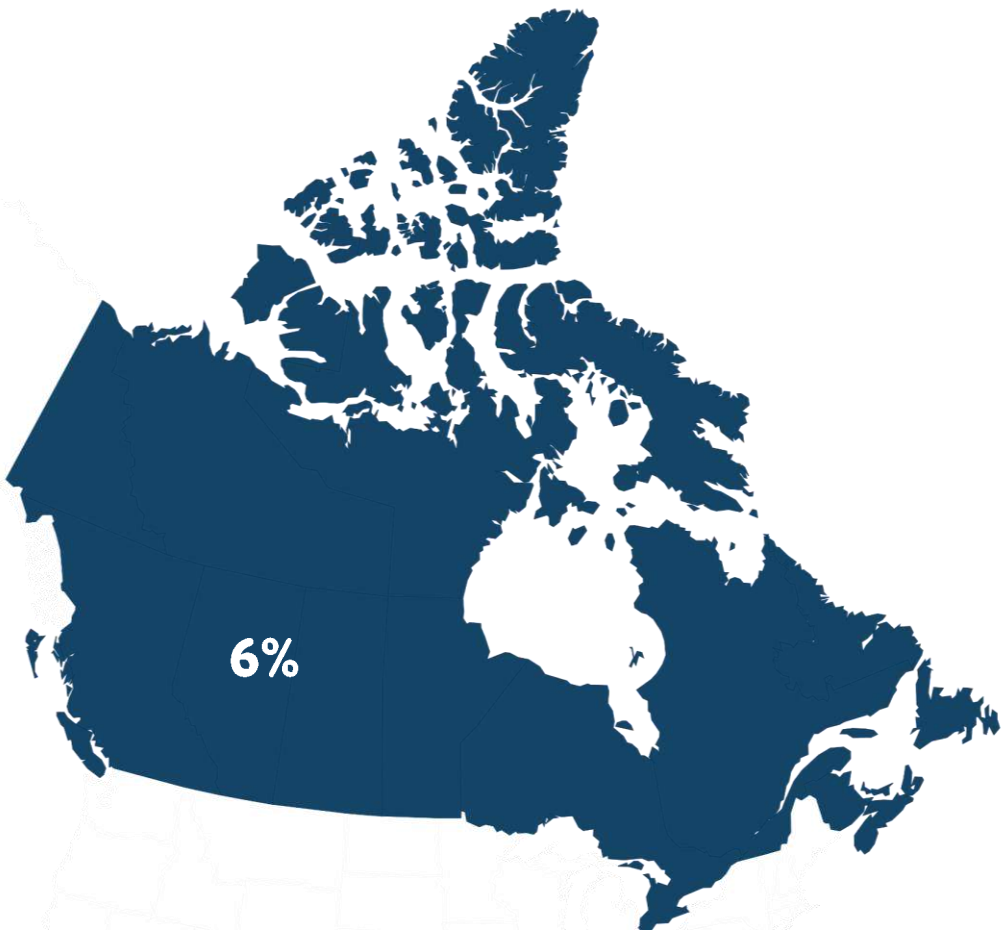
VISITOR JOURNEY: TRAVELER PROFILE



REGIONS OF ORIGIN

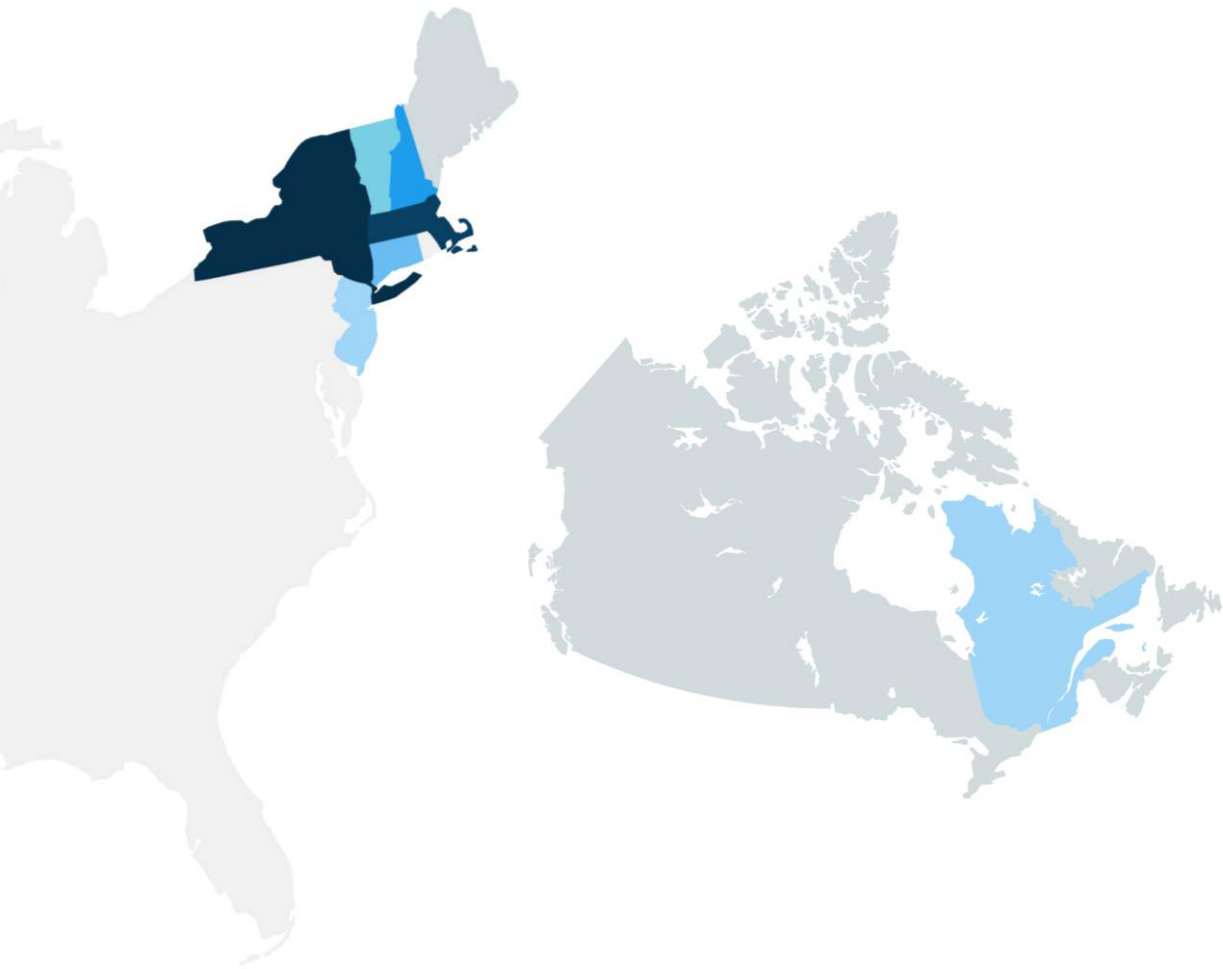


2% of visitors came from outside of the United States and Canada.



6% of visitors came from Canada.

TOP ORIGIN STATES & PROVINCES



58%

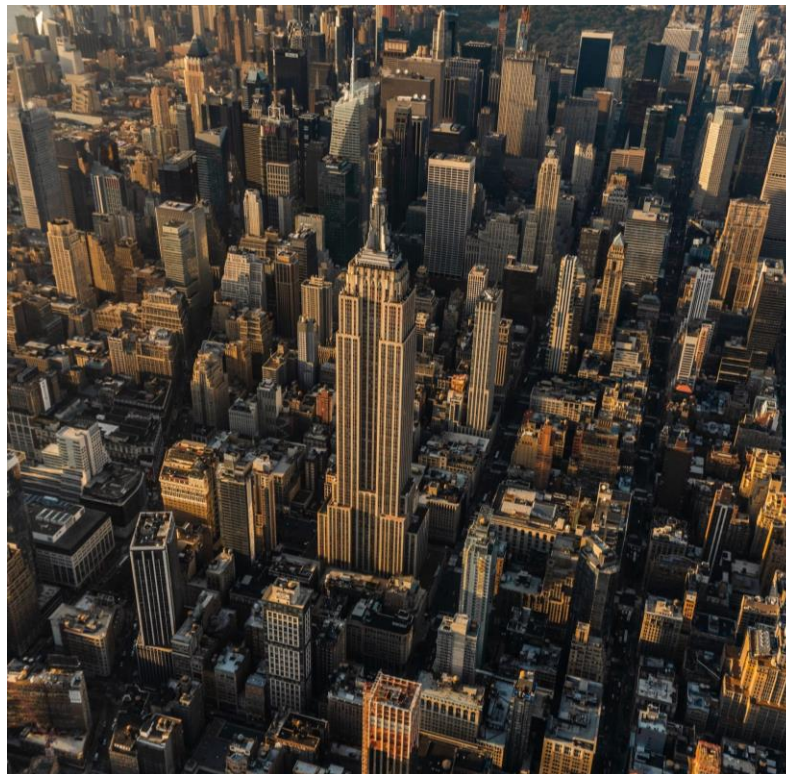
of visitors traveled from **5** U.S. states and **1** Canadian province.

- | | | | |
|-------------|---------------|------------|---------|
| 23 % | Massachusetts | 5 % | Vermont |
| 10 % | New York | 5 % | Quebec |
| 8 % | New Hampshire | | |
| 7 % | Connecticut | | |

TOP ORIGIN MARKETS



13% Boston



7% New York City¹



3% Albany

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

TRAVEL PARTIES

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



22% of visitors traveled with at least one person under the age of 18 in their travel party



VISITOR PROFILE

» The typical Maine visitor:

- » Is **54** years old¹
- » Is white – **86%**
- » Is a college graduate – **83%**
- » Is married/in a domestic partnership – **81%**
- » Is employed full-time – **64%**
- » Has an annual household income² of **\$118,600**



¹Median age.

²Median household income.

NEW & RETURNING VISITORS

- » 19% 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



VISITOR JOURNEY : TRIP EXPERIENCE



TRANSPORTATION

- » Maine is a drive-market for most visitors, with **84%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Boston Logan International Airport



NIGHTS STAYED

- » 73% of visitors stayed one or more nights in Maine on their trip (+1% point from 2023)
- » Typical visitors stayed 3.6* nights in Maine on their trips



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

Maine Beaches

TOP ACCOMMODATIONS



38% Hotel/motel/resort



27% Did not stay overnight



12% Friends/family home



11% Vacation rental home

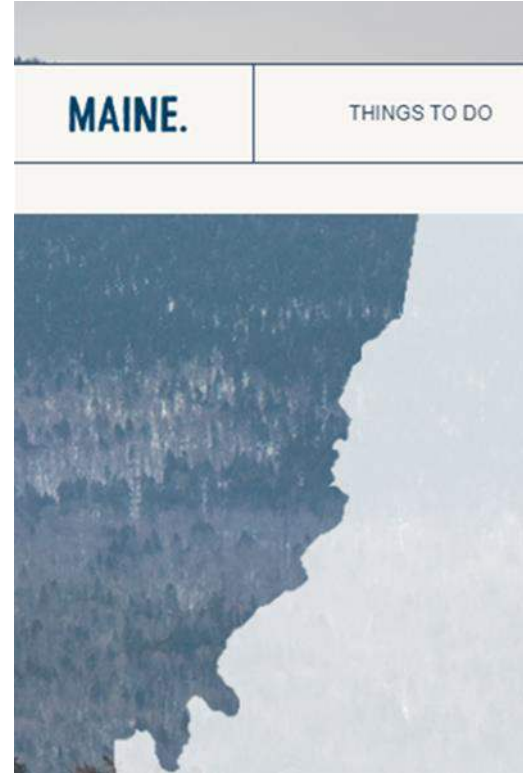
TOP IN-MARKET VISITOR RESOURCES*



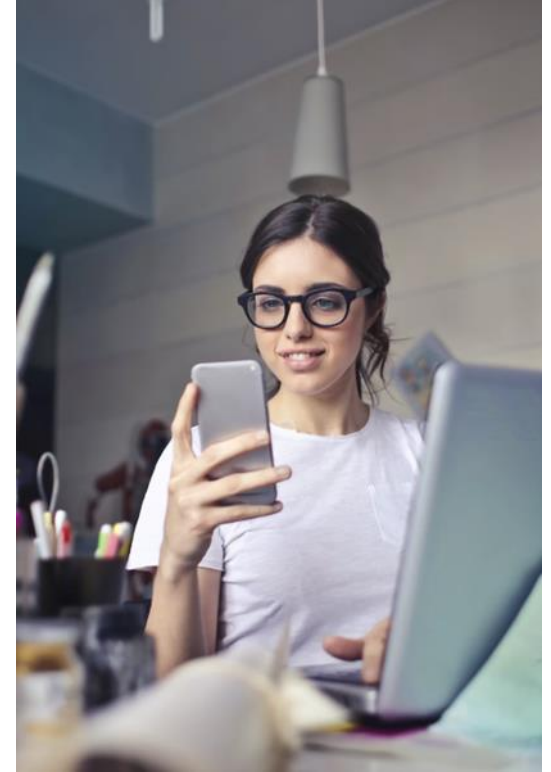
61% Navigation websites/apps (i.e., Google or Apple Maps, etc.)



52% Visitor Information Centers



45% VisitMaine.com



38% Trip planning app

TOP VISITOR ACTIVITIES*



80% Food/beverage/culinary



76% Touring/sightseeing



69% Shopping

VISITING OTHER STATES & PROVINCES

- » Nearly **7 in 10** visitors did not visit any other U.S. state or Canadian province during their trip
- » Visitors continued to be more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip



TRAVELING WITHIN MAINE

- » Over **1 in 6** visitors visited Downeast & Acadia, the Midcoast & Islands, or Greater Portland & Casco Bay in addition to their primary destination within Maine
- » **2 in 3** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (**-7%** points from 2023)



VISITOR JOURNEY : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

- » **99%** 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 – **94%** would definitely recommend



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



SATISFACTION

- » 99% of visitors were satisfied with their trip to Maine
- » Nearly 9 in 10 visitors were very satisfied with their trip to Maine



OVERCROWDING

- » 59% of visitors thought the number of visitors during their trip to Maine was fine (+9% points from 2023)
- » 28% of visitors thought it was a little overcrowded (-9% points from 2023)



DETAILED FINDINGS



VISITOR JOURNEY: IMPACT OF TOURISM



KEY PERFORMANCE INDICATORS

Economic Impact	2022	2023	2024	Δ% from '23
Number of Visitors	4,784,200	3,796,100	3,976,000	+ 4.7%
Visitor Days*	18,775,200	14,323,700	14,499,400	+ 1.2%
Room nights generated	2,925,600	2,851,200	2,894,600	+ 1.5%
Direct expenditures	\$2,706,455,400	\$2,630,442,700	\$2,508,550,200	- 4.6%
Total economic impact	\$4,082,803,600	\$3,955,972,700	\$3,661,830,700	- 7.4%

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

EMPLOYMENT IMPACTS

Maine Beaches Jobs	2022	2023*	2024	Δ% from '23
Jobs supported (direct)	27,000	22,900	21,200	- 7.4%
Total jobs supported	34,670	30,000	27,900	- 7.0%

Maine Beaches Wages	2022	2023*	2024	Δ% from '23
Wages paid (direct)	\$1,064,286,200	\$934,519,900	\$900,648,700	- 3.6%
Total wages paid	\$1,452,079,400	\$1,321,037,800	\$1,269,269,500	- 3.9%

RETURN ON INVESTMENT

Return on Investment	2022	2023*	2024
Visitors per job supported	138	127	143
State & local taxes supported	\$378,029,100	\$350,775,400	\$332,184,100
Tax savings per household	\$4,300	\$3,923	\$3,681

LODGING METRICS*

Lodging Metrics	2022	2023	2024	Δ% from '23
Occupancy Rate (%)	55.7%	50.9%	53.4%	+ 4.9%
Average Daily Rate	\$215.43	\$199.37	\$188.28	- 5.6%
RevPAR	\$119.99	\$101.42	\$100.48	- 0.9%
Total Lodging Revenue**	\$656,521,900	\$671,899,900	\$661,159,400	- 1.6%

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

**Source: State of Maine Revenue Services.

VISITOR JOURNEY : PRE-VISIT



TRIP PLANNING CYCLE

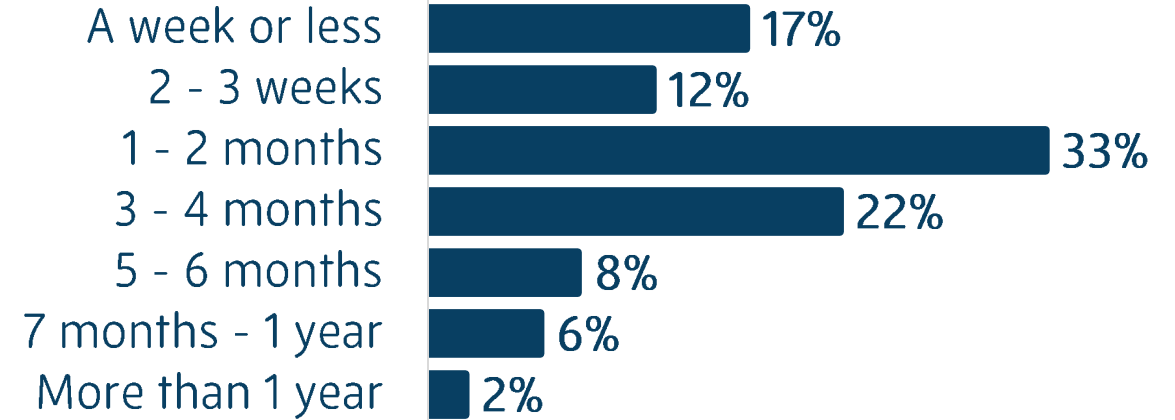
» Typical visitors began planning their trip **49 days** in advance (-3 days from 2023)

» **71%** of visitors started planning their trip a month or more in advance of their trip

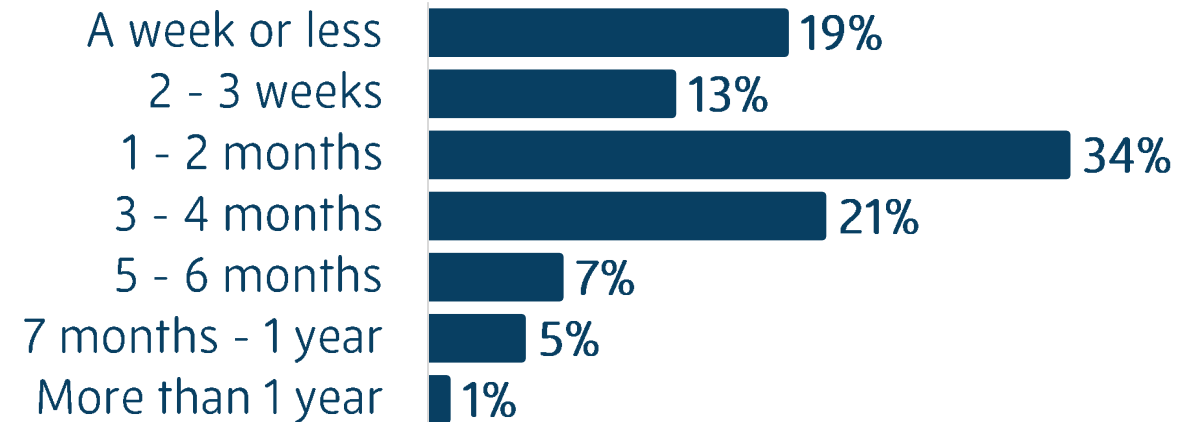
» Typical visitors booked their accommodations **46 days** in advance (-4 days from 2023)

» **66%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

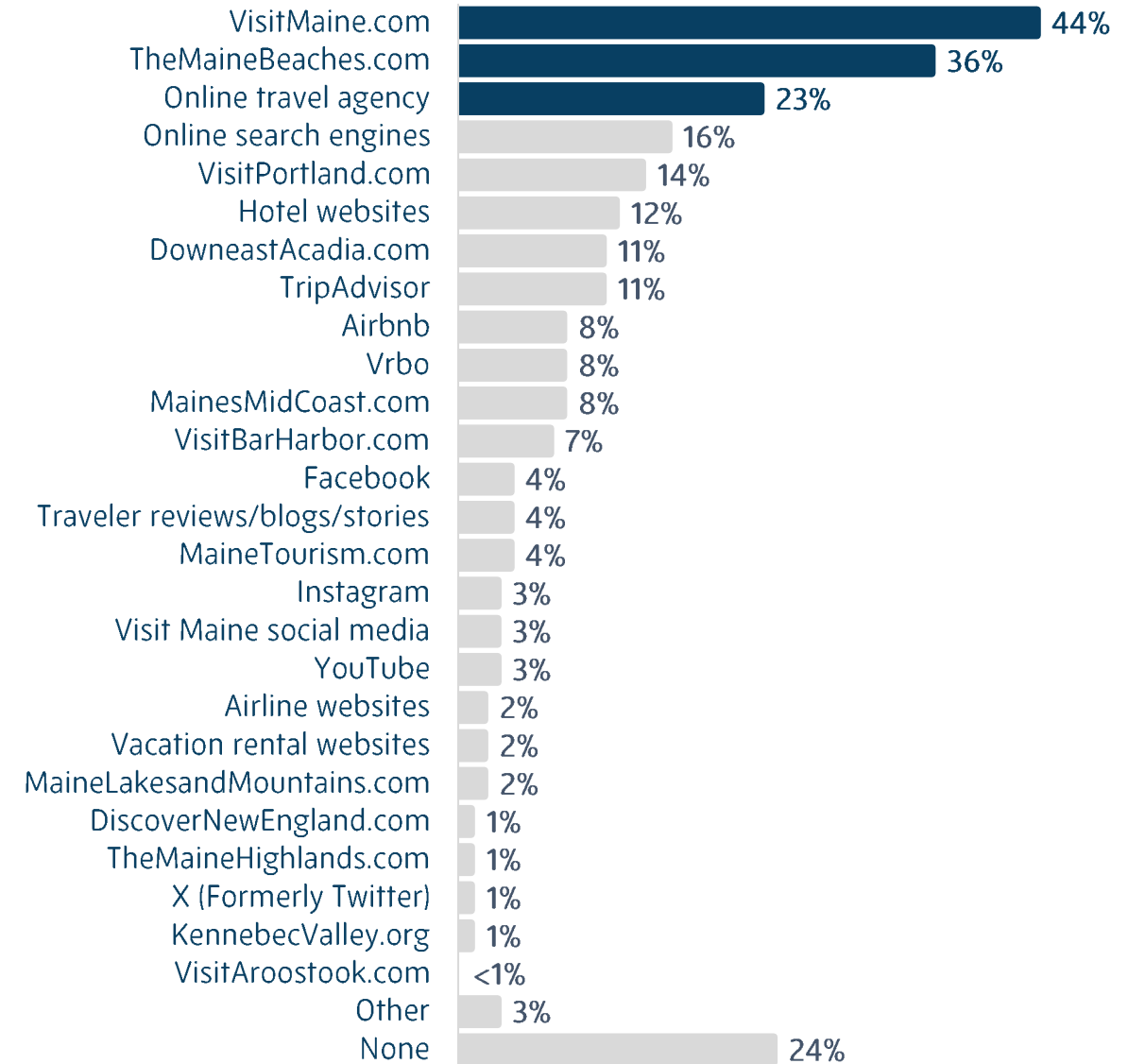


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

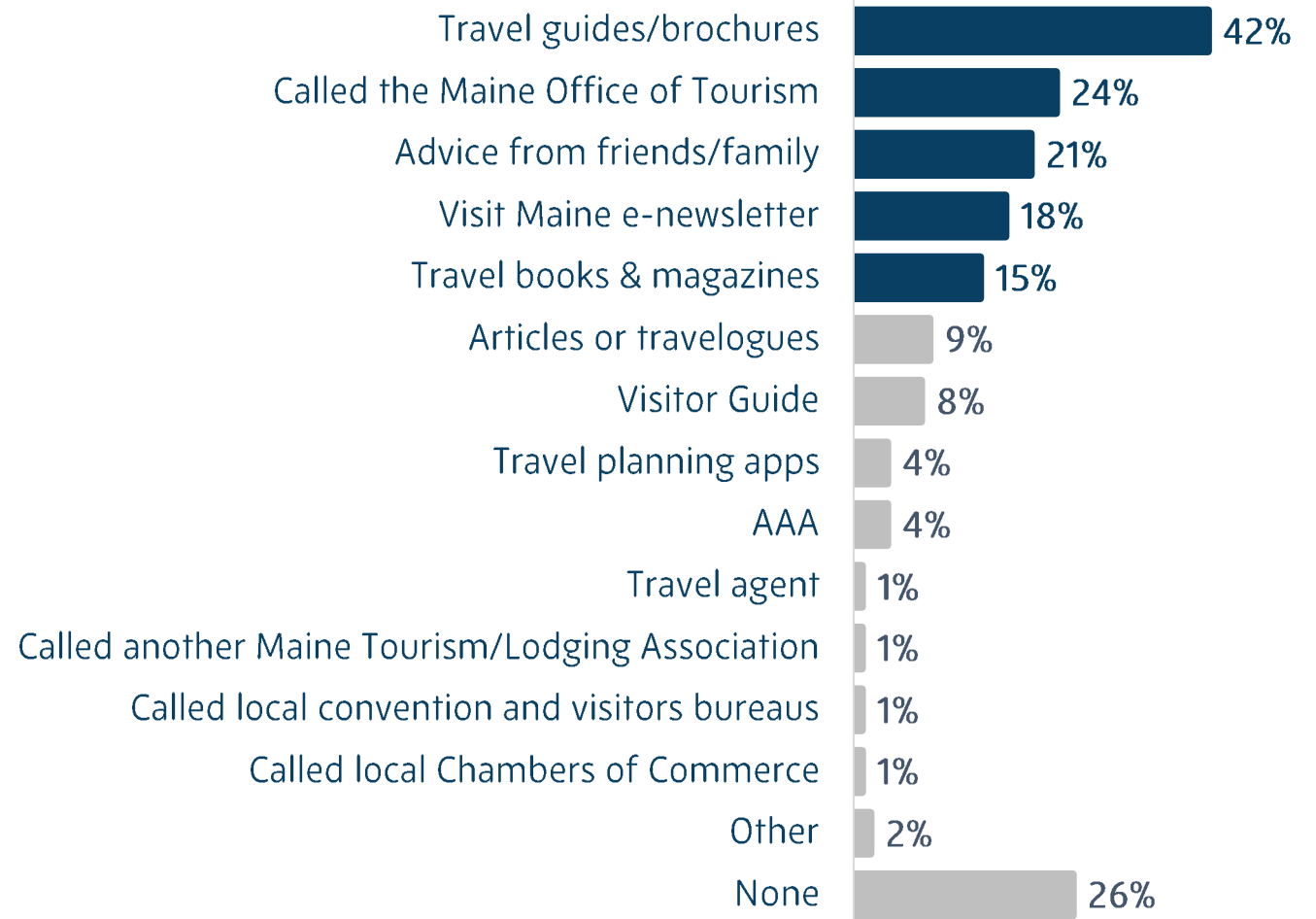
- » Over **3 in 4** visitors used one or more online resources to help them plan their trip in Maine
- » Over **2 in 5** visitors used VisitMaine.com to help them plan their trip in Maine (+8% points from 2023)
- » Over **1 in 3** used TheMaineBeaches.com (+8% points from 2023)



*Multiple responses permitted.

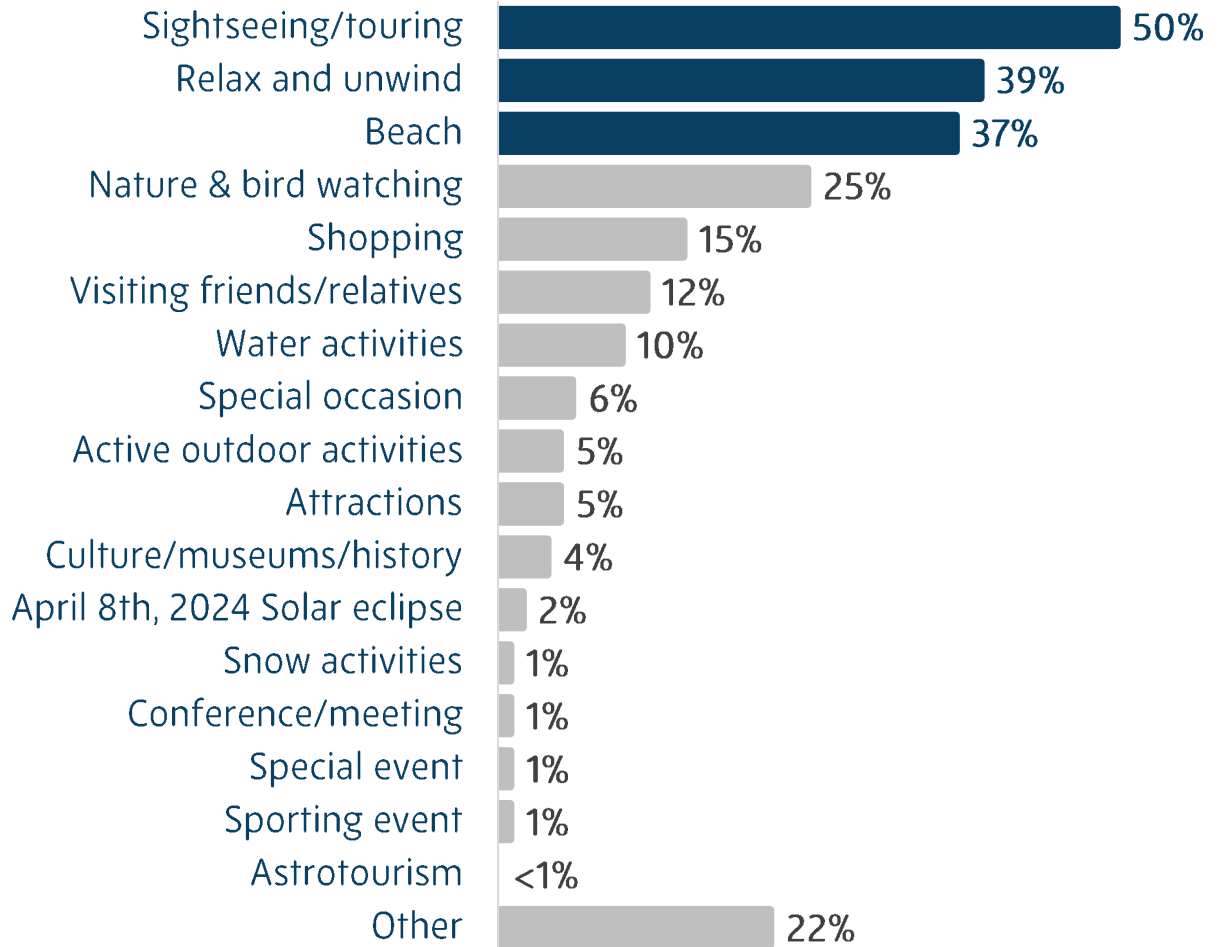
OTHER TRIP PLANNING SOURCES*

- » Over **2 in 5** visitors used travel guides/brochures to help plan their trip in Maine (+9% points from 2023)
- » Nearly **1 in 4** called the Maine Office of Tourism (-3% points from 2023)
- » Over **1 in 4** visitors did not use any other resources to help them plan their trip in Maine



REASONS FOR VISITING*

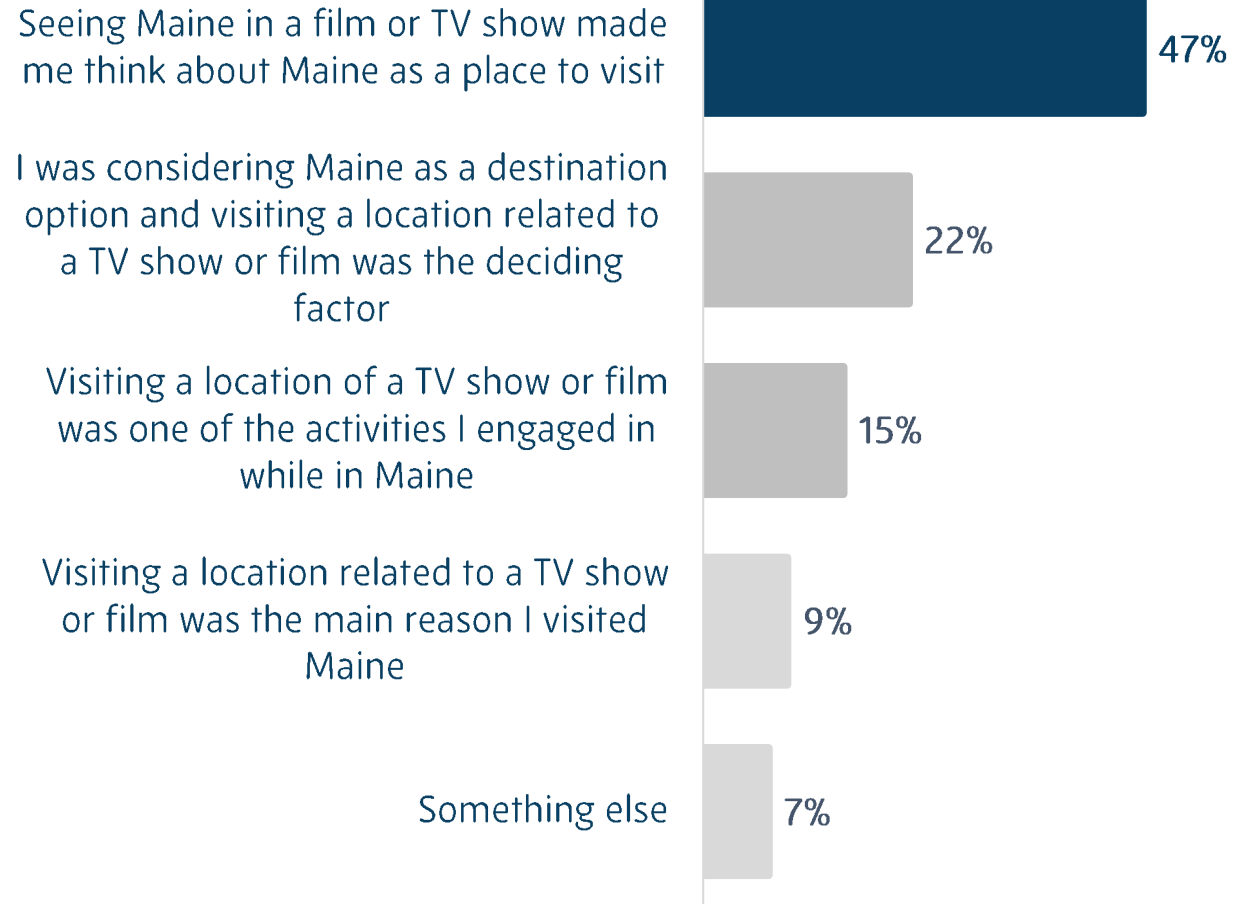
- » **Half** of visitors came to the area to sightsee and tour
- » Nearly **2 in 5** visitors came to relax and unwind (-4% points from 2023)
- » Another nearly **2 in 5** came to enjoy the beach (-5% points from 2023)



TV SHOWS & FILM

- » Like last year, **2%** of visitors said a TV show or film inspired their trip to Maine
- » **47%** of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit
- » Like last year, **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

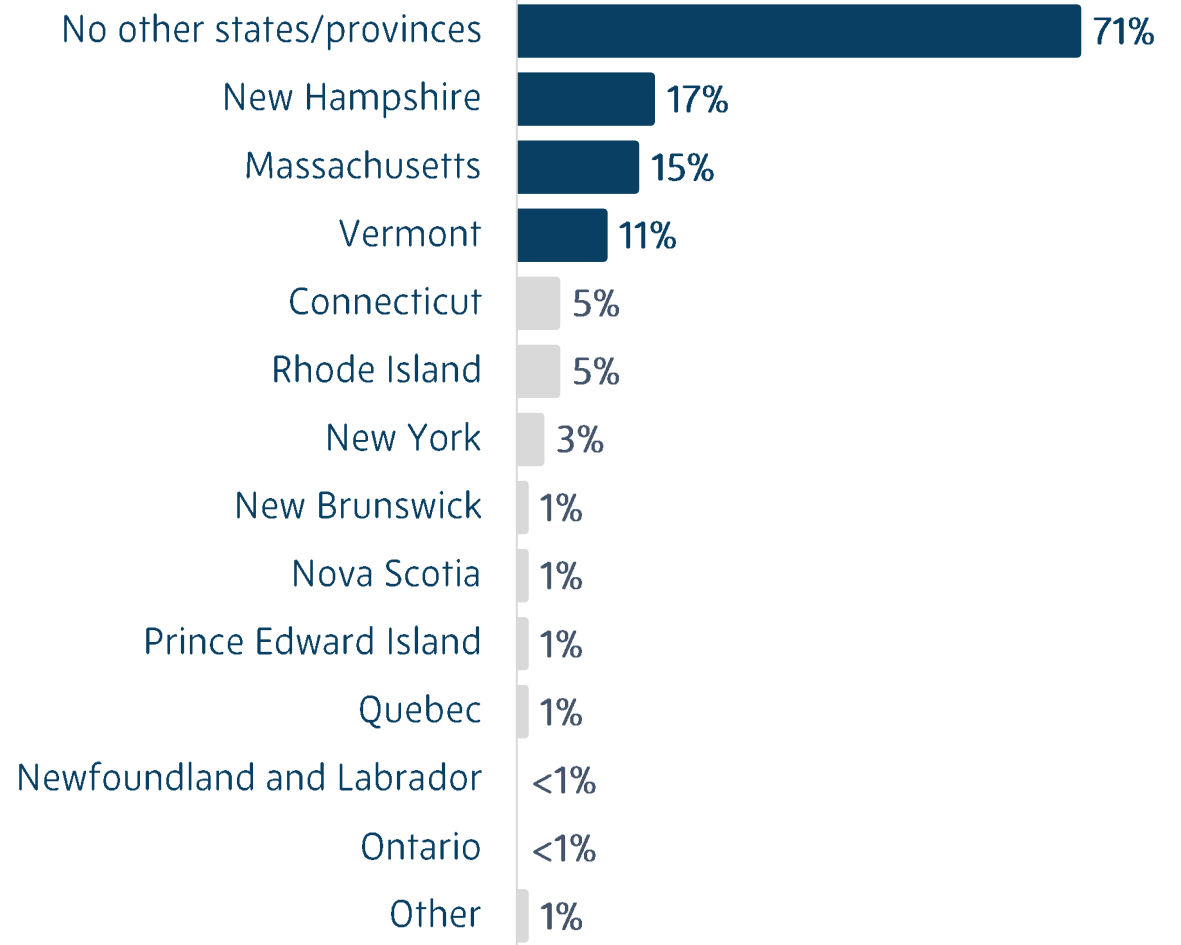
Base: 2% of visitors who were inspired by a TV show or film



OTHER STATES & PROVINCES CONSIDERED*

» Over **7 in 10** visitors considered visiting **ONLY** Maine while planning their trips (-2% points from 2023)

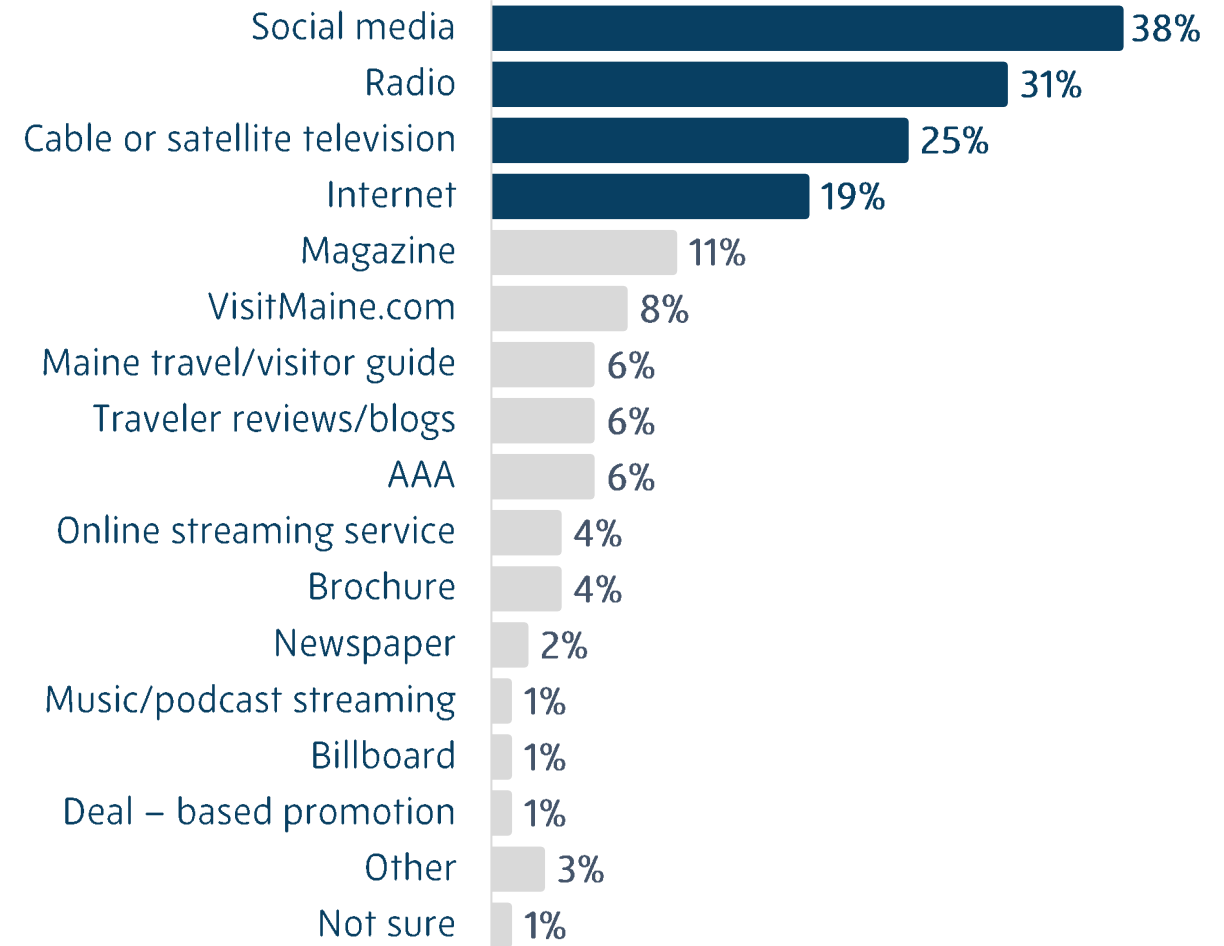
» Like last year, visitors were more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



PRE-TRIP RECALL OF ADVERTISING*

- » Over **3 in 10** visitors recalled advertising or promotions for Maine prior to their trip (-3% points from 2023)
- » Nearly **2 in 5** visitors who recalled this advertising saw it on social media (-4% points from 2023)
- » Over **3 in 10** visitors who recalled advertising heard it on the radio (+20% points from 2023)
- » Like last year, this information influenced **9% of all** visitors to visit Maine

Base: 31% of visitors who noticed advertising

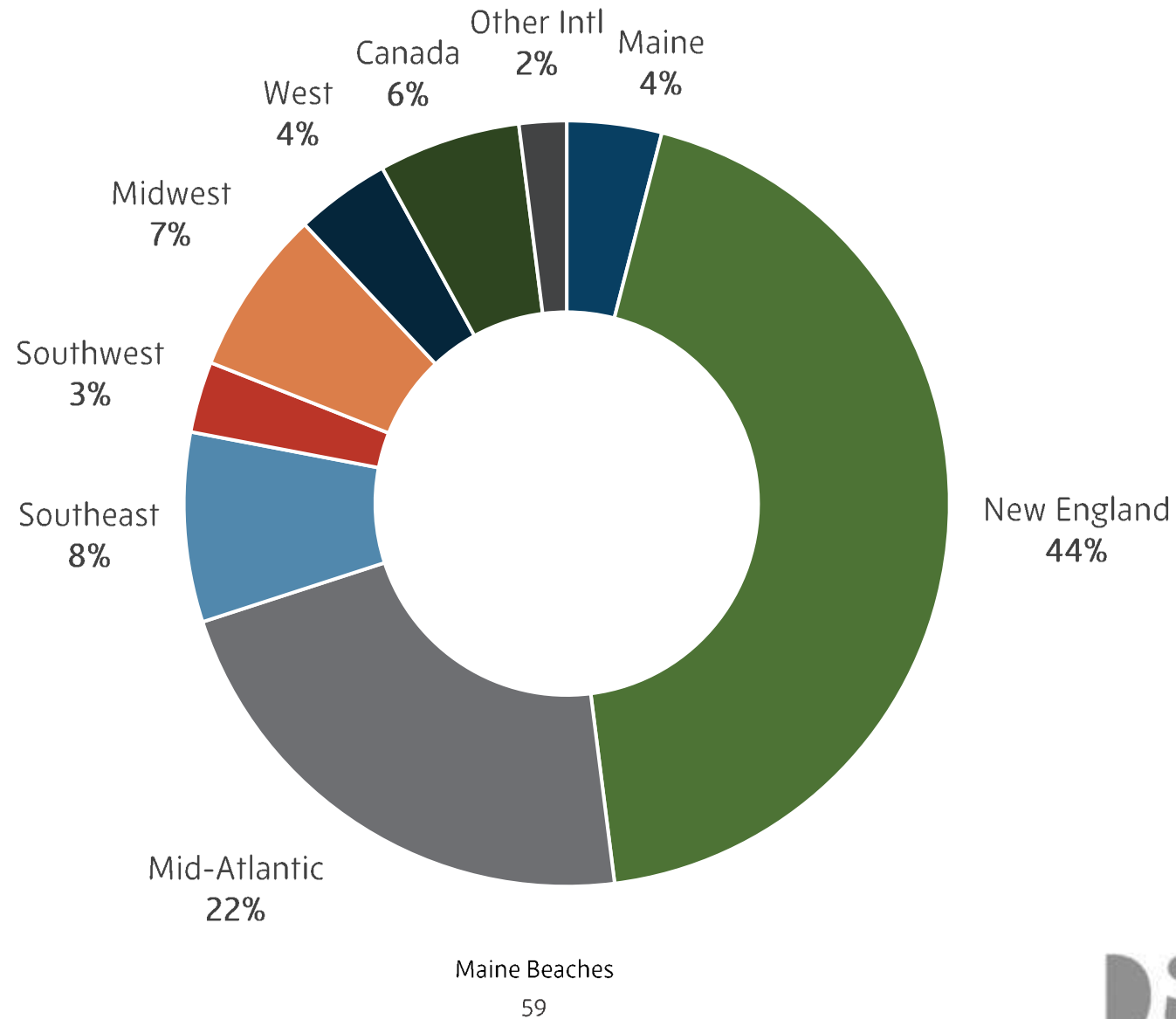


*Multiple responses permitted.

VISITOR JOURNEY : TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **83%** of visitors traveled to/within Maine from **15** U.S. states and Canadian provinces
- » **4%** of visitors were residents of Maine traveling throughout the state (-1% point from 2023)

State/Province	Percent
Massachusetts	23%
New York	10%
New Hampshire	8%
Connecticut	7%
Vermont	5%
Quebec	5%
Maine	4%
New Jersey	4%
Pennsylvania	4%
Florida	3%
Texas	2%
Virginia	2%
Rhode Island	2%
Ohio	2%
Maryland	2%

TOP ORIGIN MARKETS

- » Over **3 in 10** visitors traveled from **7** U.S. and international markets
- » **20%** of visitors traveled to Maine from Boston or New York City

Market	Percent
Boston	13%
New York City ¹	7%
Albany	3%
Providence, RI	2%
Washington DC - Baltimore ²	2%
Manchester, NH	2%
Worcester, MA	2%

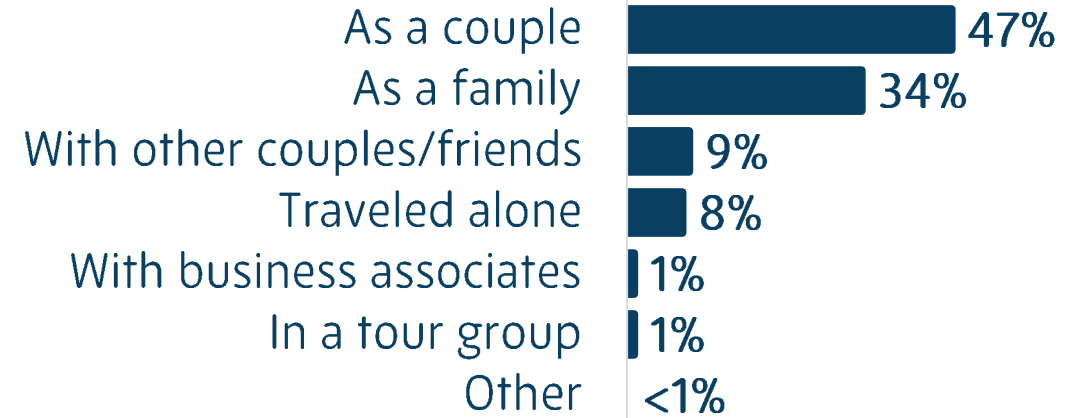
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

²Includes some markets in Maryland, Virginia, and West Virginia.

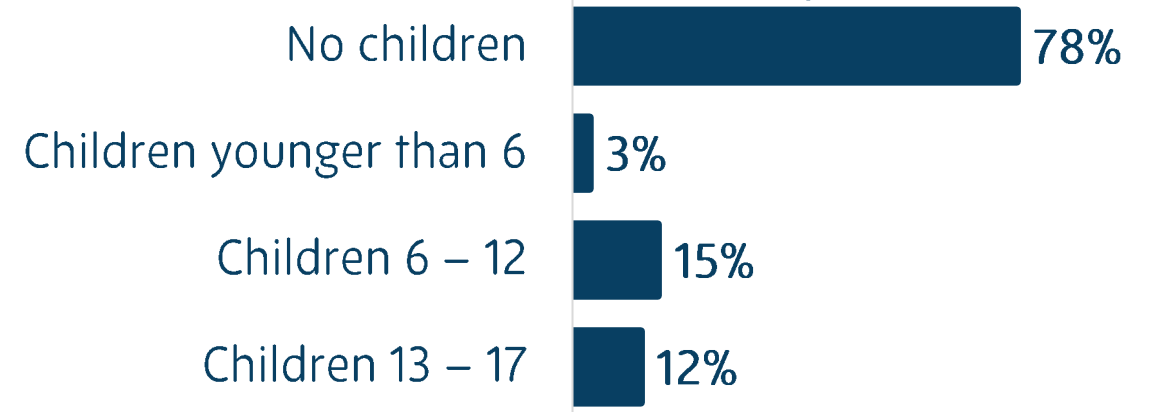
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.9** people
- » Nearly **half** of visitors traveled as a couple (-3% points from 2023)
- » Over **1 in 3** visitors traveled as a family (+2% points from 2023)
- » **22%** of visitors traveled with one or more children in their travel party (+2% points from 2023)

Travel Party Composition



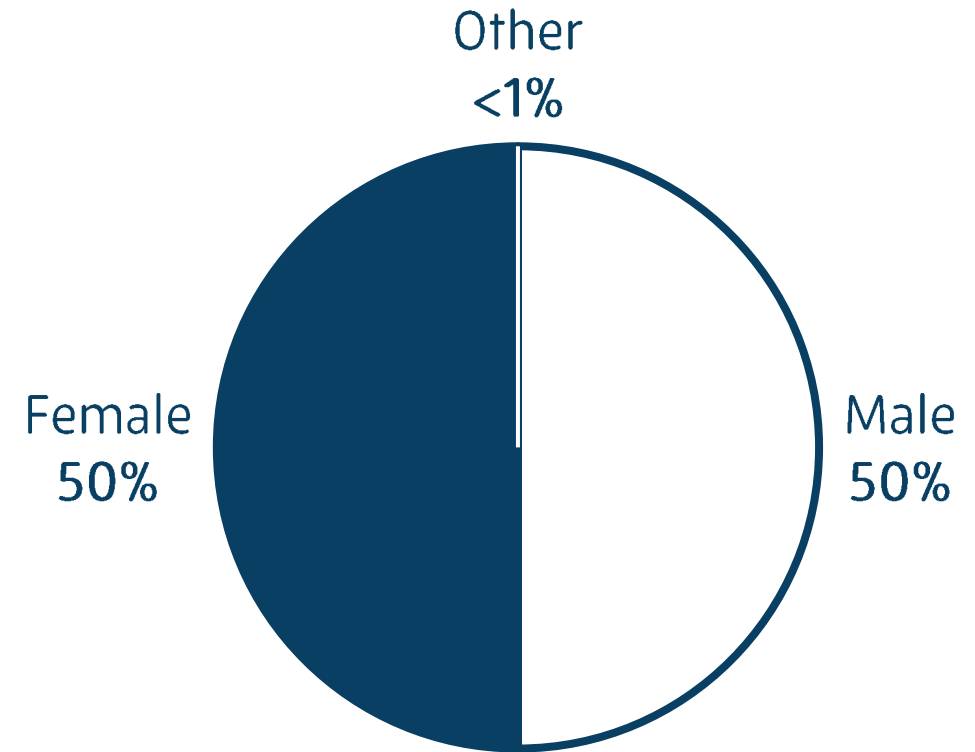
Children in Travel Party*



*Multiple responses permitted.

GENDER*

» **Half** of visitors to Maine interviewed were females

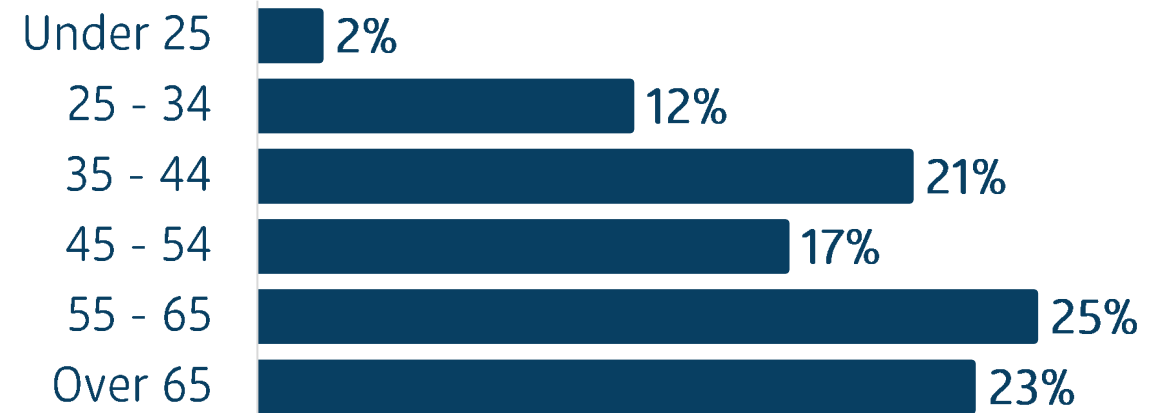


*Gender of member of travel party surveyed. May be influenced by visitors' willingness to take a survey.
The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

Maine Beaches

AGE*

» The median age of visitors to Maine was 54 years old



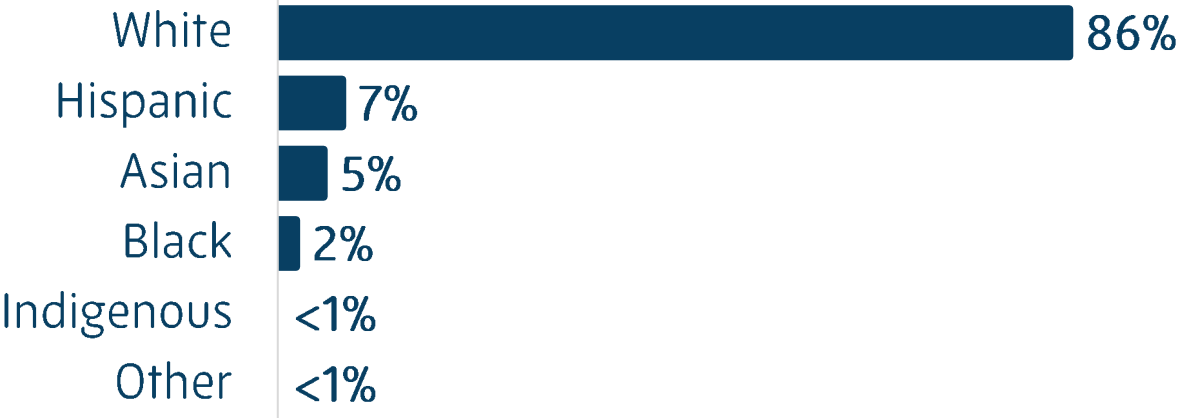
*Age of member of travel party surveyed.

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

Maine Beaches

RACE & ETHNICITY*

» Nearly **9 in 10** visitors to Maine were white (-3% points from 2023)

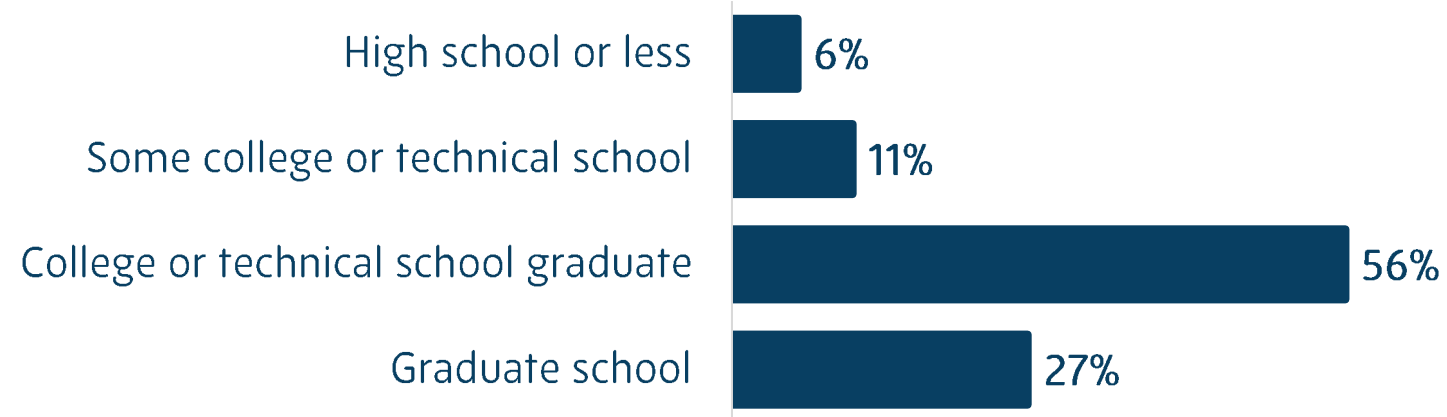


*Race/ethnicity of member of travel party surveyed.

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

EDUCATIONAL ATTAINMENT*

- » Over **4 in 5** visitors had a college/technical school degree or higher (+3% points from 2023)



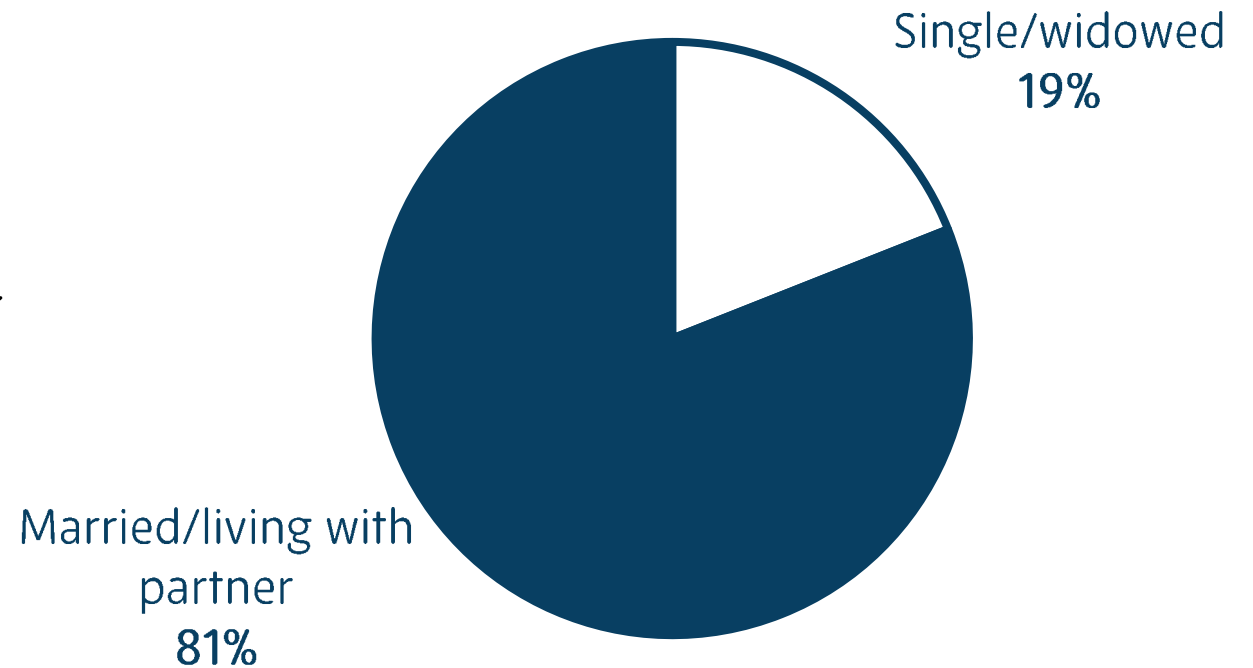
*Educational attainment of member of travel party surveyed.

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

Maine Beaches

MARITAL STATUS*

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



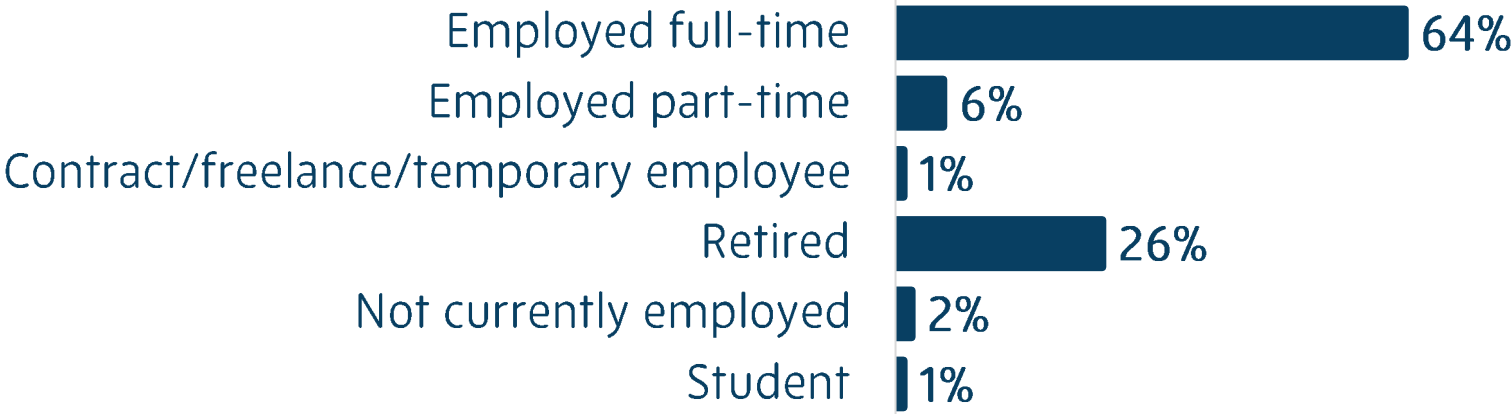
*Marital status of member of travel party surveyed.

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

Maine Beaches

EMPLOYMENT STATUS*

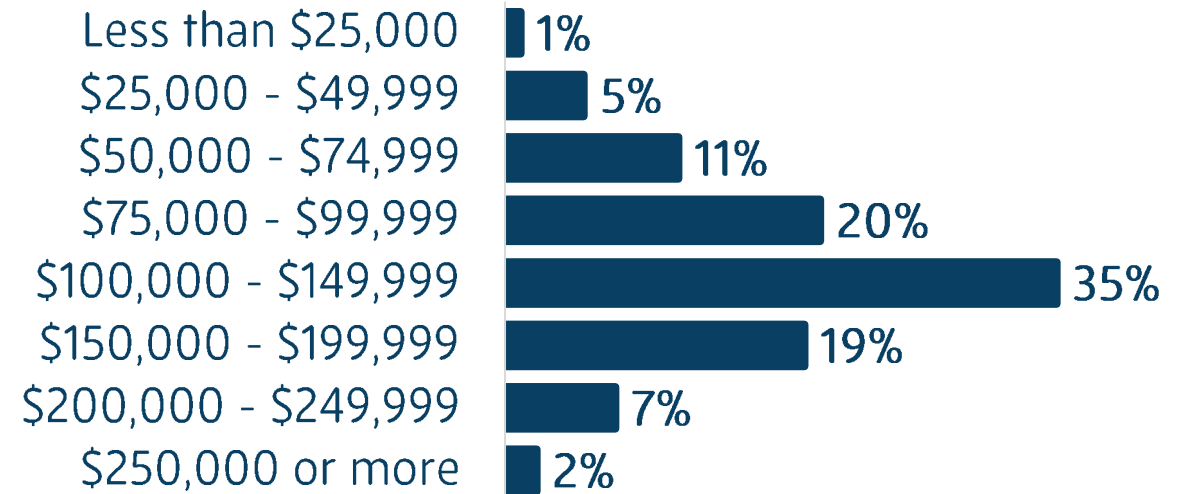
» Over 7 in 10 visitors to Maine were employed, most full-time



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

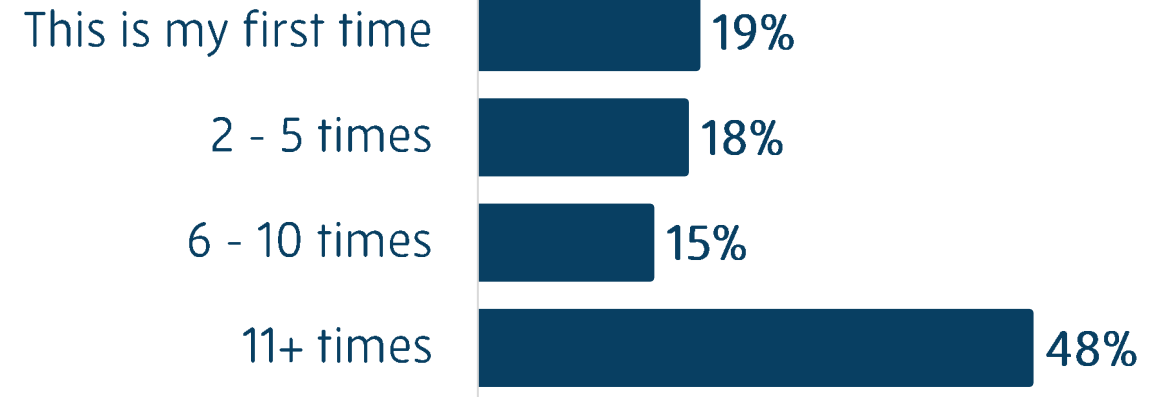
HOUSEHOLD INCOME

- » The median annual household income of visitors to Maine was **\$118,600** in 2024
- » **28%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

- » **19%** of visitors were traveling in Maine for the first time (+2% points from 2023)
- » Maine has high repeat and loyal visitors, as **48%** had previously traveled in Maine more than 10 times

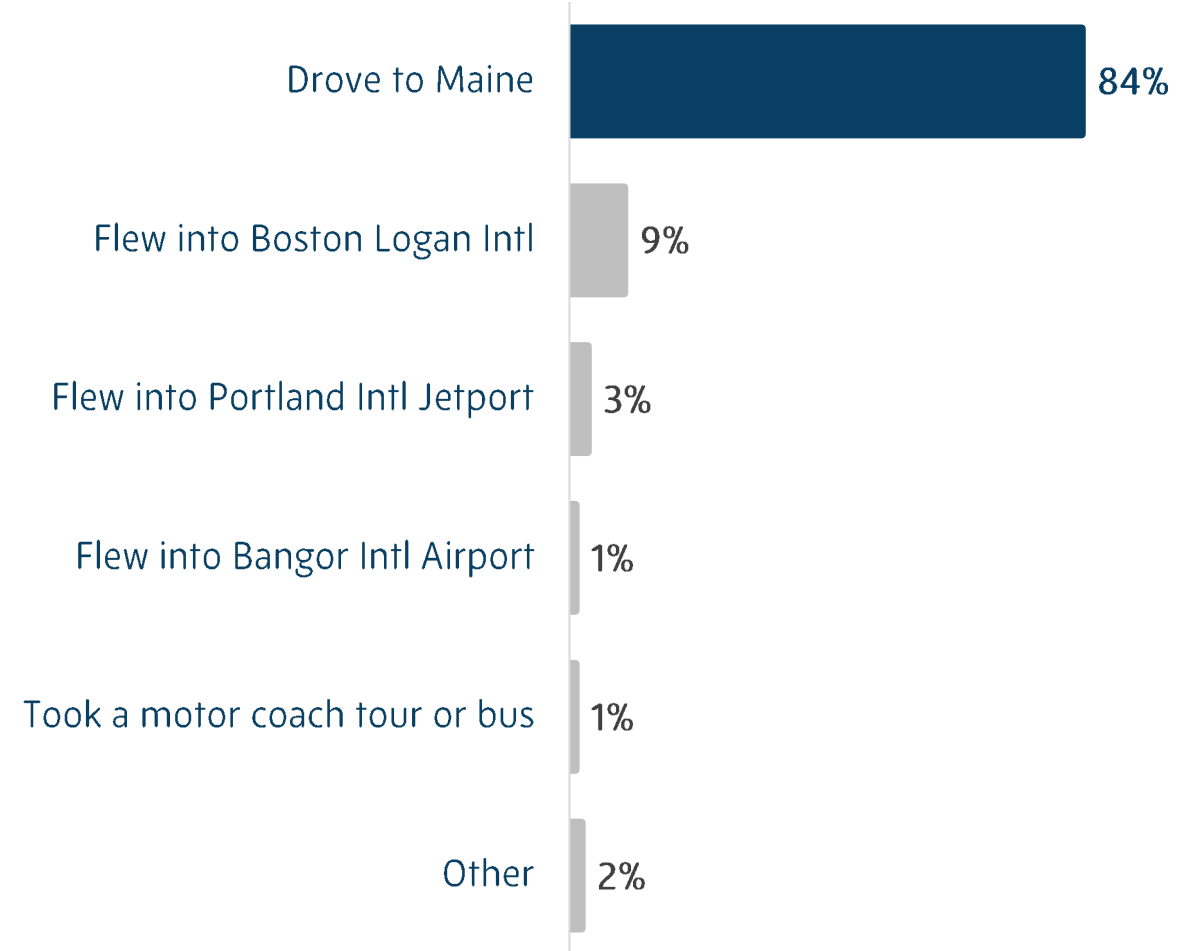


VISITOR JOURNEY : TRIP EXPERIENCE



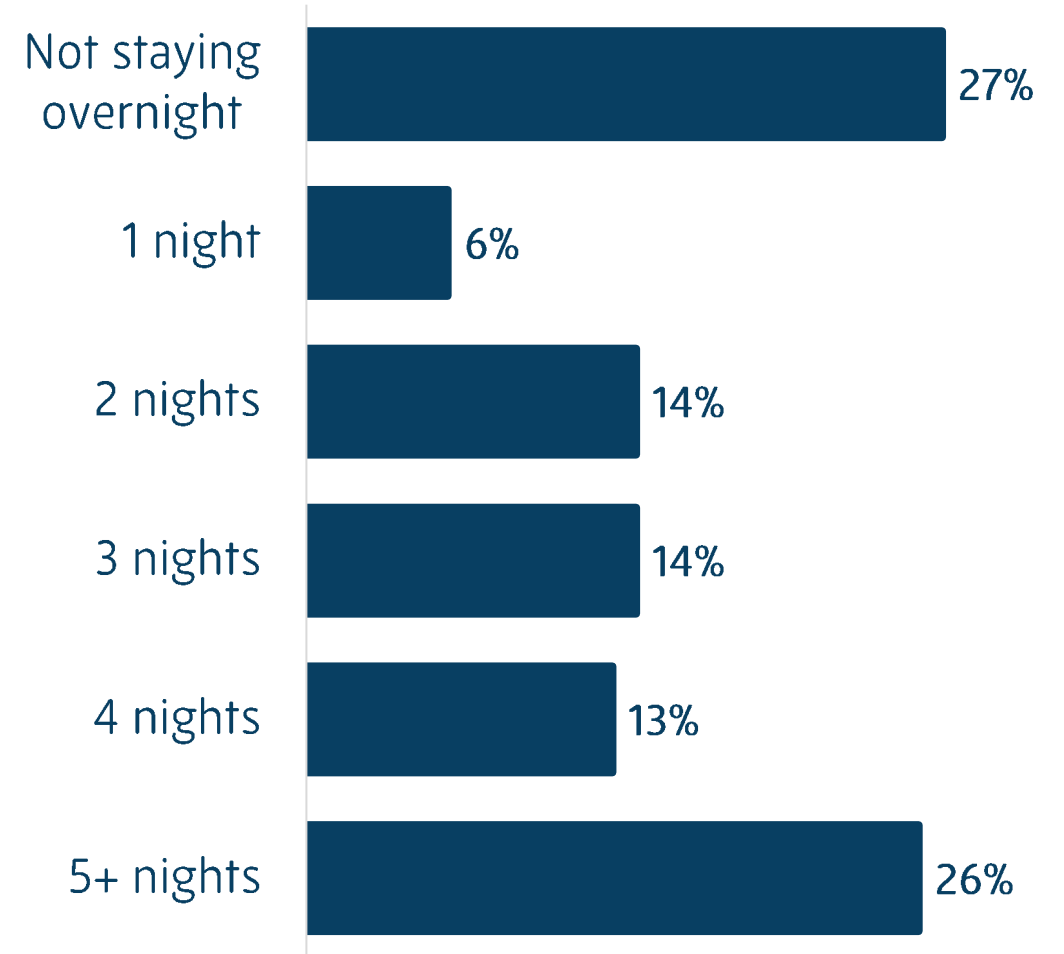
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **84%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Boston Logan International Airport (**9%** of **all visitors**)



NIGHTS STAYED

- » 73% of visitors stayed one or more nights in Maine on their trip (+1% point from 2023)
- » Typical visitors stayed 3.6* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 4.0 nights in Maine on their trips



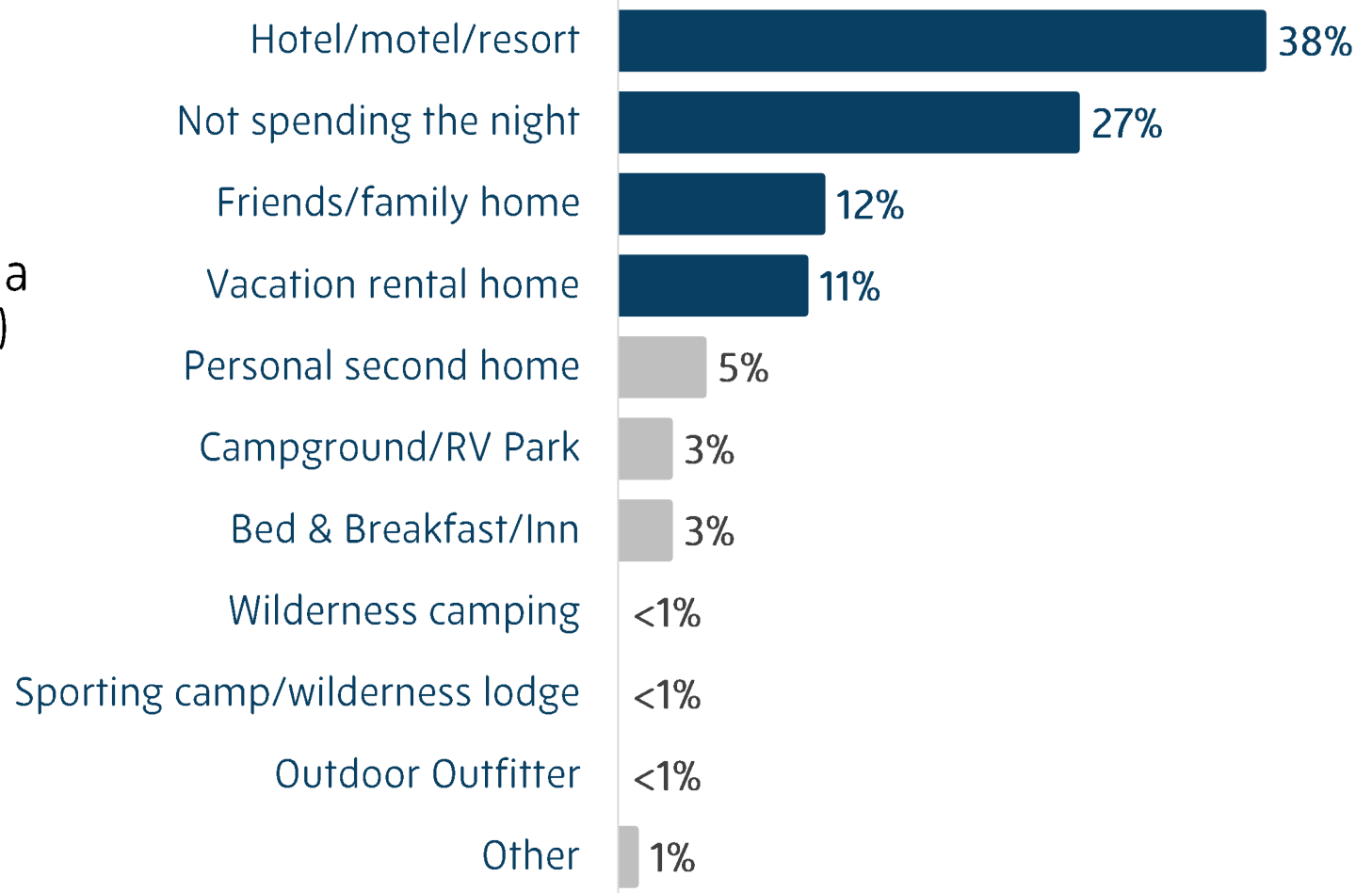
*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

Maine Beaches

73

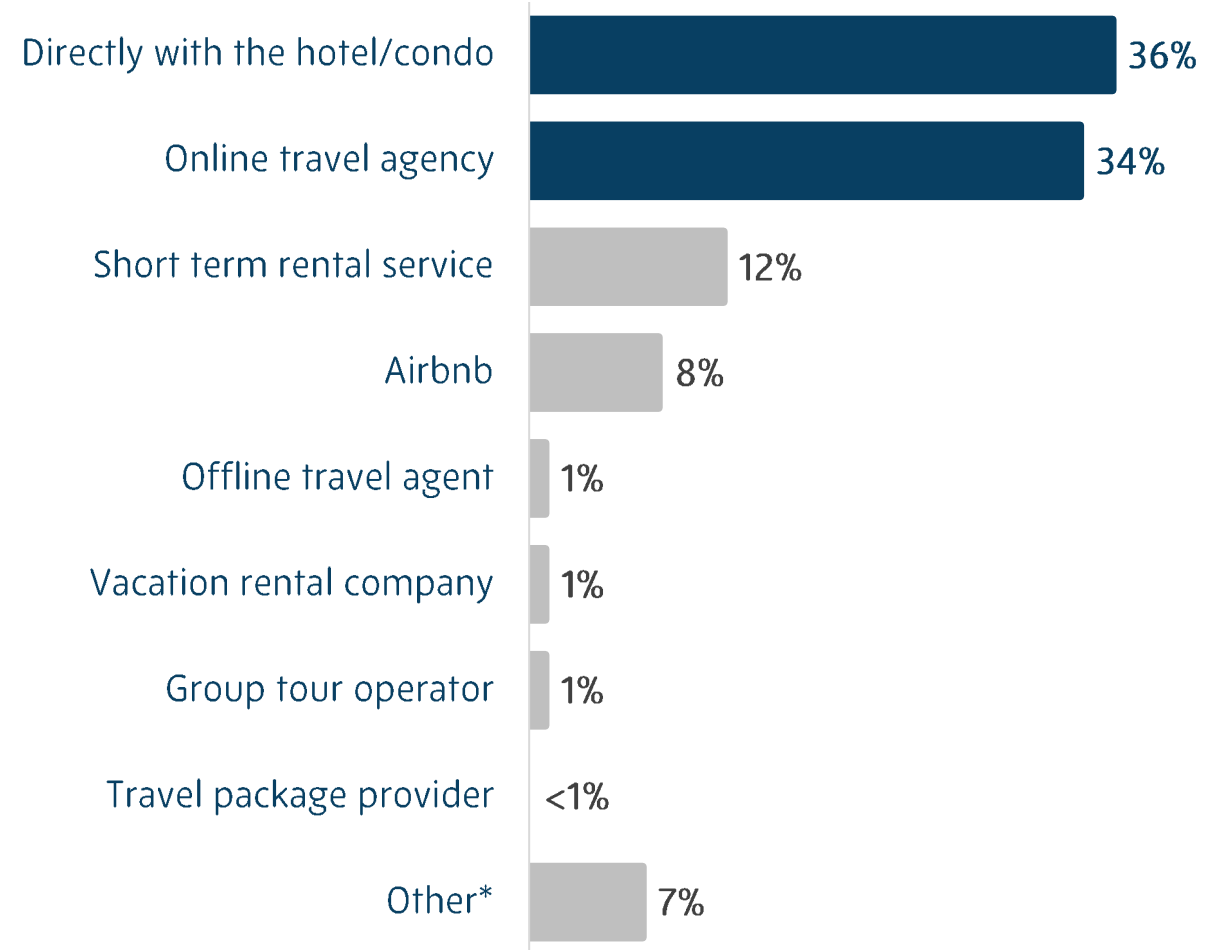
ACCOMMODATIONS

- » Nearly **2 in 5** visitors stayed overnight at a hotel/motel/resort (+1% point from 2023)
- » Over **1 in 4** visitors to Maine did not stay overnight (-1% point from 2023)



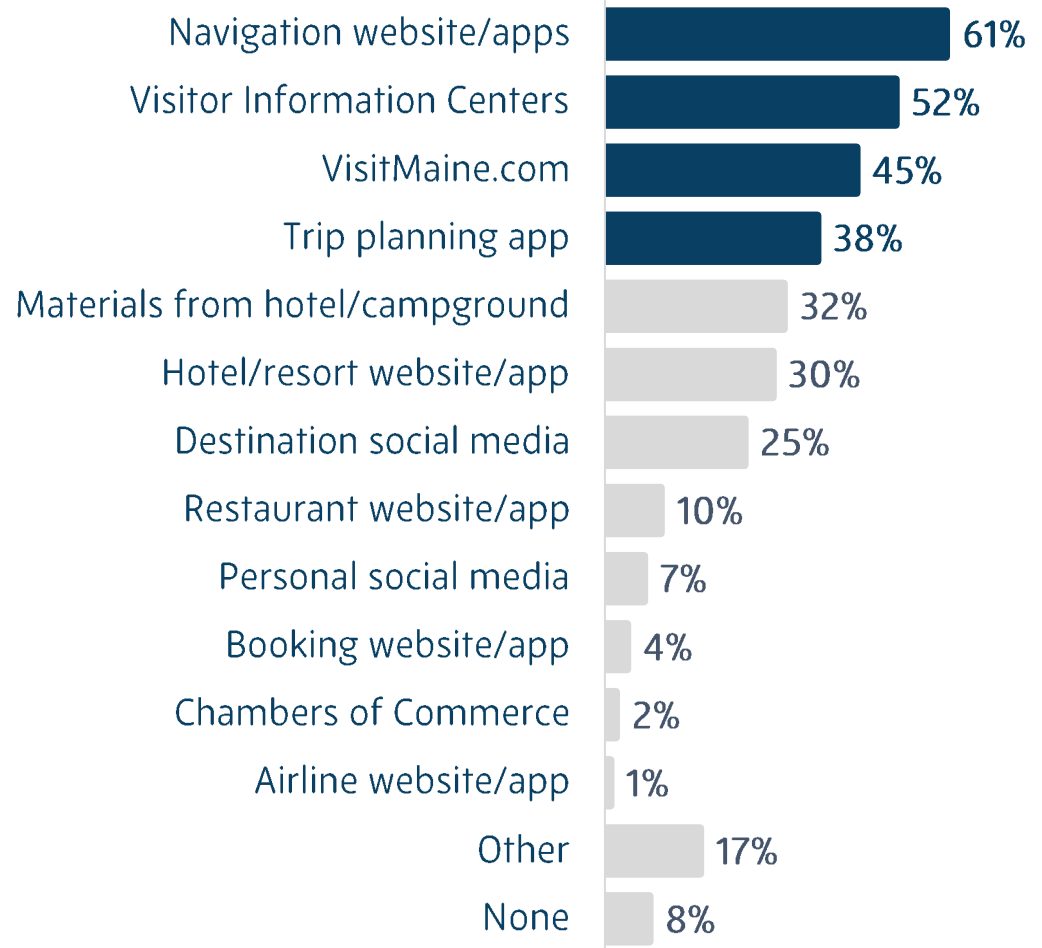
BOOKING METHODS

- » Over **1 in 3** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo (-5% points from 2023)
- » Another over **1 in 3** used an online travel agency to book their lodging



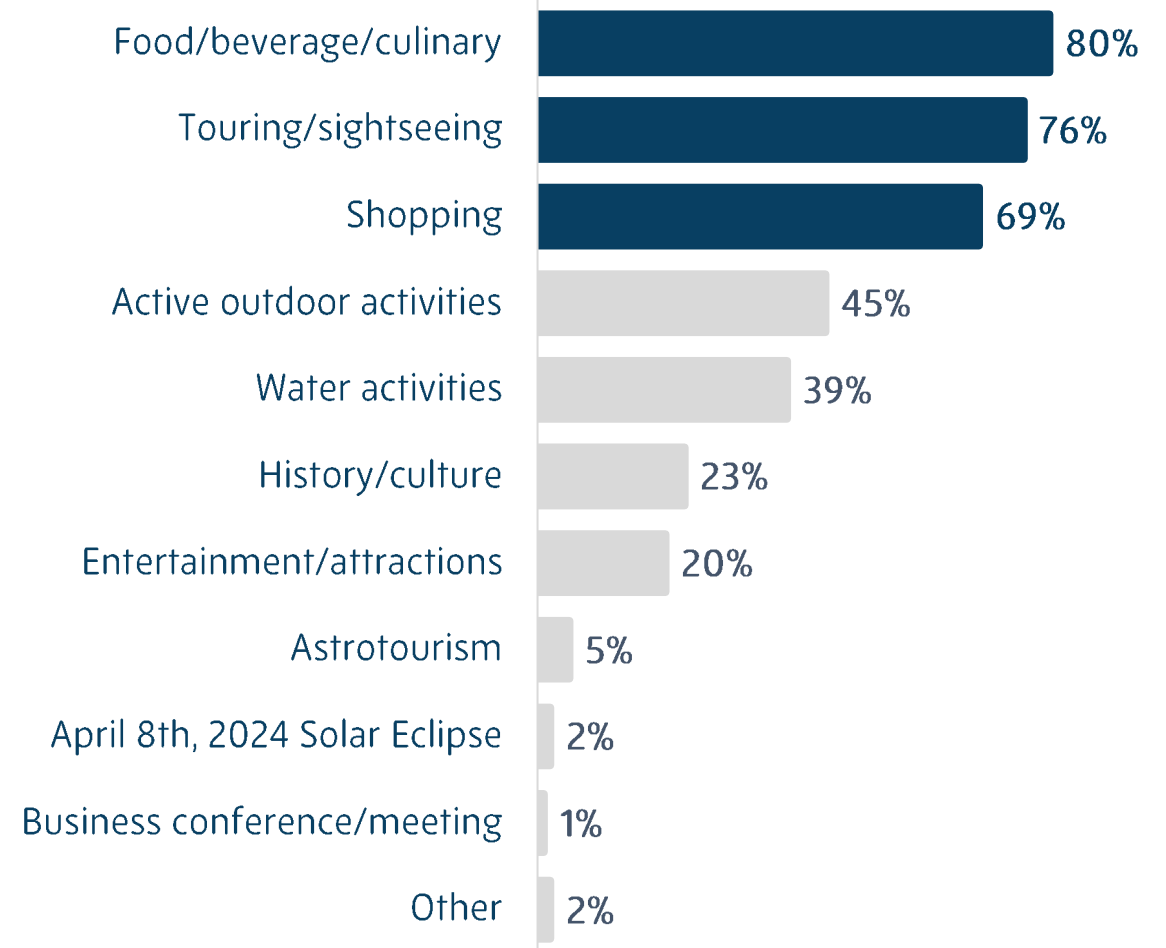
IN-MARKET VISITOR RESOURCES*

- » Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Like last year, over **half** of visitors went to visitor information centers
- » Over **2 in 5** visitors used VisitMaine.com (+7% points from 2023)
- » Nearly **2 in 5** used a trip planning app



VISITOR ACTIVITIES*

- » 4 in 5 visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Over 3 in 4 visitors went touring/sightseeing
- » Nearly 7 in 10 went shopping while in Maine



DETAILED VISITOR ACTIVITIES*

Activity	%	Activity	%	Activity	%
Sightseeing	67%	Fishing	28%	Riding all-terrain vehicles	6%
Enjoying the ocean views/rocky coast	67%	Outdoor swimming	26%	Shopping at malls	5%
Driving for pleasure	63%	Shopping for antiques/local arts and crafts	25%	Snowmobiling	5%
Ate lobster	61%	Pool swimming	24%	Amusement/theme parks	5%
Ate other local seafood	61%	Canoeing/kayaking	22%	Sailing	4%
Wildlife viewing/bird watching	56%	Enjoying the mountain views	20%	Alpine skiing/snowboarding	4%
Going to local brew pubs/craft breweries	50%	Enjoyed unique Maine food or beverages	19%	Camping	4%
Photography	47%	Surfing	19%	Bars/nightlife	4%
Nature cruises or tours	47%	Exploring State and National Parks	18%	Nordic skiing	4%
Enjoying local food at fairs/festivals	39%	Visit historic sites/museums	15%	Animal parks/zoos	4%
Shopping in downtown areas	37%	Visit art museums/local artisan studios	13%	Attend operas/classical music events	3%
Shopping for gifts/souvenirs	36%	Bicycling touring	13%	Children's museums	3%
Outlet shopping	35%	Ate farm-to-table or organic cuisine	12%	Painting/drawing/sketching	3%
Shopping for "Made in Maine" products	34%	Viewing fall colors	11%	Water skiing/jet skiing	3%
Tours of communities/local architecture	33%	Get to know the local people and/or culture	10%	Horseback riding	2%
Visited Farmer's Markets	33%	Attend plays/musicals/theatrical events	9%	Attend sporting events	1%
Going to the beach	33%	Attend popular music concerts/events	8%	Agricultural fairs	1%
Shopping for unique/locally produced goods	32%	Motor boating	8%	Water parks	1%
Hiking/climbing/backpacking	30%	Snowshoeing	6%	Hunting	1%
Consumed other locally produced Maine foods	30%	Outdoor fun centers	6%	White water rafting	1%
Enjoyed high-end cuisine or five-star dining	29%	Mountain/Fat Biking	6%	Summer camps	1%

*Multiple responses permitted.

DAILY TRAVEL PARTY SPENDING

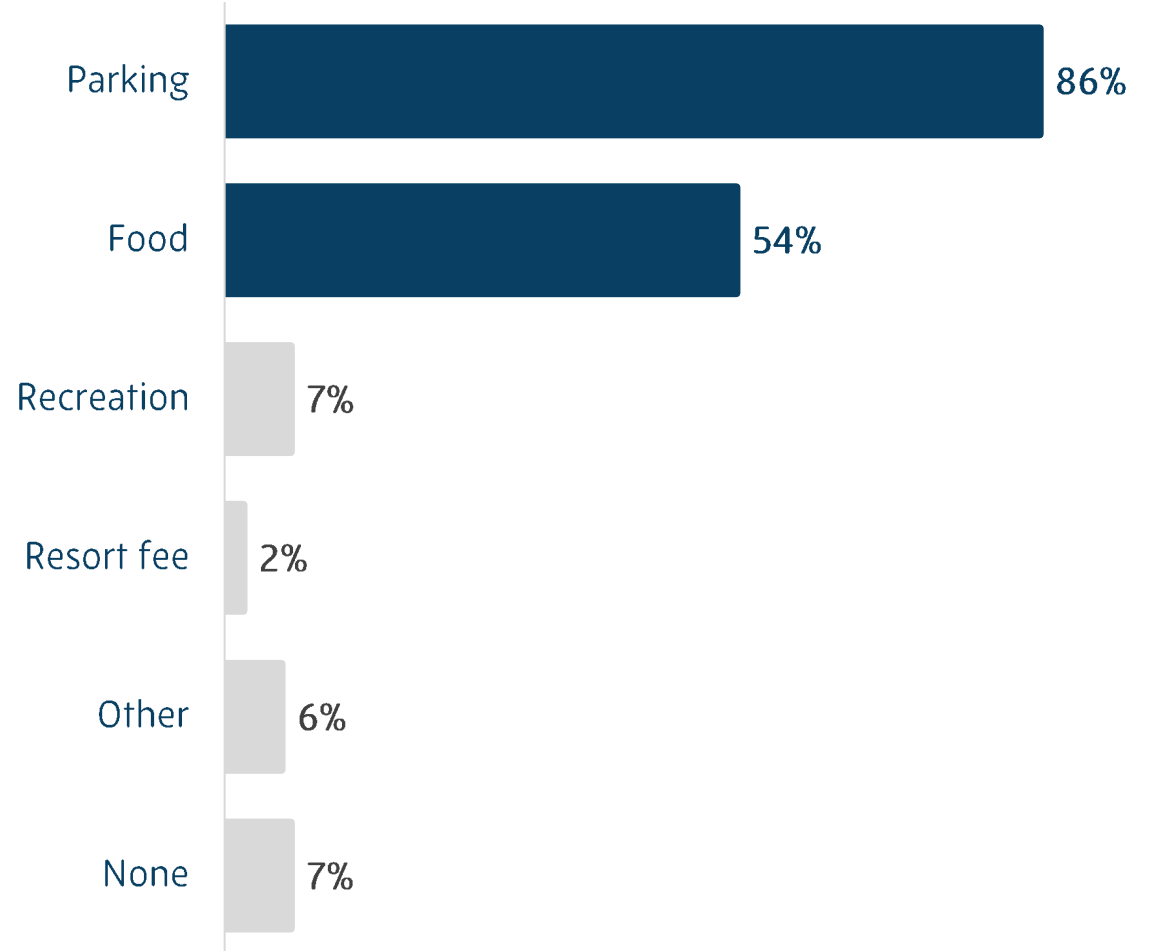
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$271	\$0	\$0
Transportation	\$53	\$48	\$33
Groceries	\$37	\$46	\$15
Restaurants	\$168	\$133	\$124
Shopping	\$114	\$86	\$111
Activities & Attractions	\$127	\$89	\$60
Other	\$27	\$23	\$14
Daily Spending	\$797	\$425	\$357

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$1,084	\$0	\$0
Transportation	\$212	\$298	\$33
Groceries	\$148	\$285	\$15
Restaurants	\$672	\$825	\$124
Shopping	\$456	\$533	\$111
Activities & Attractions	\$508	\$552	\$60
Other	\$108	\$143	\$14
Total Spending	\$3,188	\$2,635	\$357

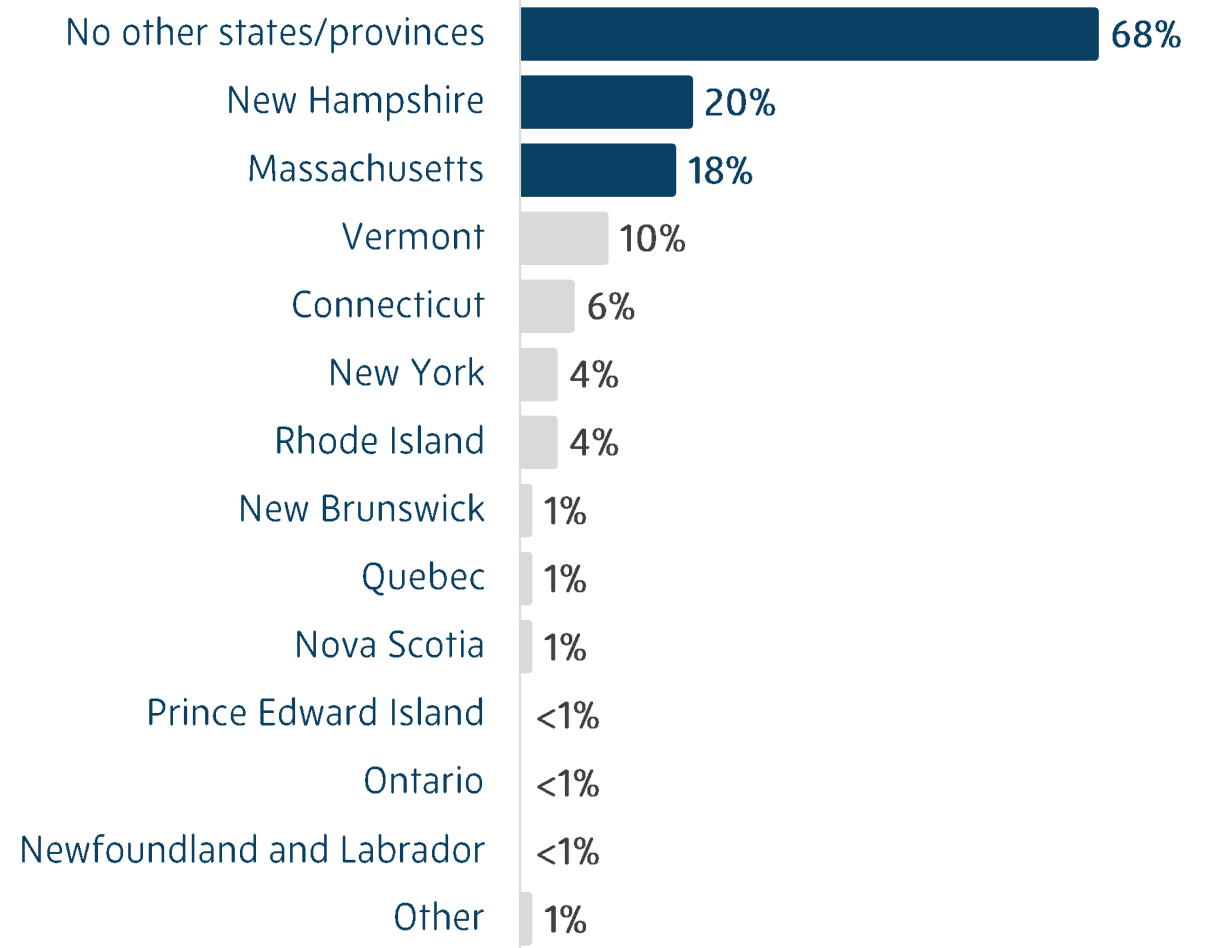
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for **93%** of visitors
- » Price for accommodations included parking for nearly **9 in 10** visitors
- » Food was included in accommodations' pricing for over **half** of visitors



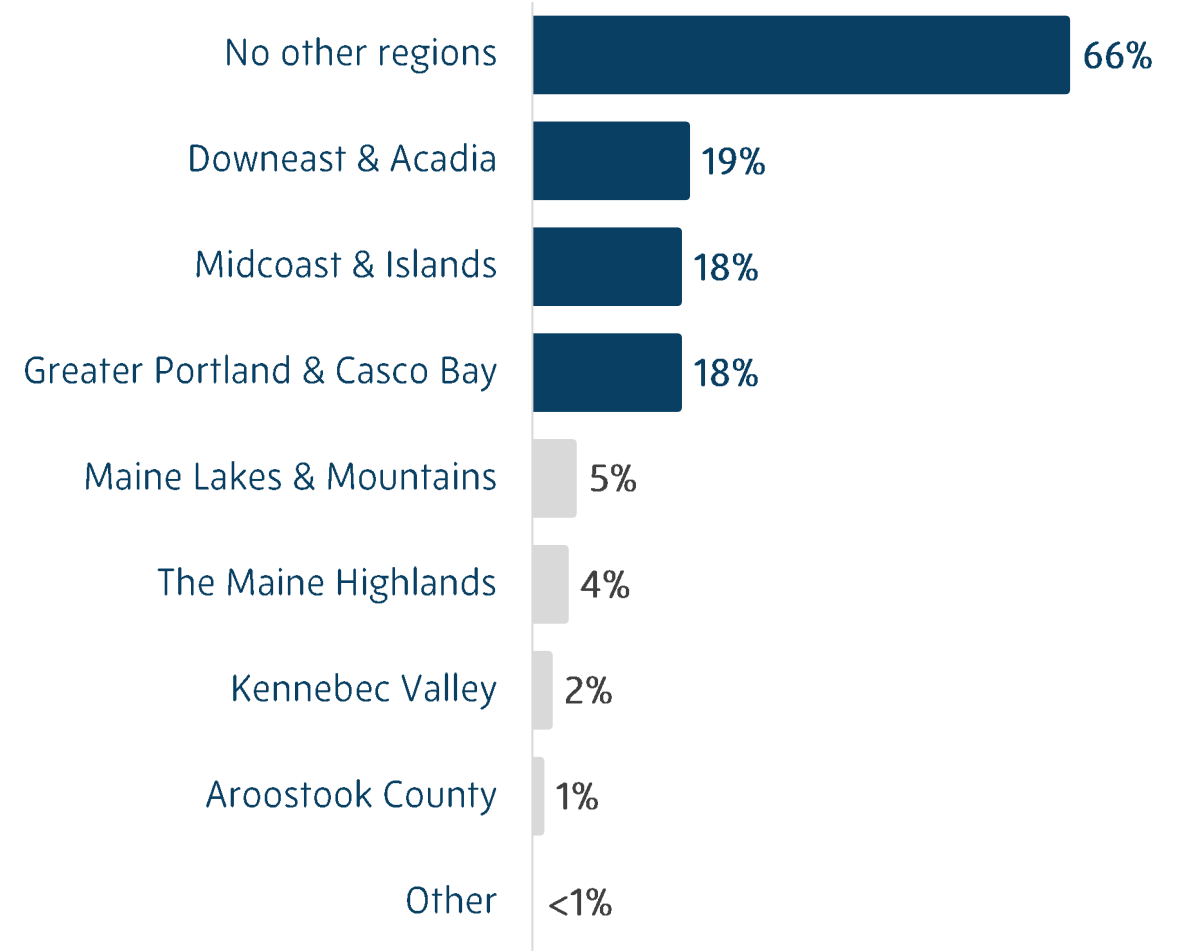
OTHER STATES & PROVINCES VISITED*

- » Nearly **7 in 10** visitors did not visit any other U.S. state or Canadian province during their trip (+2% points from 2023)
- » Like last year, visitors were more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip



TRAVELING WITHIN MAINE*

» **2 in 3** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (-7% points from 2023)



VISITOR JOURNEY : POST-TRIP EVALUATION

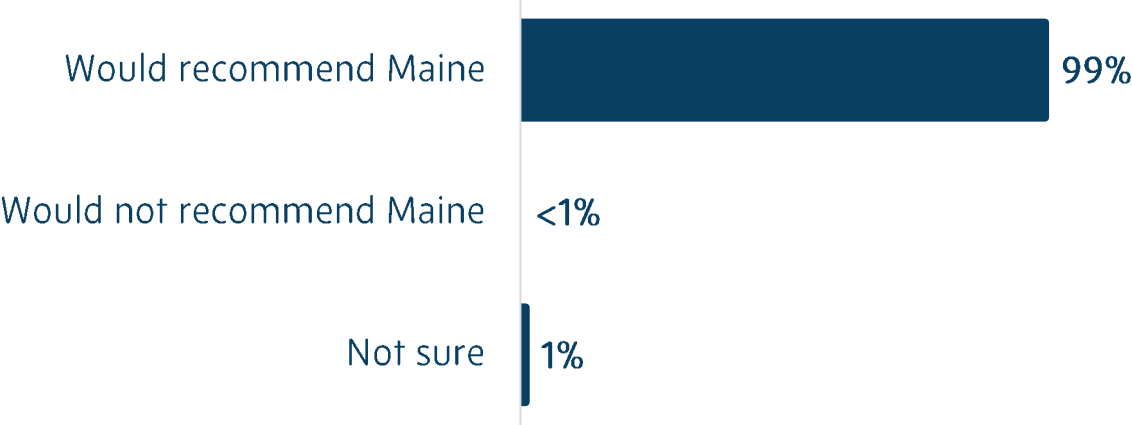


RECOMMENDING MAINE & ITS REGIONS

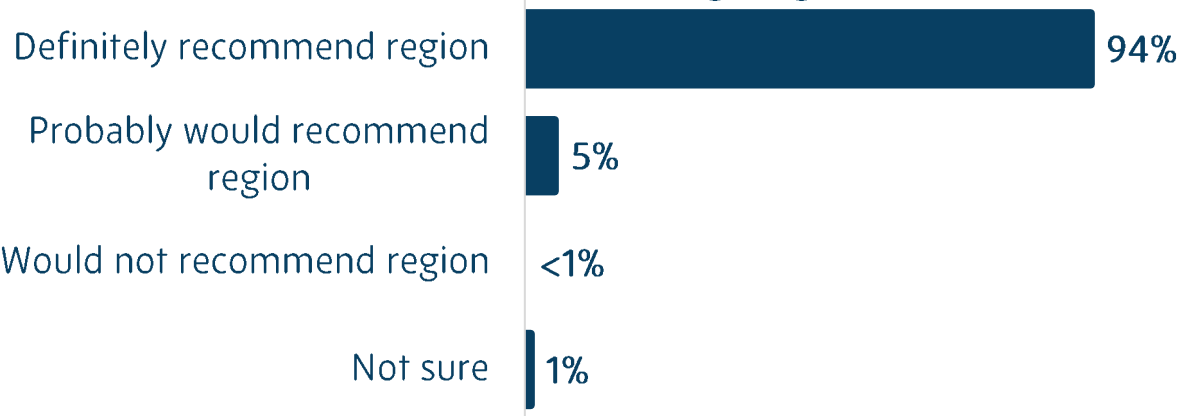
- » **Nearly all** visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation

- » **99%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip; **94%** would definitely recommend

Likelihood of Recommending Maine

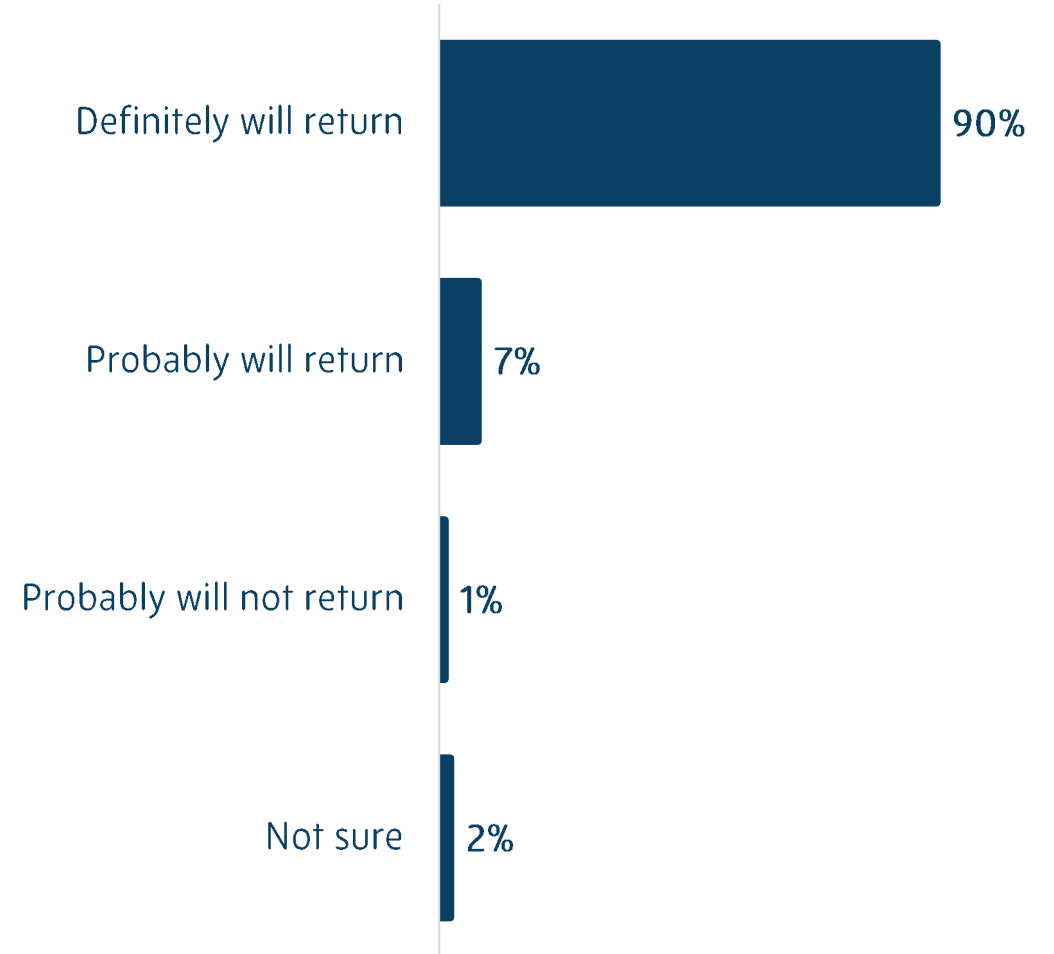


Likelihood of Recommending Region Visited



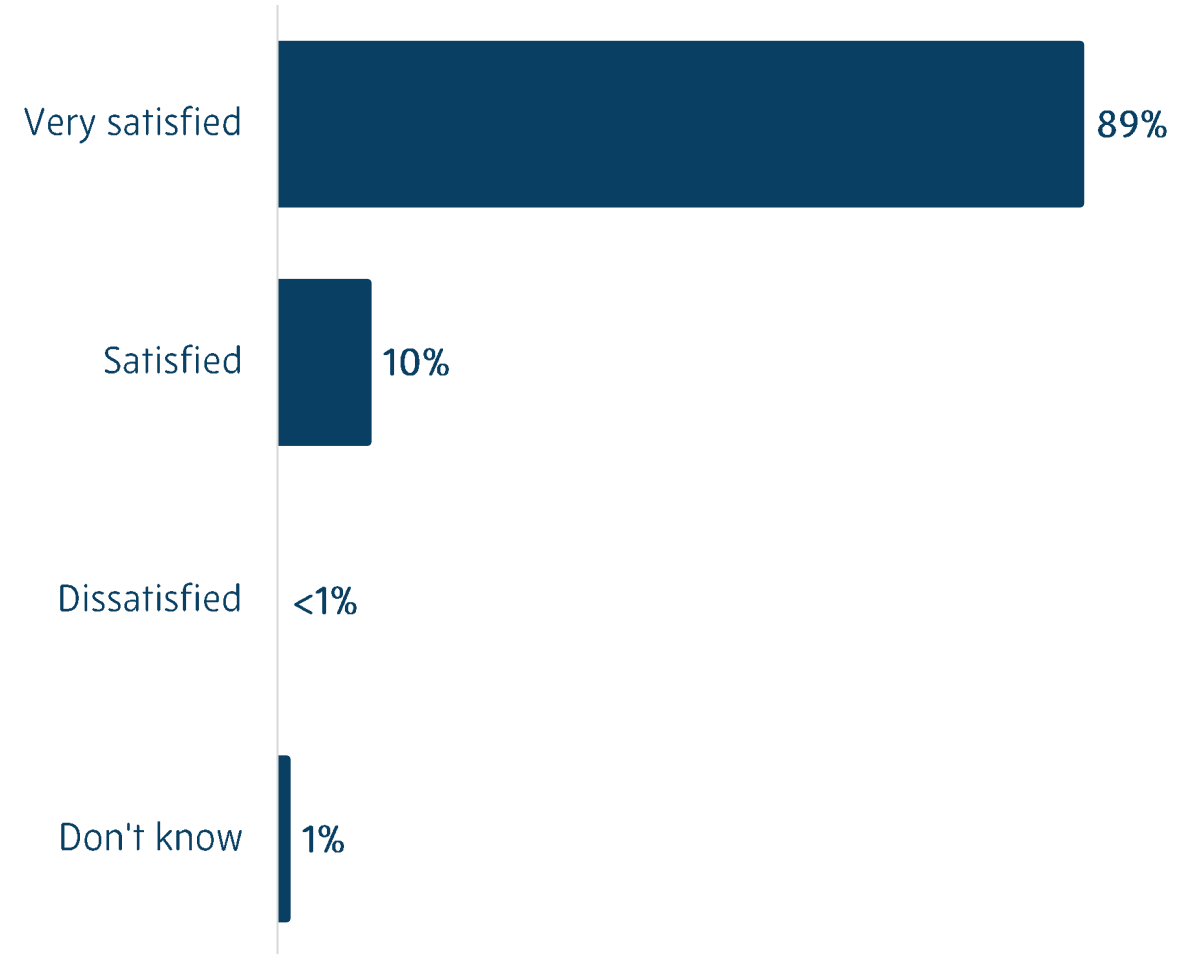
LIKELIHOOD OF RETURNING TO MAINE

- » Like last year, **97%** of visitors would return to Maine for a future visit or vacation; **90%** would definitely return

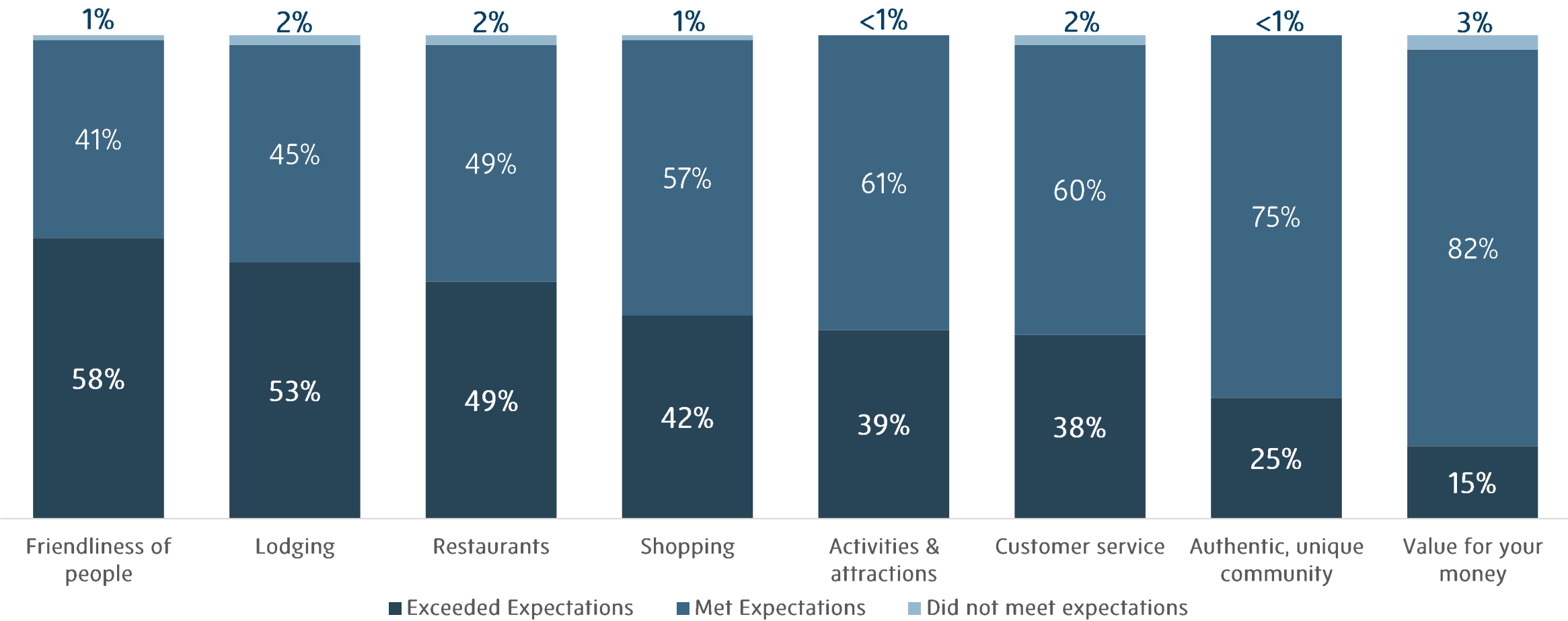


SATISFACTION

- » **Nearly all** visitors were satisfied with their trip to Maine
- » **89%** of visitors were very satisfied with their trip to Maine (+1% point from 2023)

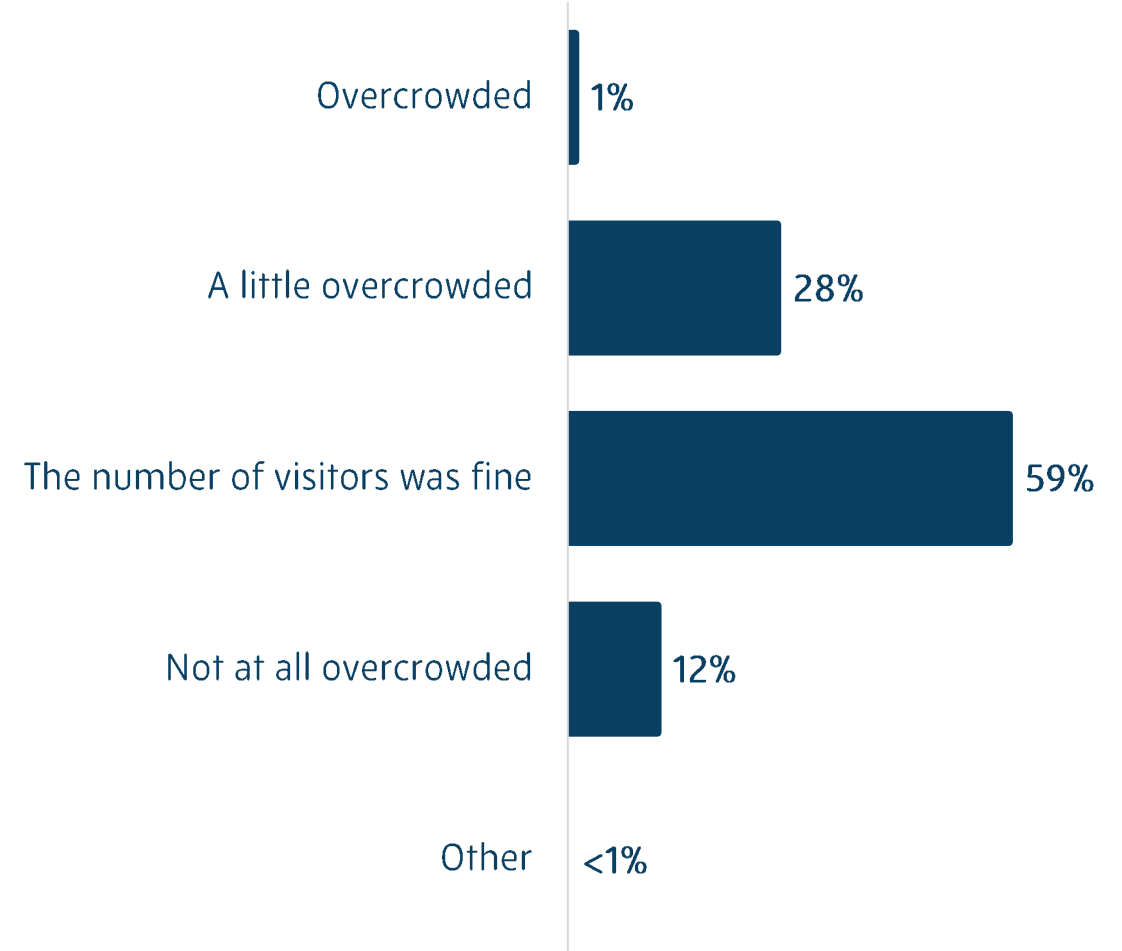


TRIP RATINGS



OVERCROWDING

- » Nearly **3 in 5** visitors thought the number of visitors during their trip to Maine was fine (+9% points from 2023)
- » Nearly **3 in 10** though it was a little overcrowded (-9% points from 2023)



ANNUAL COMPARISONS



VISITOR JOURNEY : PRE-VISIT



TRIP PLANNING CYCLE

Trip Planning Cycle	2023	2024
A week or less	16%	17%
2 - 3 weeks	12%	12%
1 - 2 months	30%	33%
3 - 4 months	23%	22%
5 - 6 months	10%	8%
7 months - 1 year	7%	6%
More than 1 year	2%	2%
Days in Planning Cycle	52	49

Booking Window	2023	2024
A week or less	18%	19%
2 - 3 weeks	13%	13%
1 - 2 months	29%	34%
3 - 4 months	22%	21%
5 - 6 months	9%	7%
7 months - 1 year	7%	5%
More than 1 year	2%	1%
Days in Booking Window	50	46

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2023	2024
VisitMaine.com	36%	44%
TheMaineBeaches.com	28%	36%
Online travel agency	24%	23%
Online search engines	23%	16%
VisitPortland.com	3%	14%
Hotel websites	17%	12%
TripAdvisor	16%	11%
DowneastAcadia.com	10%	11%
Airbnb	9%	8%
Vrbo	7%	8%
MainesMidCoast.com	7%	8%
VisitBarHarbor.com	1%	7%
Facebook	5%	4%
Traveler reviews/blogs/stories	4%	4%
MaineTourism.com	7%	4%
Instagram	3%	3%
Visit Maine social media	2%	3%
YouTube	3%	3%
Airline websites	2%	2%
Vacation rental websites	2%	2%
MaineLakesandMountains.com	1%	2%
DiscoverNewEngland.com	1%	1%
KennebecValley.org	1%	1%
TheMaineHighlands.com	<1%	1%
X (Formerly Twitter)	1%	1%
VisitAroostook.com	<1%	<1%
Other	4%	3%
None	29%	24%

*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2023	2024
Travel guides/brochures	33%	42%
Called the Maine Office of Tourism	27%	24%
Advice from friends/family	20%	21%
Visit Maine e-newsletter	17%	18%
Travel books & magazines	7%	15%
Articles or travelogues	6%	9%
Visitor Guide	9%	8%
AAA	6%	4%
Travel planning apps	4%	4%
Called local convention and visitors bureaus	1%	1%
Called local Chambers of Commerce	1%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Travel agent	1%	1%
Other	2%	2%
None	35%	26%

REASON FOR VISITING*

Reasons for Visiting	2023	2024
Sightseeing/touring	49%	50%
Relax and unwind	43%	39%
Beach	42%	37%
Nature & bird watching	21%	25%
Shopping	11%	15%
Visiting friends/relatives	12%	12%
Water activities	11%	10%
Special occasion	6%	6%
Attractions	5%	5%
Active outdoor activities	4%	5%
Culture/museums/history	2%	4%
April 8 th , 2024 Solar Eclipse	NA	2%
Special event	2%	1%
Sporting event	1%	1%
Snow activities	<1%	1%
Conference/meeting	1%	1%
Astrotourism	<1%	<1%
Other	17%	22%

*Multiple responses permitted.

TV SHOWS & FILM

Trip Inspiration From Film	2023	2024
Yes	2%	2%
No	98%	97%
Don't know	<1%	1%

How Film Inspired Trip*	2023	2024
Seeing Maine in a film or TV show made me think about Maine as a place to visit	68%	47%
I was considering Maine as a destination option and visiting a location related to a TV show or film was the deciding factor	13%	22%
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	<1%	15%
Visiting a location related to a TV show or film was the main reason I visited Maine	19%	9%
Something else	<1%	7%

Visited TV or Film Attractions**	2023	2024
Yes	1%	1%
No	98%	97%
Don't know	1%	2%

*Only asked to those who said a TV show or film inspired them to take a trip to Maine.

**Only asked to those who said they were NOT inspired by a TV show or film to visit Maine.

OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	2023	2024
No other states/provinces	73%	71%
New Hampshire	14%	17%
Massachusetts	15%	15%
Vermont	9%	11%
Connecticut	6%	5%
Rhode Island	5%	5%
New York	3%	3%
New Brunswick	1%	1%
Nova Scotia	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	<1%	<1%
Ontario	<1%	<1%
Other	1%	1%

ADVERTISING/PROMOTIONS

Recalled Advertising	2023	2024
Yes	34%	31%
No	60%	62%
Not sure	6%	7%

Influenced by Advertising	2023	2024
Yes	9%	9%

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2023	2024
Social media	42%	38%
Radio	11%	31%
Cable or satellite television	37%	25%
Internet	21%	19%
Magazine	10%	11%
VisitMaine.com	7%	8%
Maine travel/visitor guide	7%	6%
Traveler reviews/blogs	5%	6%
AAA	6%	6%
Online streaming service	4%	4%
Brochure	3%	4%
Newspaper	4%	2%
Deal – based promotion	2%	1%
Billboard	2%	1%
Music/podcast streaming	2%	1%
Other	3%	3%
Not sure	1%	1%

VISITOR JOURNEY : TRAVELER PROFILE



ORIGIN REGION

Region of Origin	2023	2024
Maine	5%	4%
New England	42%	44%
Mid-Atlantic	25%	22%
Southeast	9%	8%
Southwest	3%	3%
Midwest	6%	7%
West	3%	4%
Canada	5%	6%
International	2%	2%

ORIGIN STATE/PROVINCE

Origin States & Provinces	2023	2024
Massachusetts	19%	23%
New York	12%	10%
New Hampshire	9%	8%
Connecticut	7%	7%
Vermont	5%	5%
Quebec	4%	5%
Maine	5%	4%
New Jersey	5%	4%
Pennsylvania	4%	4%
Florida	4%	3%
Maryland	2%	2%
Ohio	1%	2%
Rhode Island	2%	2%
Texas	2%	2%
Virginia	2%	2%

ORIGIN MARKET

Origin Markets	2023	2024
Boston	11%	13%
New York City ¹	8%	7%
Albany	3%	3%
Washington DC - Baltimore ²	3%	2%
Providence, RI	2%	2%
Worcester, MA	1%	2%
Manchester, NH	2%	2%

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

²Includes some markets in Maryland, Virginia, and West Virginia.

TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2023	2024
As a couple	50%	47%
As a family	32%	34%
With other couples/friends	9%	9%
Traveled alone	7%	8%
With business associates	1%	1%
In a tour group	1%	1%
Other	<1%	<1%
Average Travel Party Size	2.7	2.9

TRAVEL WITH CHILDREN*

Children in Travel Party*	2023	2024
No children	80%	78%
Children younger than 6	3%	3%
Children 6 – 12	14%	15%
Children 13 – 17	10%	12%

Gender	2023	2024
Male	48%	50%
Female	52%	50%

DEMOGRAPHIC PROFILE

Age	2023	2024
Under 25	2%	2%
25 – 34	11%	12%
35 – 44	21%	21%
45 – 54	20%	17%
55 – 65	25%	25%
Over 65	21%	23%
Median Age	53	54

Race/Ethnicity	2023	2024
White	89%	86%
Hispanic	4%	7%
Asian	5%	5%
Black	2%	2%
Indigenous	<1%	<1%
Other	<1%	<1%

LIFESTYLE PROFILE

Marital Status	2023	2024
Single/widowed	18%	19%
Married/living with partner	82%	81%

Employment Status	2023	2024
Employed full-time	61%	64%
Employed part-time	7%	6%
Contract/freelance/temporary employee	2%	1%
Retired	27%	26%
Not currently employed	2%	2%
Student	1%	1%

LIFESTYLE PROFILE

Household Income	2023	2024
Less than \$25,000	2%	1%
\$25,000 - \$49,999	6%	5%
\$50,000 - \$74,999	11%	11%
\$75,000 - \$99,999	25%	20%
\$100,000 - \$149,999	35%	35%
\$150,000 - \$199,999	15%	19%
\$200,000 - \$249,999	4%	7%
\$250,000 or more	2%	2%
Median Household Income	\$108,600	\$118,600

LIFESTYLE PROFILE

Educational Attainment	2023	2024
High school or less	8%	6%
Some college or technical school	12%	11%
College or technical school graduate	54%	56%
Graduate school	26%	27%

NEW & RETURNING VISITORS

Previous Trips to Maine	2023	2024
This is my first time	17%	19%
2 - 5 times	19%	18%
6 - 10 times	16%	15%
11+ times	48%	48%

VISITOR JOURNEY : TRIP EXPERIENCE



TRANSPORTATION

Means of Transportation	2023	2024
Drove to Maine	85%	84%
Flew into Boston Logan Intl	9%	9%
Flew into Portland Intl Jetport	2%	3%
Flew into Bangor Intl Airport	1%	1%
Took a motor coach tour or bus	1%	1%
Other	2%	2%

LENGTH OF STAY

Nights Stayed	2023	2024
Not staying overnight	28%	27%
1 night	4%	6%
2 nights	12%	14%
3 nights	16%	14%
4 nights	13%	13%
5+ nights	27%	26%
Average Length of Stay	3.7	3.6

ACCOMMODATIONS

Accommodations	2023	2024
Hotel/motel/resort	37%	38%
Not spending the night	28%	27%
Friends/family home	12%	12%
Vacation rental home	10%	11%
Personal second home	6%	5%
Campground/RV Park	3%	3%
Bed & Breakfast/Inn	2%	3%
Wilderness camping	<1%	<1%
Sporting camp/wilderness lodge	<1%	<1%
Outdoor Outfitter	<1%	<1%
Other	2%	1%

BOOKING

Booking Methods	2023	2024
Directly with the hotel/condo	41%	36%
Online travel agency	33%	34%
Short term rental service	9%	12%
Airbnb	8%	8%
Vacation rental company	1%	1%
Offline travel agent	1%	1%
Group tour operator	1%	1%
Travel package provider	<1%	<1%
Other	6%	7%

IN-MARKET RESOURCES*

In-Market Resources	2023	2024
Navigation website/apps	56%	61%
Visitor Information Centers	52%	52%
VisitMaine.com	38%	45%
Trip planning app	40%	38%
Materials from hotel/campground	30%	32%
Hotel/resort website/app	30%	30%
Destination social media	28%	25%
Restaurant website/app	10%	10%
Personal social media	7%	7%
Booking website/app	3%	4%
Chambers of Commerce	2%	2%
Airline website/app	1%	1%
Other	4%	17%
None	10%	8%

ACTIVITIES*

Activities	2023	2024
Food/beverage/culinary	78%	80%
Touring/sightseeing	73%	76%
Shopping	65%	69%
Active outdoor activities	33%	45%
Water activities	47%	39%
History/culture	17%	23%
Entertainment/attractions	21%	20%
Astrotourism	3%	5%
April 8 th , 2024 Solar Eclipse	NA	2%
Business conference/meeting	1%	1%
Other	3%	2%

DETAILED VISITOR ACTIVITIES*

Activity	%	Activity	%	Activity	%
Sightseeing	67%	Fishing	28%	Riding all-terrain vehicles	6%
Enjoying the ocean views/rocky coast	67%	Outdoor swimming	26%	Shopping at malls	5%
Driving for pleasure	63%	Shopping for antiques/local arts and crafts	25%	Snowmobiling	5%
Ate lobster	61%	Pool swimming	24%	Amusement/theme parks	5%
Ate other local seafood	61%	Canoeing/kayaking	22%	Sailing	4%
Wildlife viewing/bird watching	56%	Enjoying the mountain views	20%	Alpine skiing/snowboarding	4%
Going to local brew pubs/craft breweries	50%	Enjoyed unique Maine food or beverages	19%	Camping	4%
Photography	47%	Surfing	19%	Bars/nightlife	4%
Nature cruises or tours	47%	Exploring State and National Parks	18%	Nordic skiing	4%
Enjoying local food at fairs/festivals	39%	Visit historic sites/museums	15%	Animal parks/zoos	4%
Shopping in downtown areas	37%	Visit art museums/local artisan studios	13%	Attend operas/classical music events	3%
Shopping for gifts/souvenirs	36%	Bicycling touring	13%	Children's museums	3%
Outlet shopping	35%	Ate farm-to-table or organic cuisine	12%	Painting/drawing/sketching	3%
Shopping for "Made in Maine" products	34%	Viewing fall colors	11%	Water skiing/jet skiing	3%
Tours of communities/local architecture	33%	Get to know the local people and/or culture	10%	Horseback riding	2%
Visited Farmer's Markets	33%	Attend plays/musicals/theatrical events	9%	Attend sporting events	1%
Going to the beach	33%	Attend popular music concerts/events	8%	Agricultural fairs	1%
Shopping for unique/locally produced goods	32%	Motor boating	8%	Water parks	1%
Hiking/climbing/backpacking	30%	Snowshoeing	6%	Hunting	1%
Consumed other locally produced Maine foods	30%	Outdoor fun centers	6%	White water rafting	1%
Enjoyed high-end cuisine or five-star dining	29%	Mountain/Fat Biking	6%	Summer camps	1%

*Multiple responses permitted.

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2023	2024
No other states/provinces	66%	68%
New Hampshire	18%	20%
Massachusetts	20%	18%
Vermont	9%	10%
Connecticut	8%	6%
New York	4%	4%
Rhode Island	5%	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%

TRAVELING IN MAINE*

Maine Regions Visited	2023	2024
No other regions	73%	66%
Downeast & Acadia	18%	19%
Midcoast & Islands	16%	18%
Greater Portland & Casco Bay	15%	18%
Maine Lakes & Mountains	5%	5%
The Maine Highlands	3%	4%
Kennebec Valley	3%	2%
Aroostook County	2%	1%
Other	<1%	<1%

VISITOR JOURNEY : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2023	2024
Would recommend Maine	98%	99%
Would not recommend Maine	1%	<1%
Not sure	1%	1%

Recommending Regions	2023	2024
Definitely recommend region	93%	94%
Probably would recommend region	6%	5%
Would not recommend region	<1%	<1%
Not sure	1%	1%

RETURNING TO MAINE

Returning to Maine	2023	2024
Definitely will return	90%	90%
Probably will return	7%	7%
Probably will not return	1%	1%
Not sure	2%	2%

SATISFACTION

Satisfaction	2023	2024
Very satisfied	88%	89%
Satisfied	11%	10%
Dissatisfied	<1%	<1%
Don't know	1%	1%

TRIP EXPECTATIONS

Exceeded Expectations	2023	2024
Friendliness of people	44%	58%
Lodging	43%	53%
Restaurants	36%	49%
Shopping	34%	42%
Activities & attractions	42%	39%
Customer service	34%	38%
Authentic and unique community	32%	25%
Value for your money	19%	15%

OVERCROWDING

Overcrowding	2023	2024
Overcrowded	1%	1%
A little overcrowded	37%	28%
The number of visitors was fine	50%	59%
Not at all overcrowded	12%	12%
Other	<1%	<1%

STUDY METHODS



METHODOLOGY



Visitor Tracking

1,094 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, 2023 and November 30th, 2024.

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 1.46.

MAINE BEACHES

2024 Economic Impact & Visitor Tracking Report

DECEMBER 2023 – NOVEMBER 2024

Downs & St. Germain Research
850 – 906 – 3111 | contact@dsg-research.com
dsg-research.com

