

# 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.

## Pre-Visit

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

## Traveler Profile

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

## Trip Experience

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

## Post-Trip Evaluation

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

## Impact of Tourism

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

# 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.

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# ROOM NIGHTS

Visitors to Maine Beaches generated

**2,894,600**

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



# JOB 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.

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# VISITORS & JOBS

Every  
**143**  
visitors supports a new job in Maine Beaches



# 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.

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# VISITOR JOURNEY: PRE-VISIT

Pre-Visit

Traveler  
Profile

Trip  
Experience

Post-Trip  
Evaluation

Impact of  
Tourism

# TRIP PLANNING CYCLE

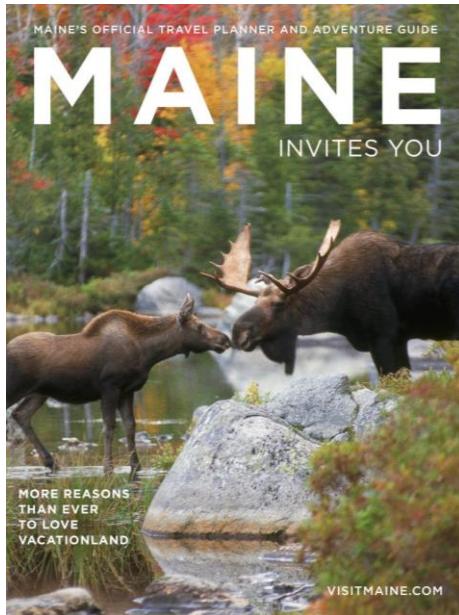
- » 71% of visitors started planning their trip a month or more in advance of their trip
- » 66% of visitors have a booking window of less than 3 months



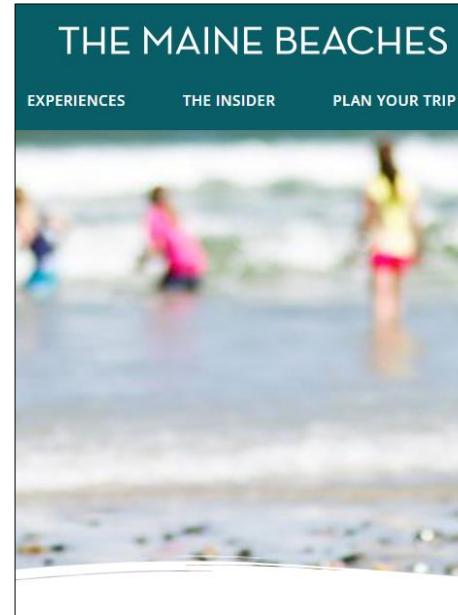
# TOP TRIP PLANNING SOURCES\*



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



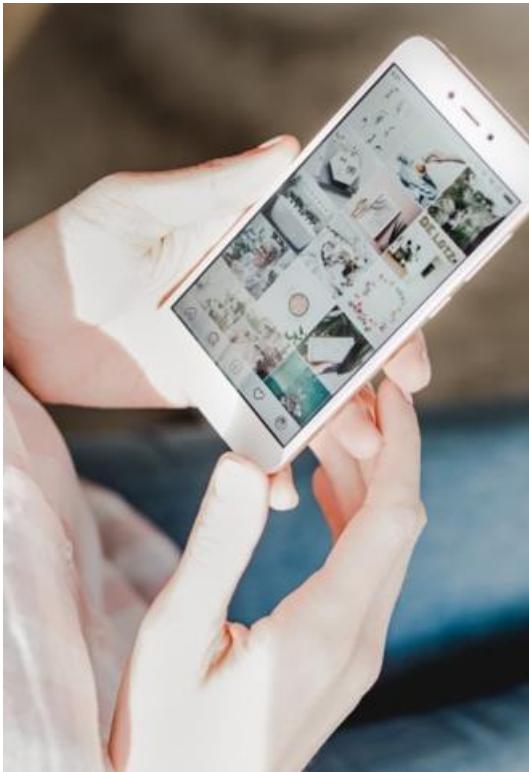
# PRE-TRIP RECALL OF ADVERTISING

- » 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



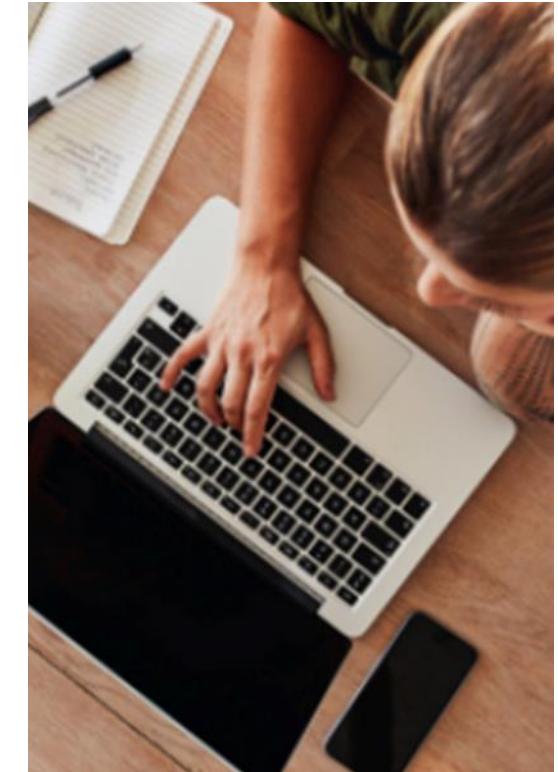
38% Social media



31% Radio



25% Cable or satellite television

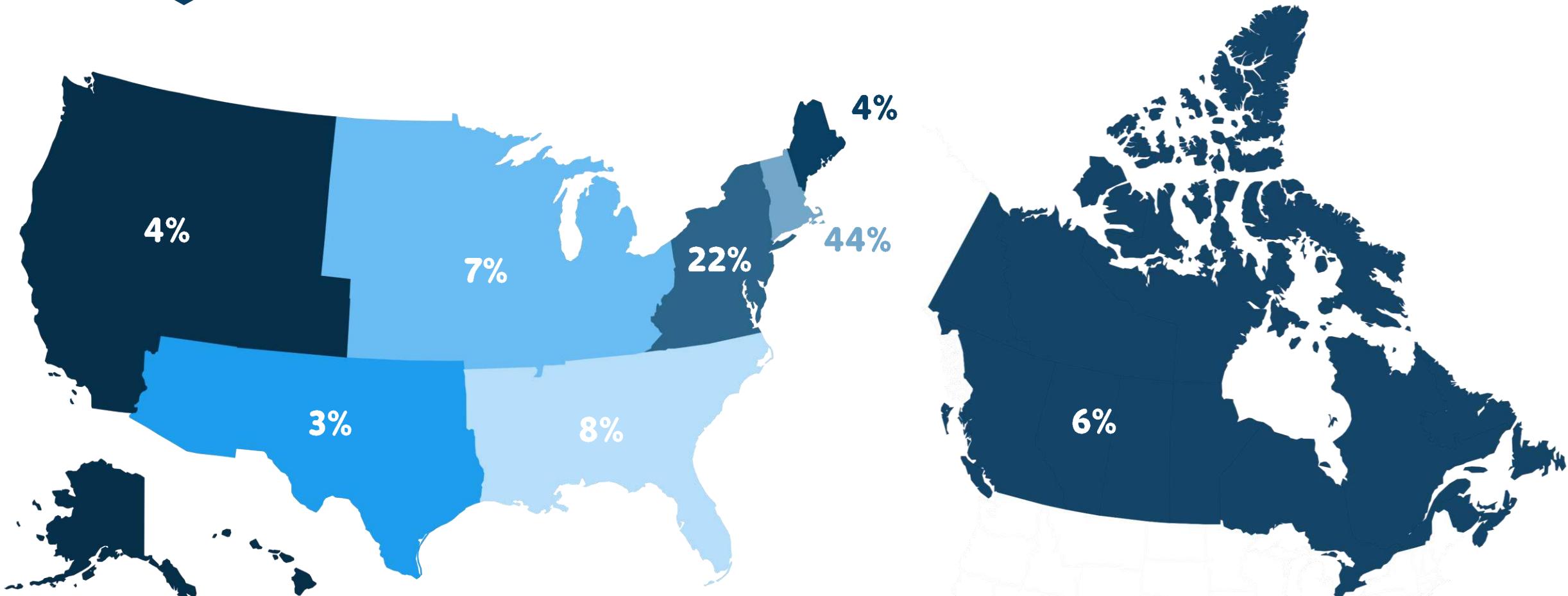


19% Internet

# VISITOR JOURNEY: TRAVELER PROFILE



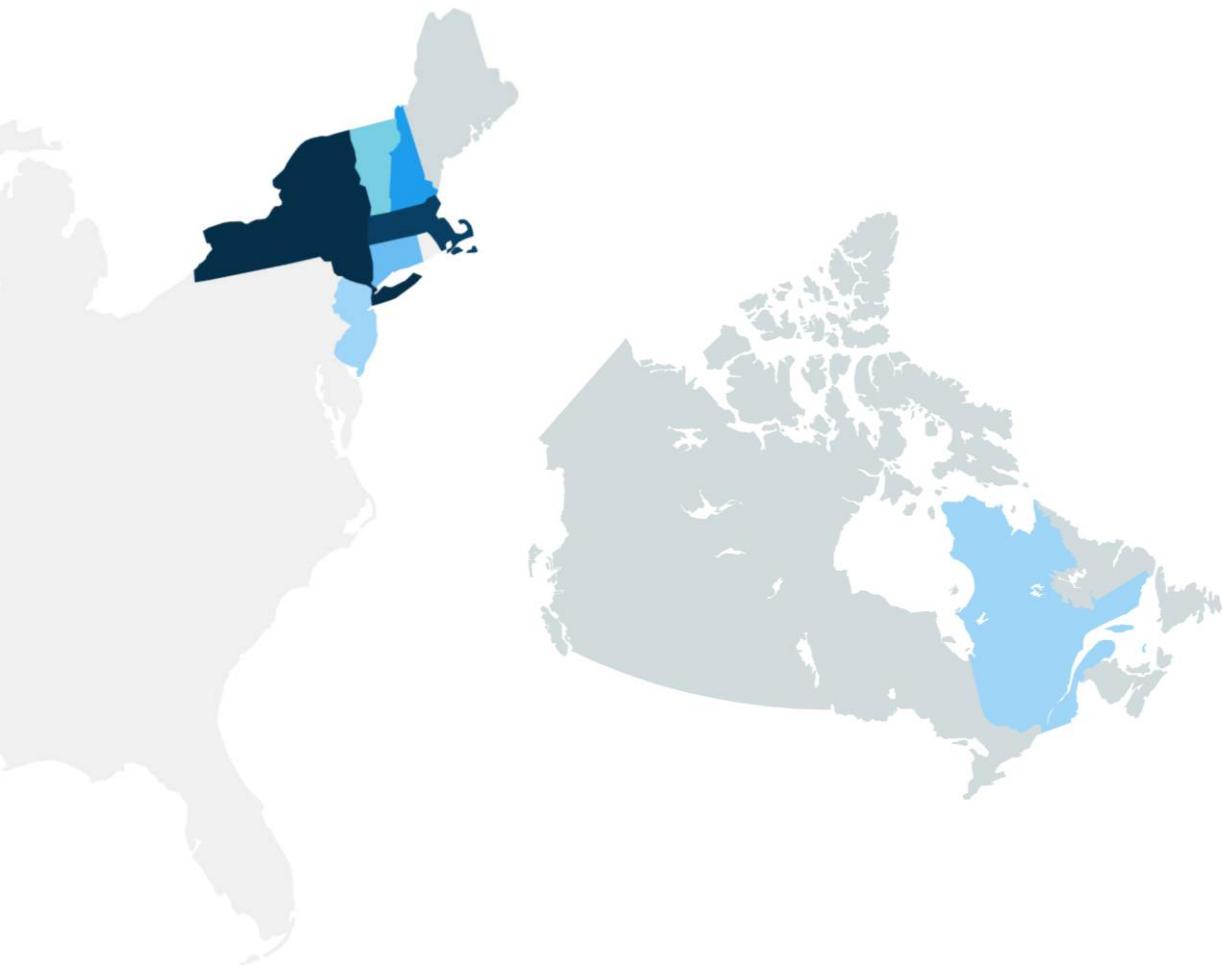
# REGIONS OF ORIGIN



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

**10** % New York

**8** % New Hampshire

**7** % Connecticut

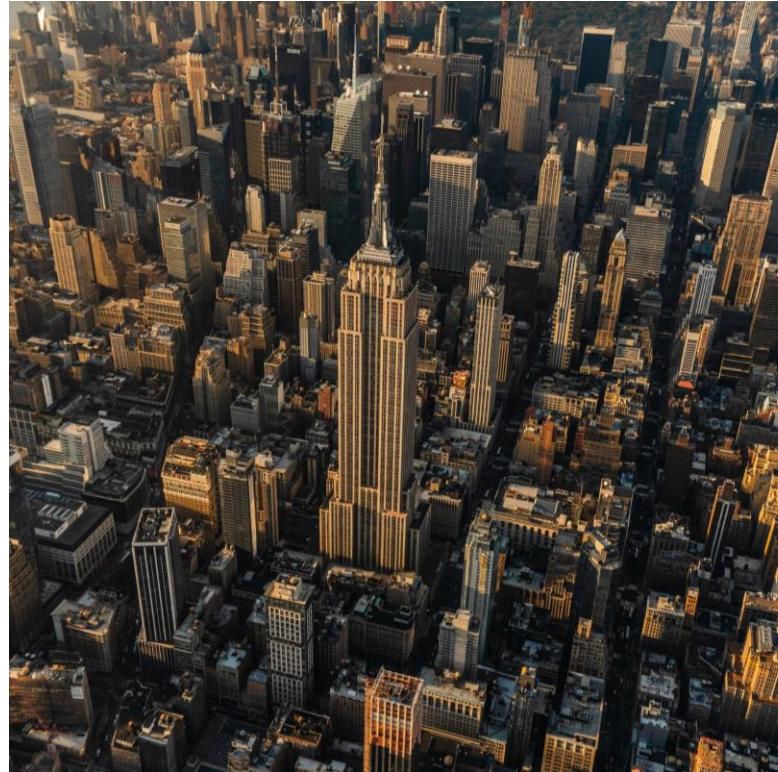
**5** % Vermont

**5** % Quebec

# TOP ORIGIN MARKETS



13% Boston



7% New York City<sup>1</sup>



3% Albany

<sup>1</sup> Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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# 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 old<sup>1</sup>
  - » Is white – **86%**
  - » Is a college graduate – **83%**
  - » Is married/in a domestic partnership – **81%**
  - » Is employed full-time – **64%**
  - » Has an annual household income<sup>2</sup> of **\$118,600**



<sup>1</sup>Median age.

<sup>2</sup>Median 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.

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# TOP ACCOMMODATIONS



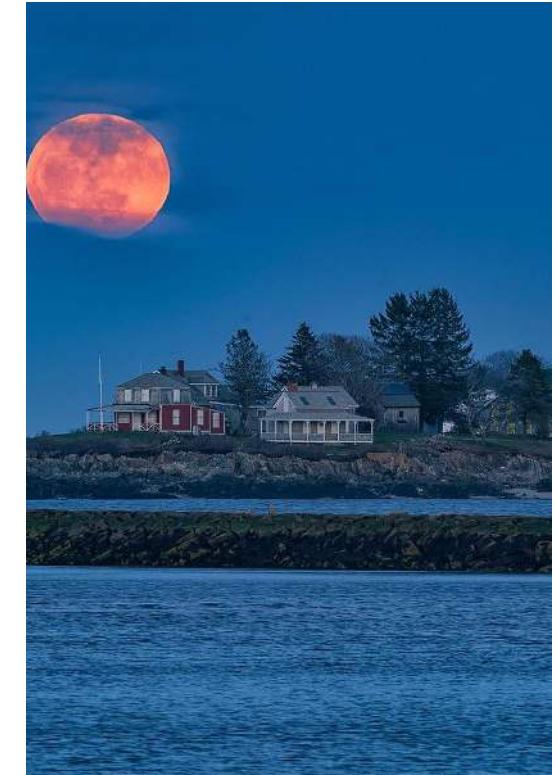
38% Hotel/motel/resort



27% Did not stay overnight



12% Friends/family home



11% Vacation rental home

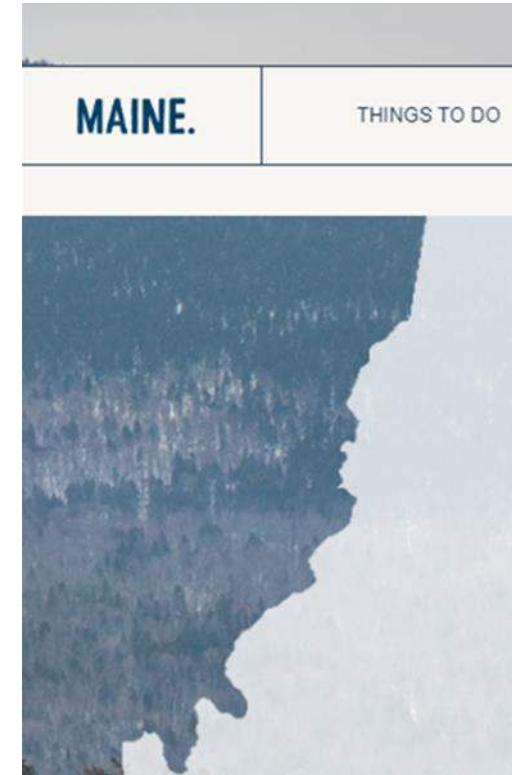
# TOP IN-MARKET VISITOR RESOURCES\*



**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%        |
| <b>Total economic impact</b> | <b>\$4,082,803,600</b> | <b>\$3,955,972,700</b> | <b>\$3,661,830,700</b> | <b>- 7.4%</b> |

\*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%      |

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

# RETURN ON INVESTMENT

| <b>Return on Investment</b>   | <b>2022</b>   | <b>2023*</b>  | <b>2024</b>   |
|-------------------------------|---------------|---------------|---------------|
| 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       |

\*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 (%)      | 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

Pre-Visit

Traveler  
Profile

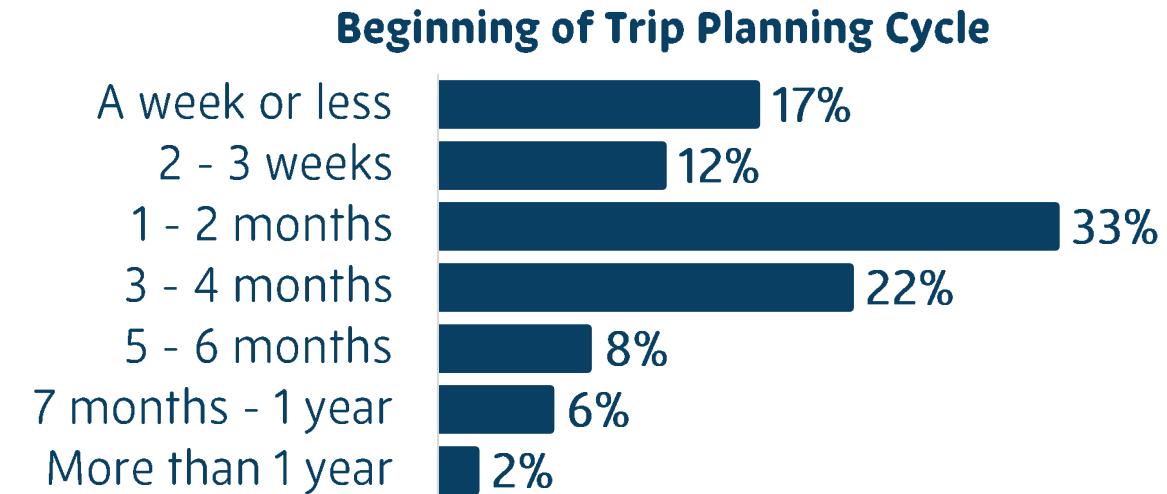
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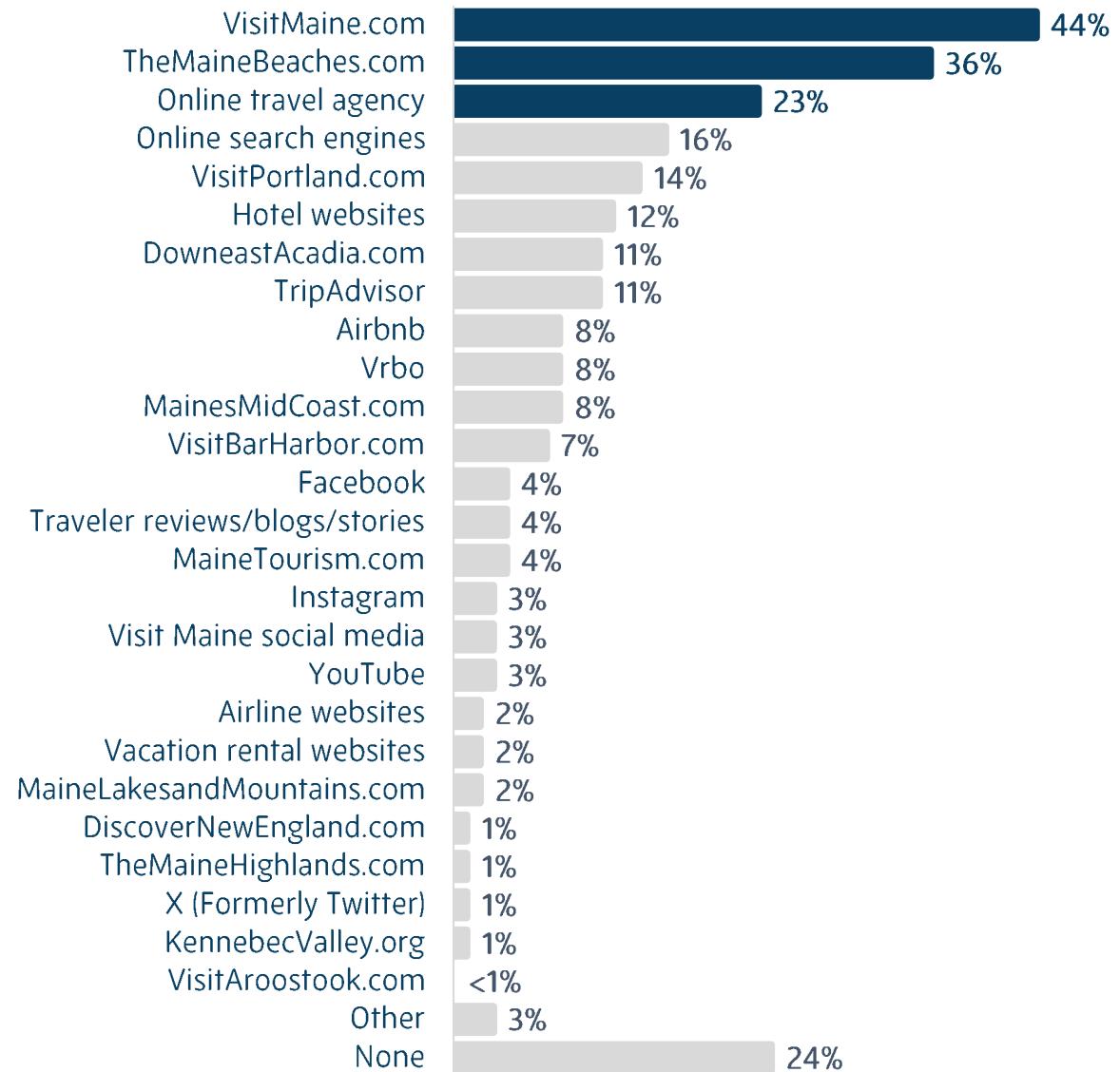
# TRIP PLANNING CYCLE

- » 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



# ONLINE TRIP PLANNING SOURCES\*

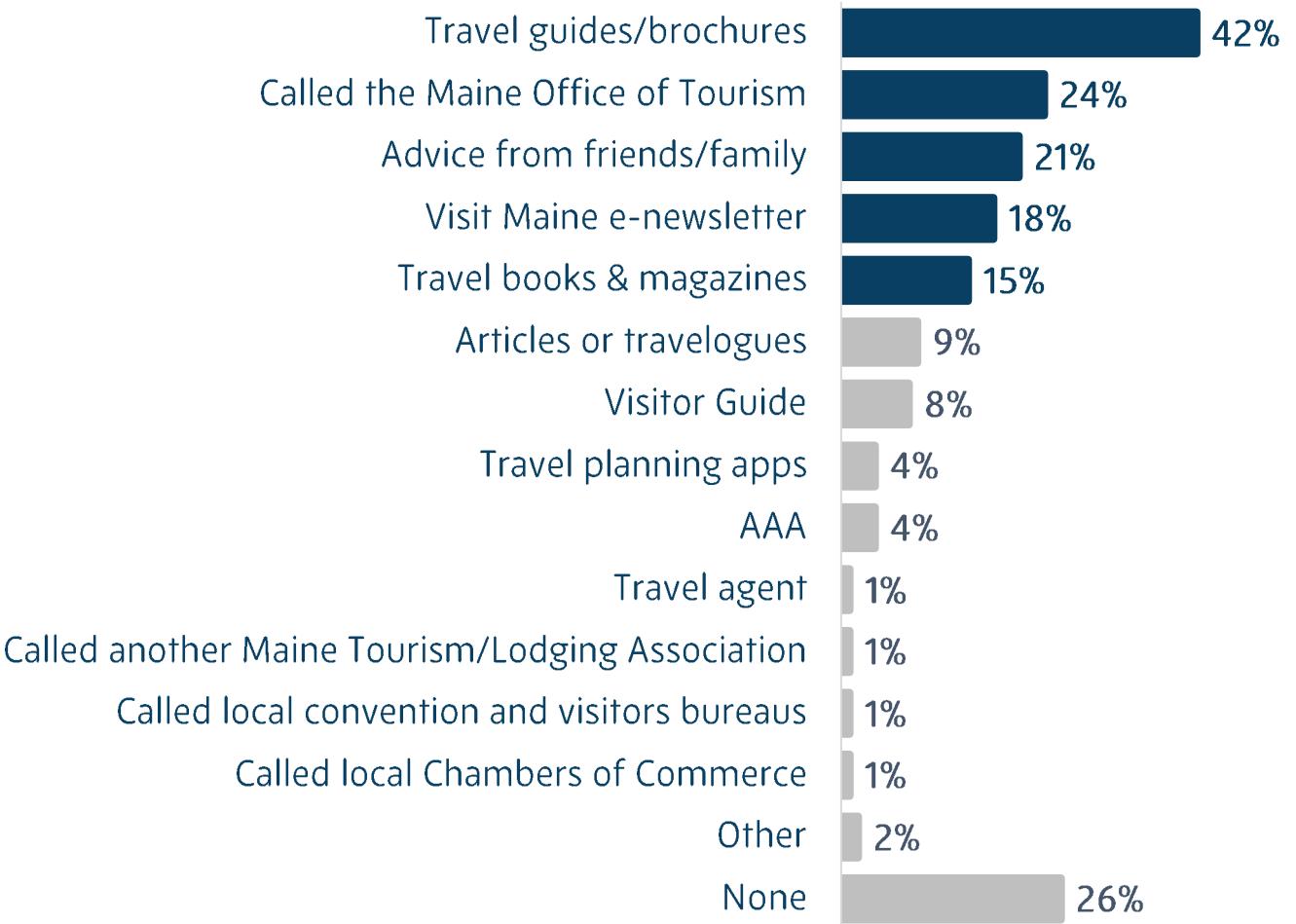
- » Over 3 in 4 visitors used one or more online resources to help them plan their trip in Maine
- » Over 2 in 5 visitors used VisitMaine.com to help them plan their trip in Maine (+8% points from 2023)
- » Over 1 in 3 used TheMaineBeaches.com (+8% points from 2023)



\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

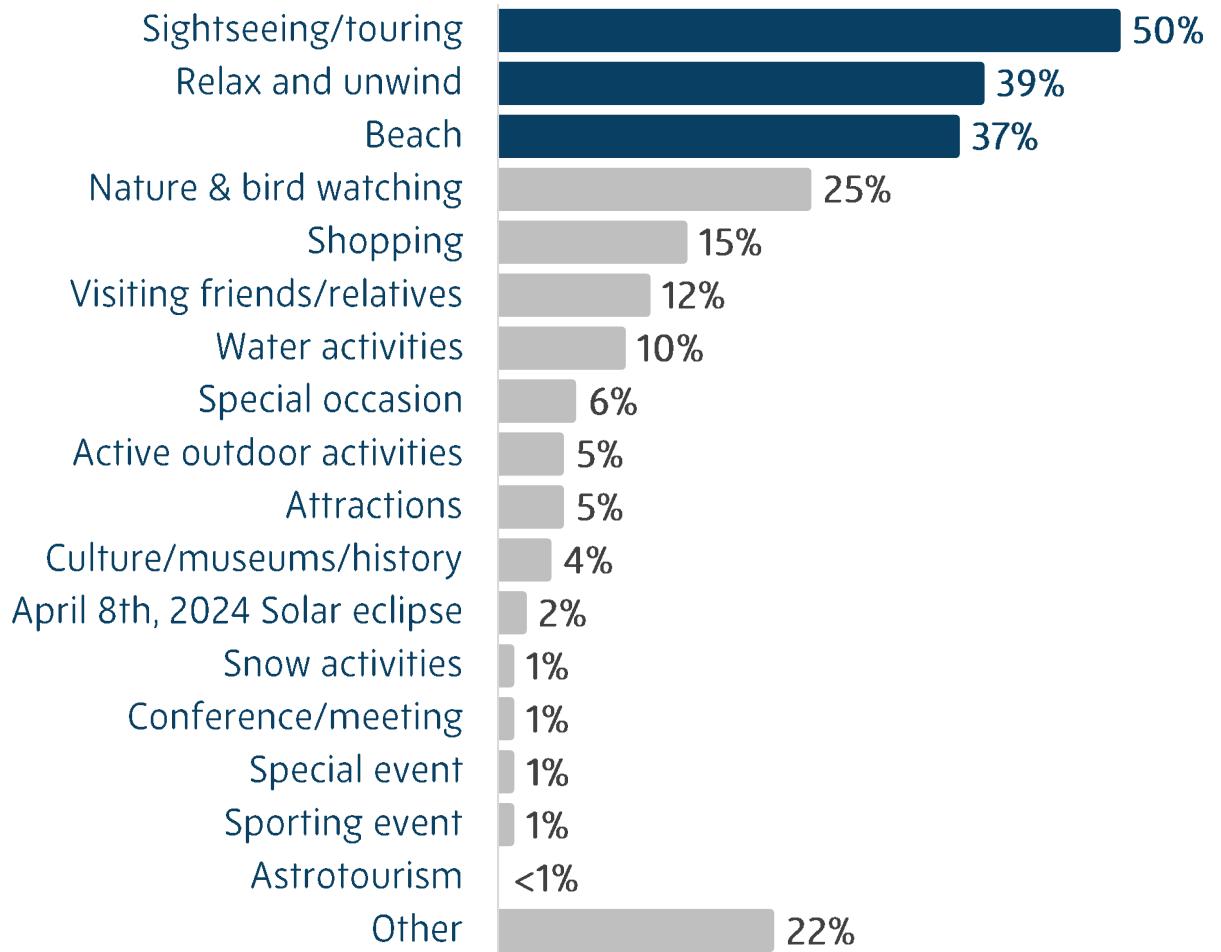
- » Over 2 in 5 visitors used travel guides/brochures to help plan their trip in Maine (+9% points from 2023)
- » Nearly 1 in 4 called the Maine Office of Tourism (-3% points from 2023)
- » Over 1 in 4 visitors did not use any other resources to help them plan their trip in Maine



\*Multiple responses permitted.

# 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

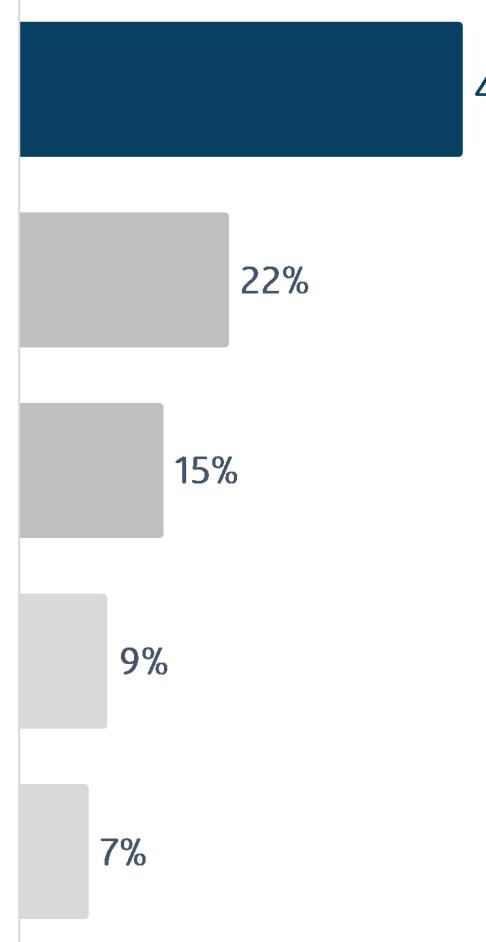
Seeing Maine in a film or TV show made me think about Maine as a place to visit

I was considering Maine as a destination option and visiting a location related to a TV show or film was the deciding factor

Visiting a location of a TV show or film was one of the activities I engaged in while in Maine

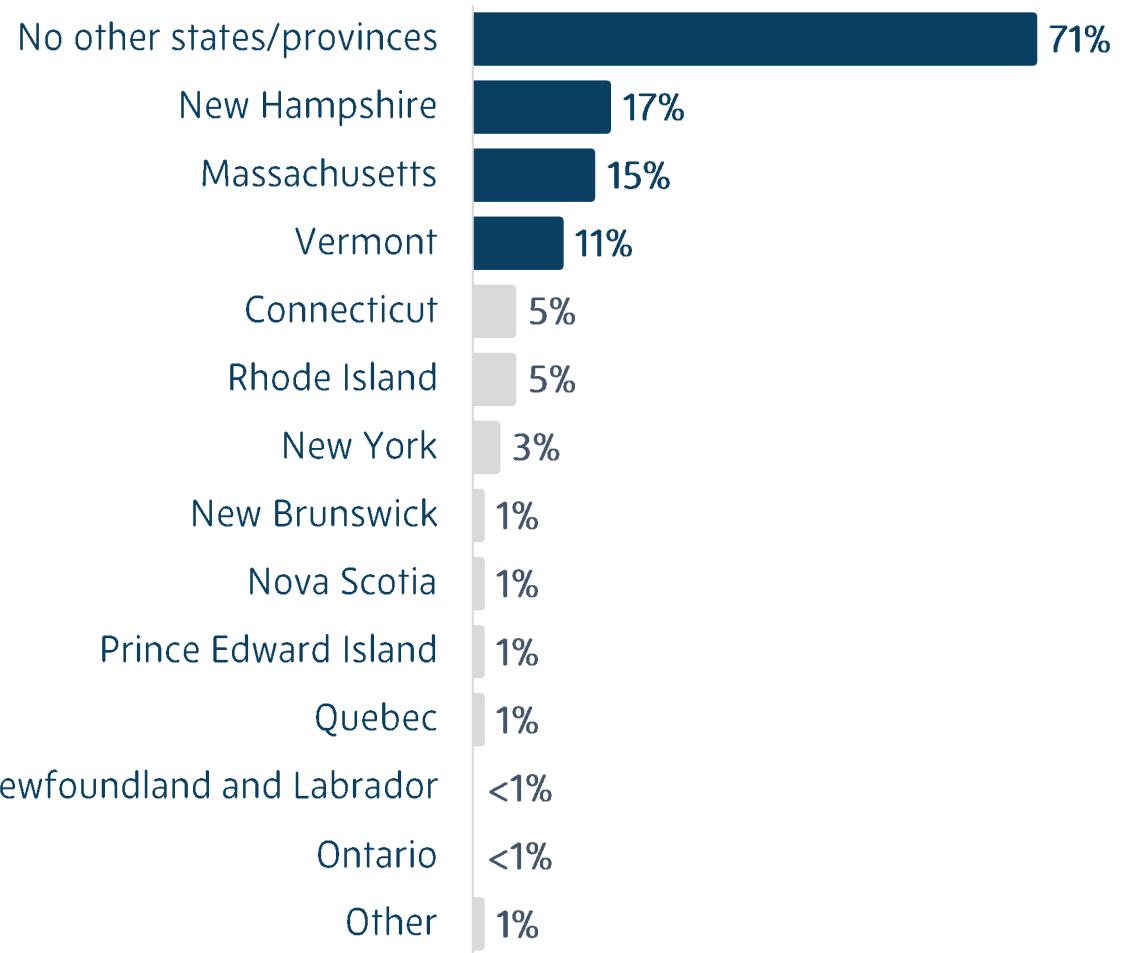
Visiting a location related to a TV show or film was the main reason I visited Maine

Something else



# OTHER STATES & PROVINCES CONSIDERED\*

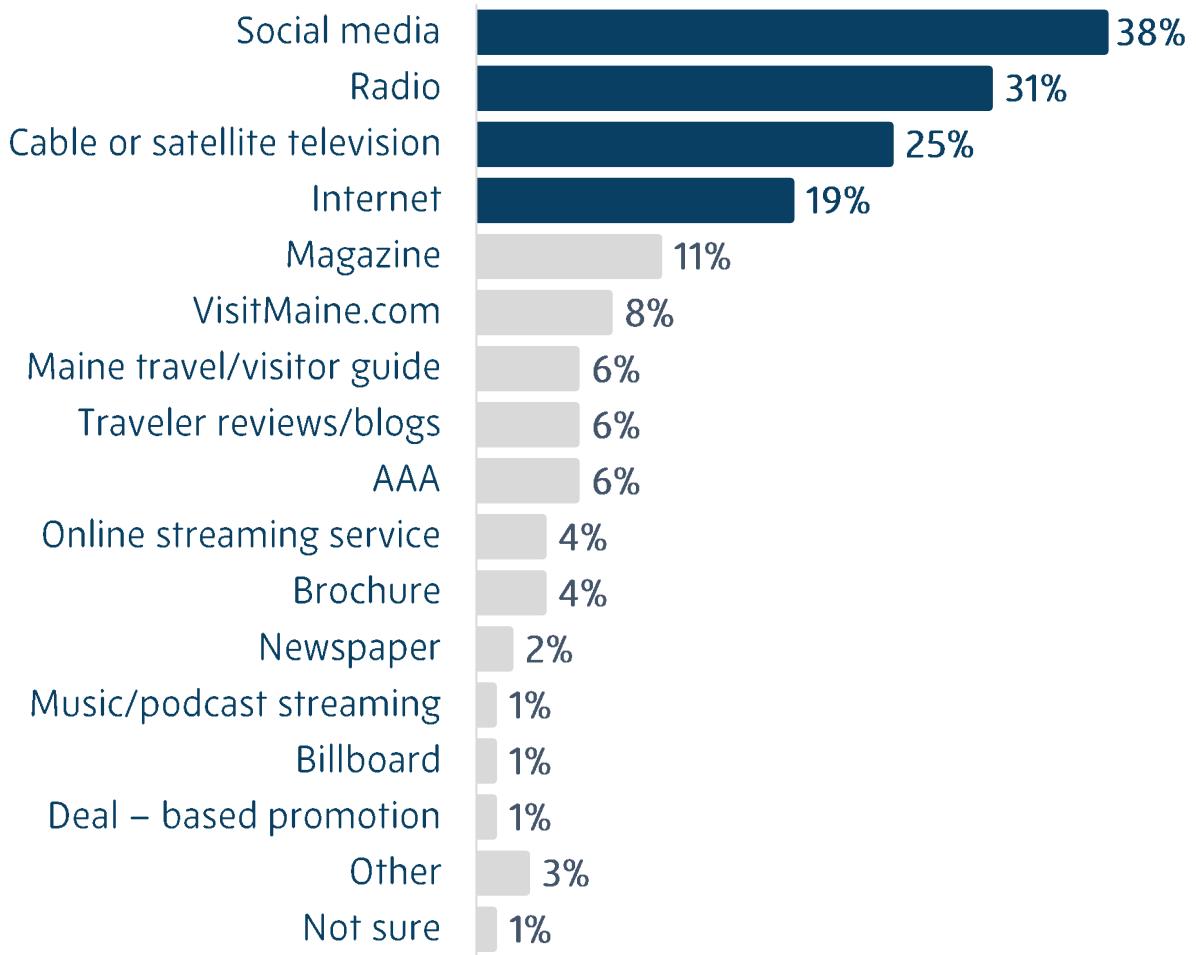
- » Over 7 in 10 visitors considered visiting **ONLY** Maine while planning their trips (-2% points from 2023)
- » Like last year, visitors were more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



# PRE-TRIP RECALL OF ADVERTISING\*

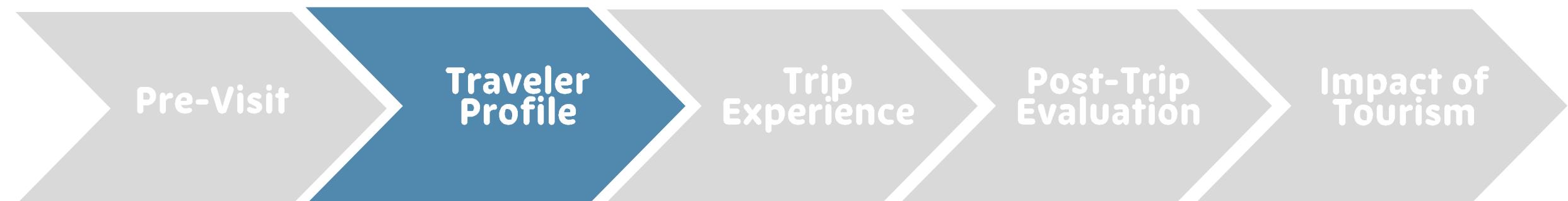
- » Over 3 in 10 visitors recalled advertising or promotions for Maine prior to their trip (-3% points from 2023)
- » Nearly 2 in 5 visitors who recalled this advertising saw it on social media (-4% points from 2023)
- » Over 3 in 10 visitors who recalled advertising heard it on the radio (+20% points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

Base: 31% of visitors who noticed advertising

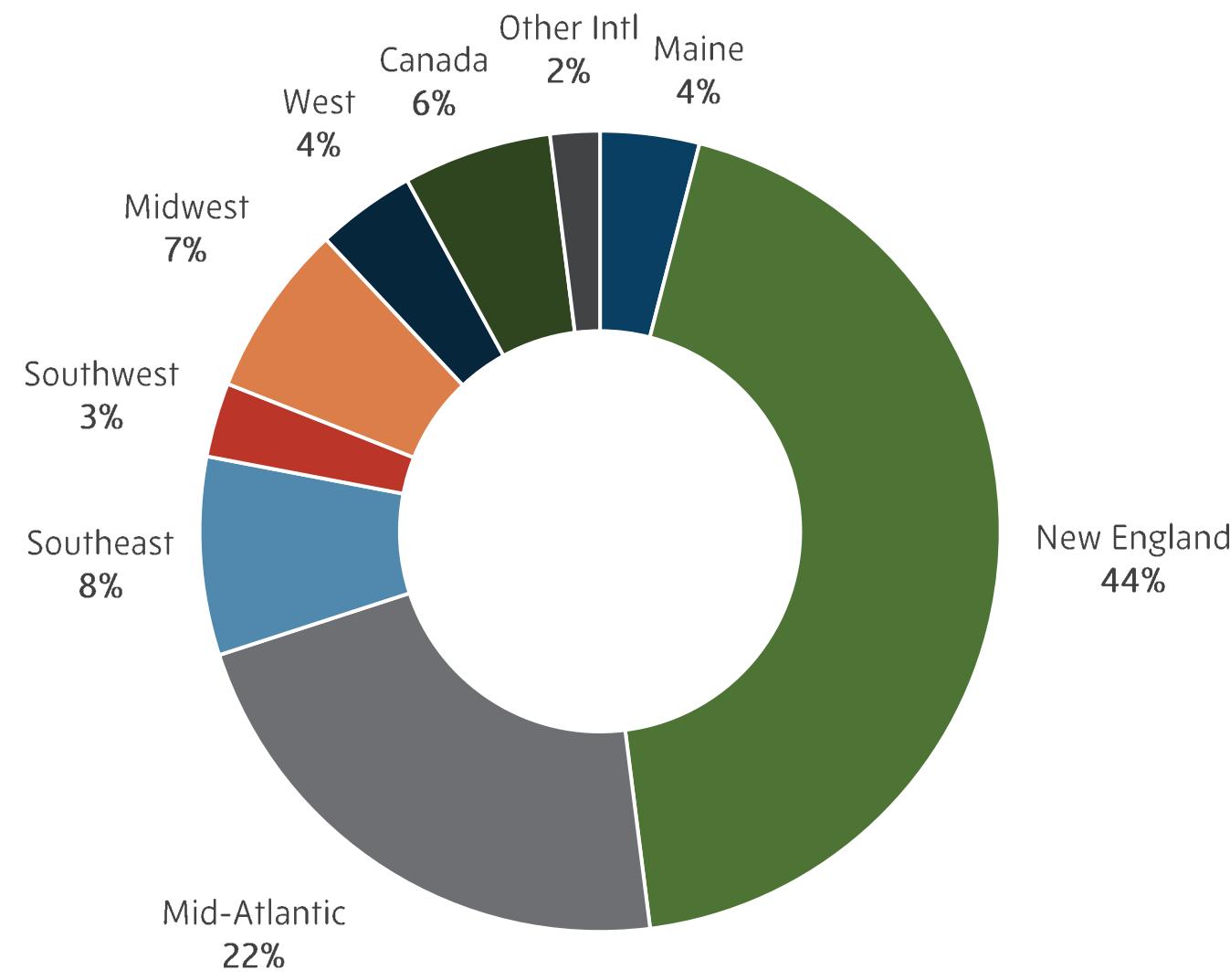


\*Multiple responses permitted.

# 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 <sup>1</sup>             | 7%      |
| Albany                                 | 3%      |
| Providence, RI                         | 2%      |
| Washington DC - Baltimore <sup>2</sup> | 2%      |
| Manchester, NH                         | 2%      |
| Worcester, MA                          | 2%      |

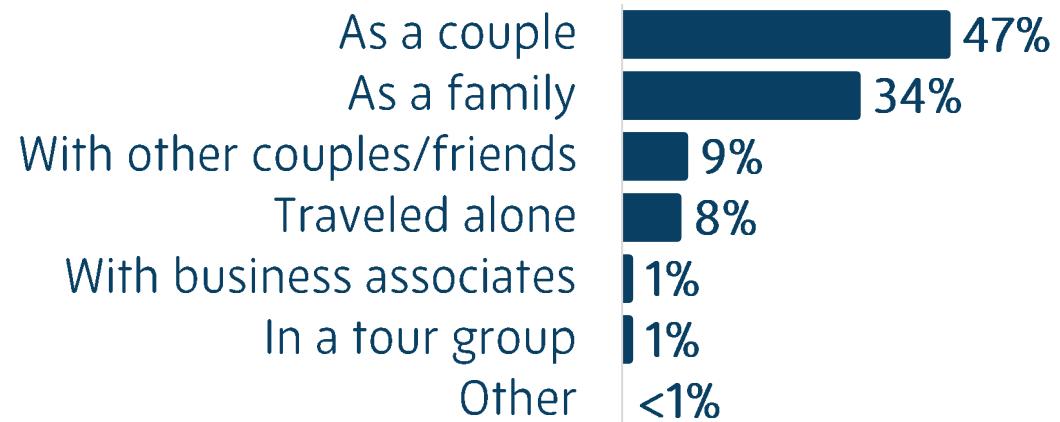
<sup>1</sup>Includes some markets in New Jersey, Pennsylvania, and Connecticut.

<sup>2</sup>Includes some markets in Maryland, Virginia, and West Virginia.

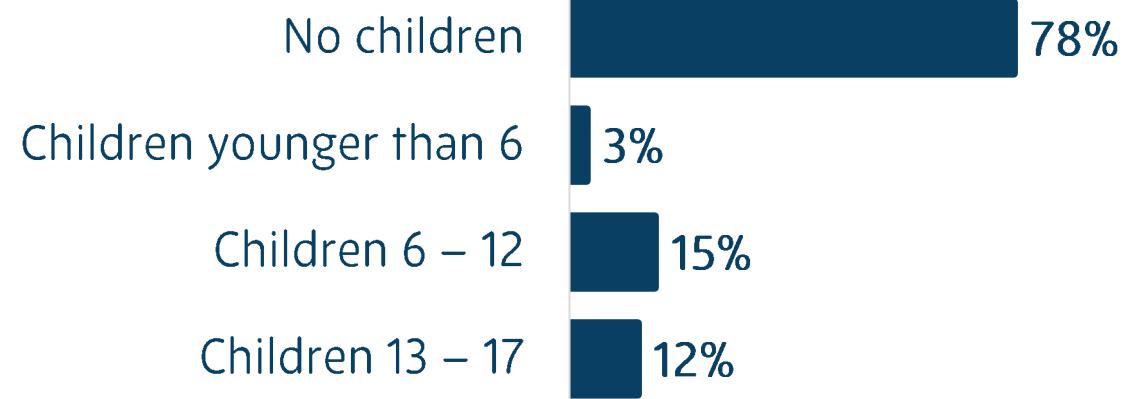
# TRAVEL PARTIES

- » 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



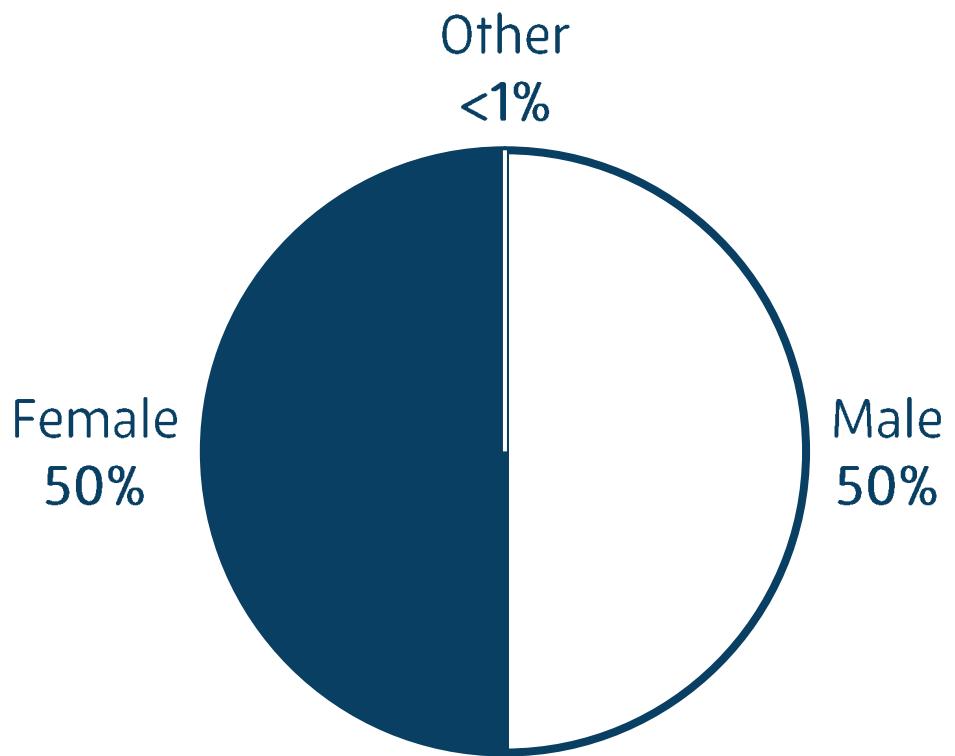
## Children in Travel Party\*



\*Multiple responses permitted.

# GENDER\*

- » Half of visitors to Maine interviewed were females

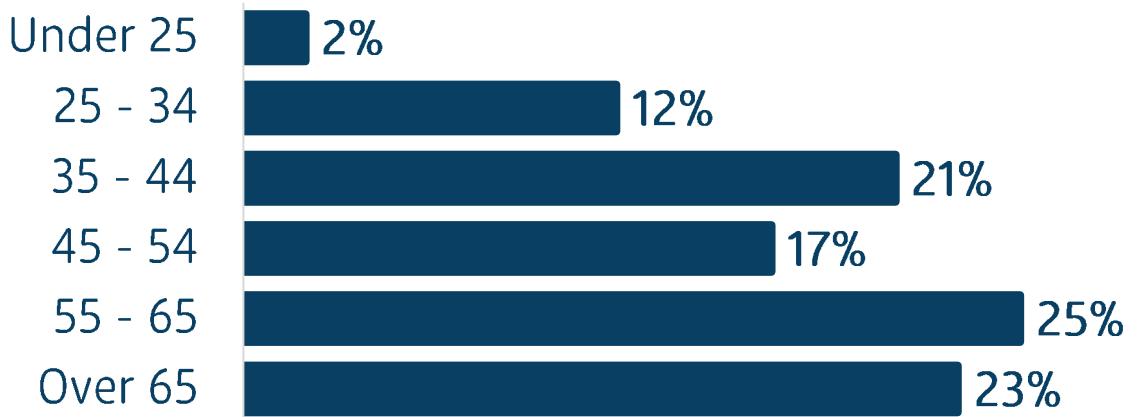


\*Gender of member of travel party surveyed. May be influenced by visitors' willingness to take a survey.  
The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

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



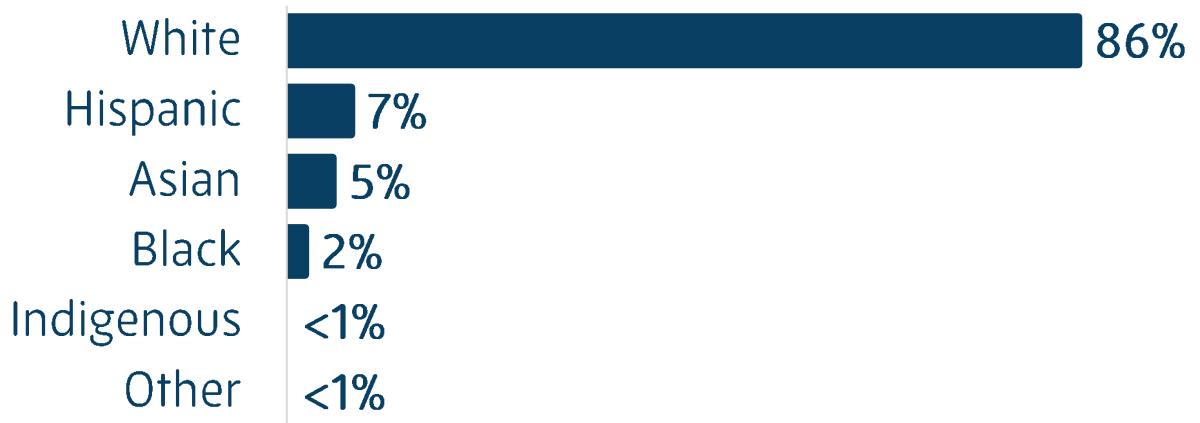
\*Age of member of travel party surveyed.

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

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# RACE & ETHNICITY\*

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



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

\*Race/ethnicity of member of travel party surveyed.

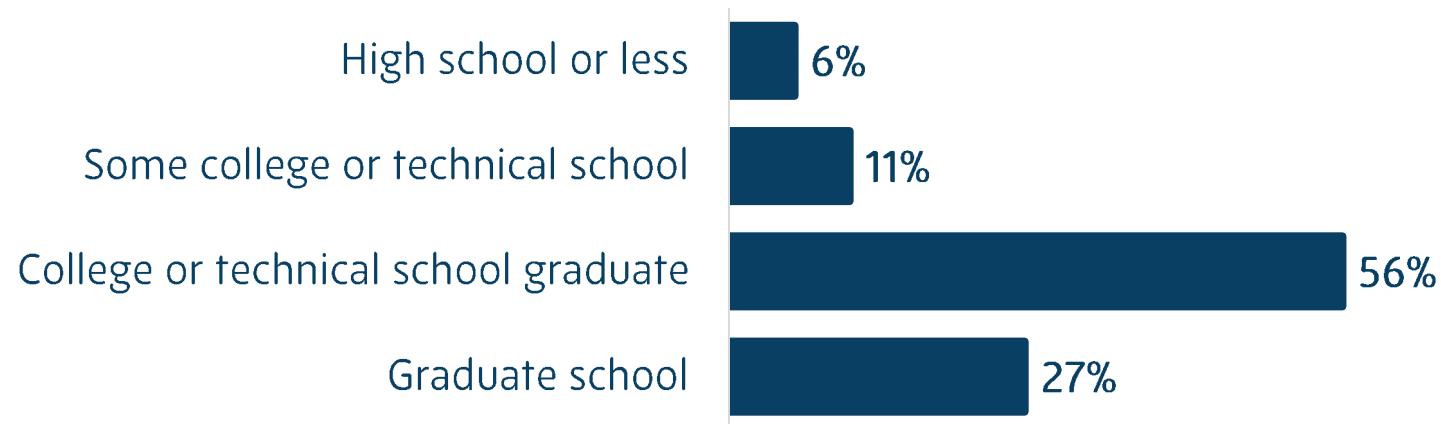
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# EDUCATIONAL ATTAINMENT\*

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



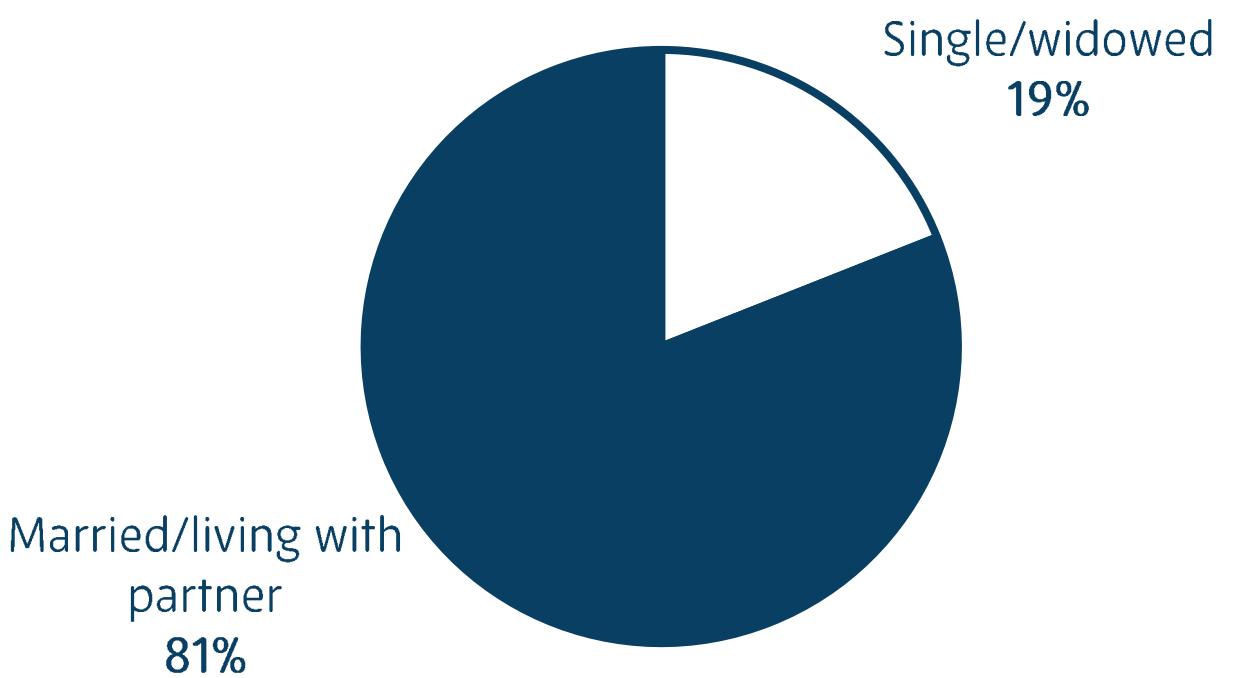
The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.



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# MARITAL STATUS\*

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



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

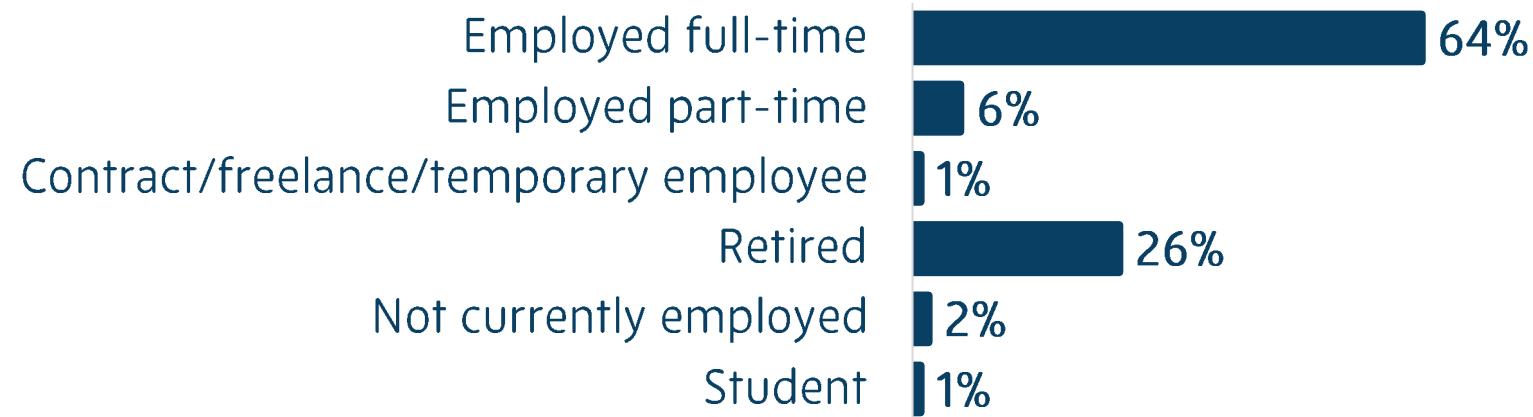
\*Marital status of member of travel party surveyed.

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# EMPLOYMENT STATUS\*

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



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 of member of travel party surveyed.

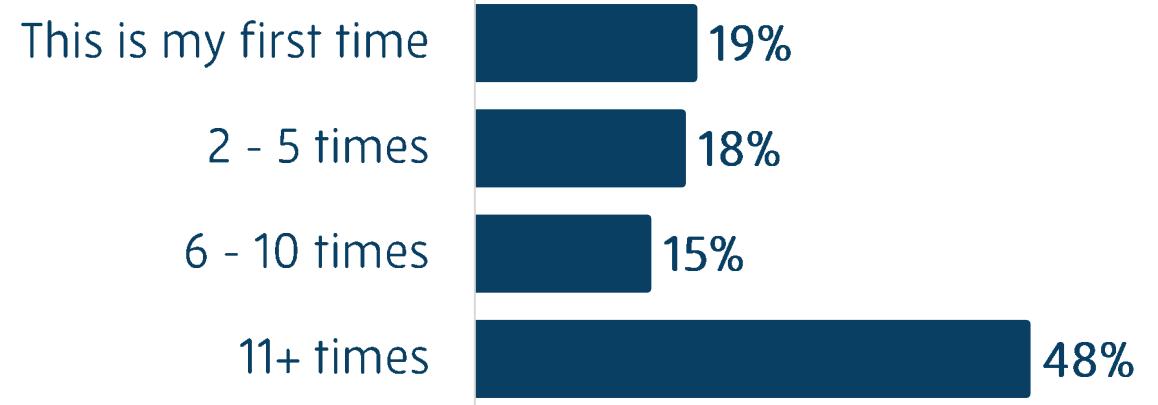
# HOUSEHOLD INCOME

- » 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

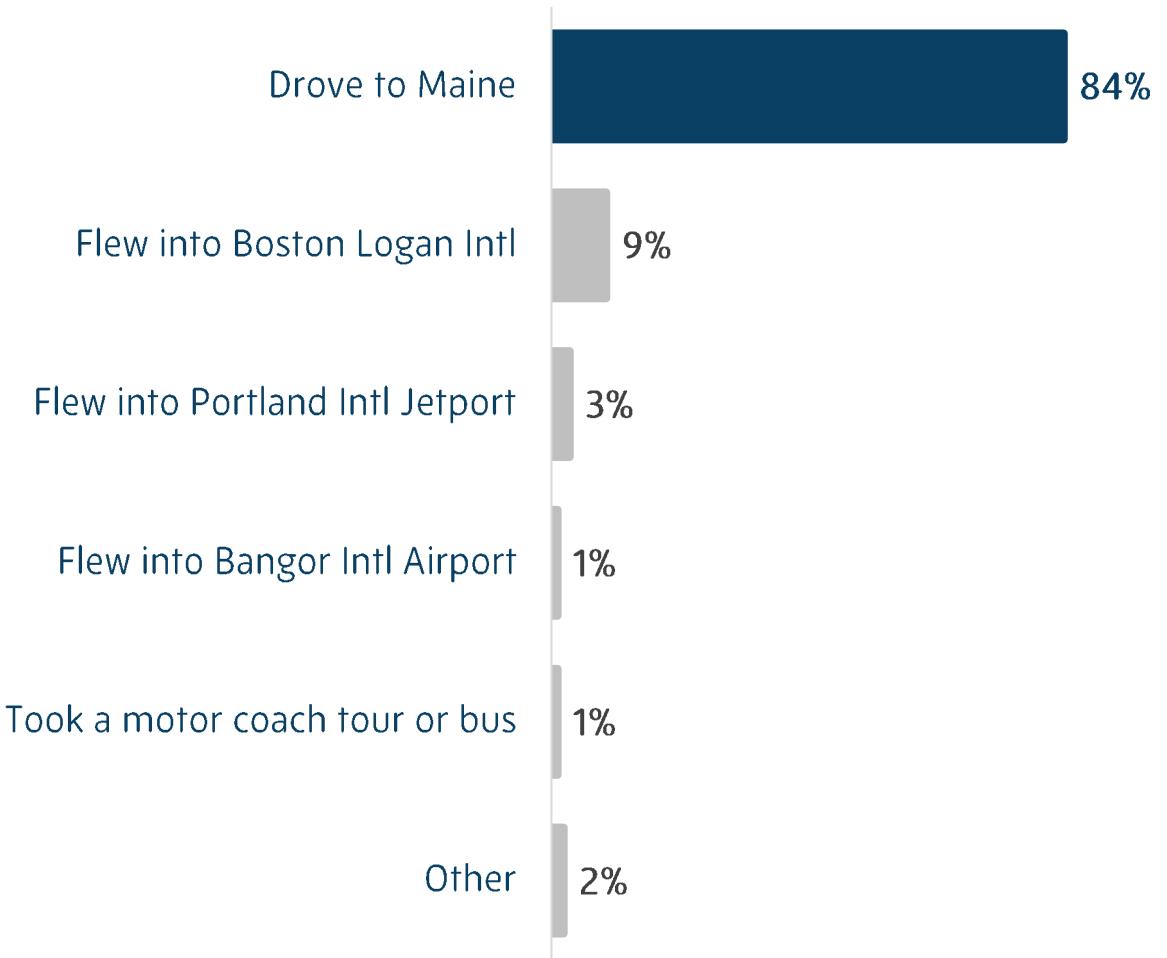


# VISITOR JOURNEY : TRIP EXPERIENCE



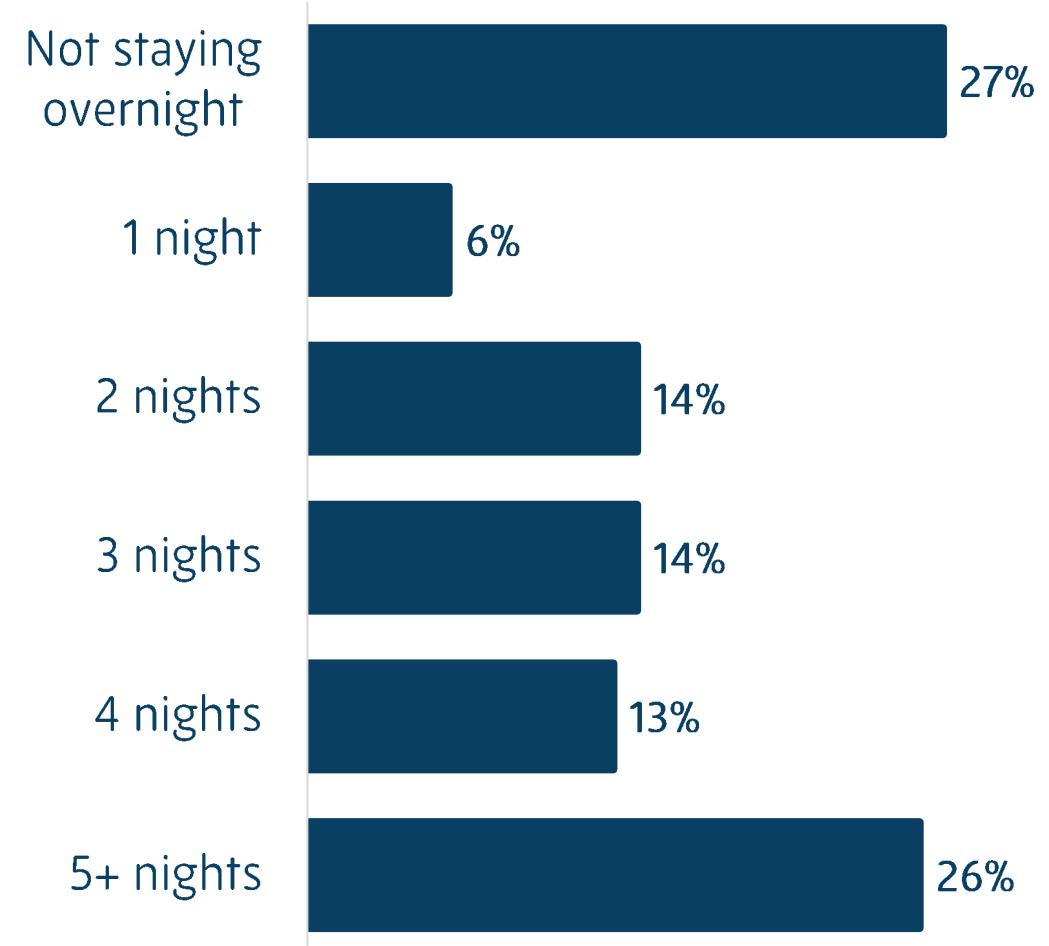
# MODES OF TRANSPORTATION

- » 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

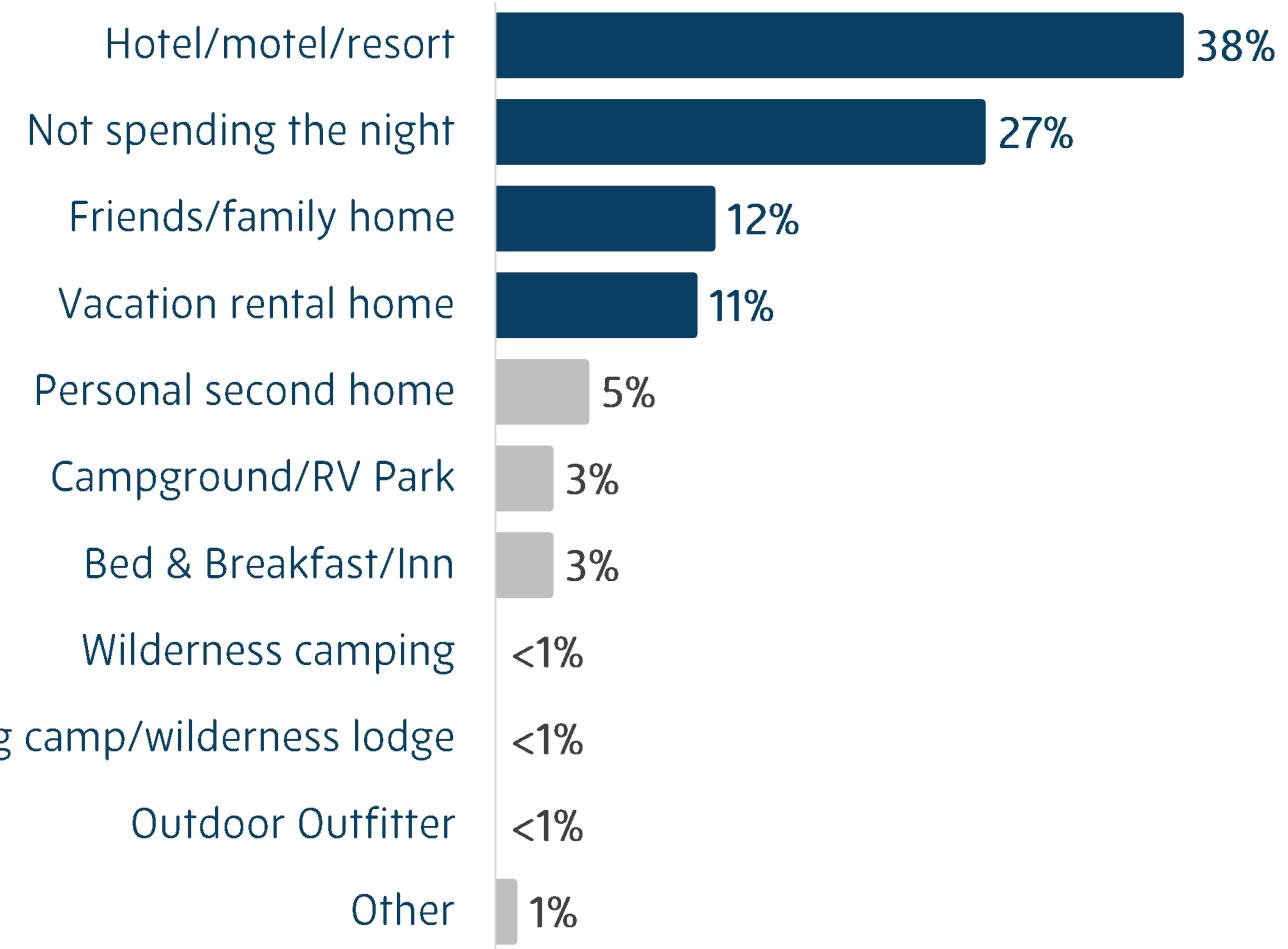
- » 73% of visitors stayed one or more nights in Maine on their trip (+1% point from 2023)
- » Typical visitors stayed **3.6\*** nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed **4.0** nights in Maine on their trips



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

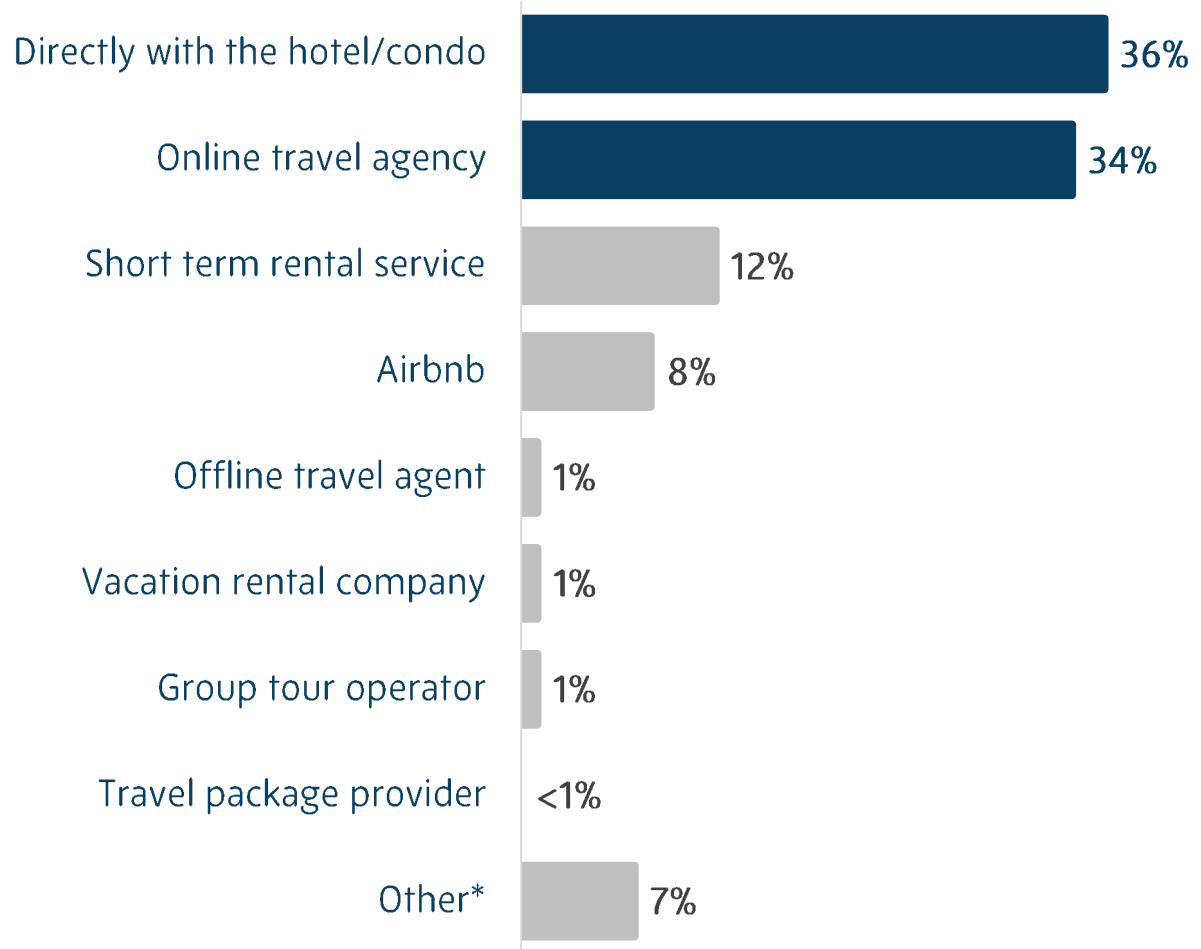
# ACCOMMODATIONS

- » 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)



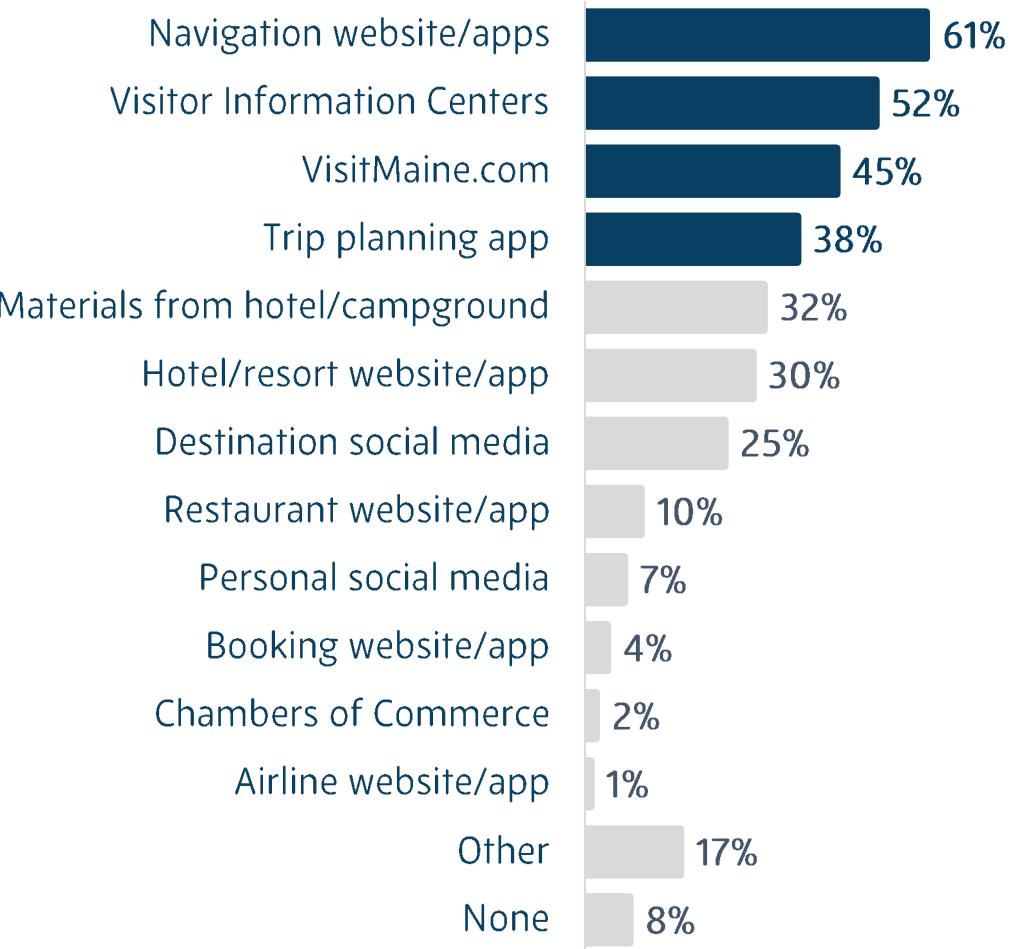
# BOOKING METHODS

- » 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\*

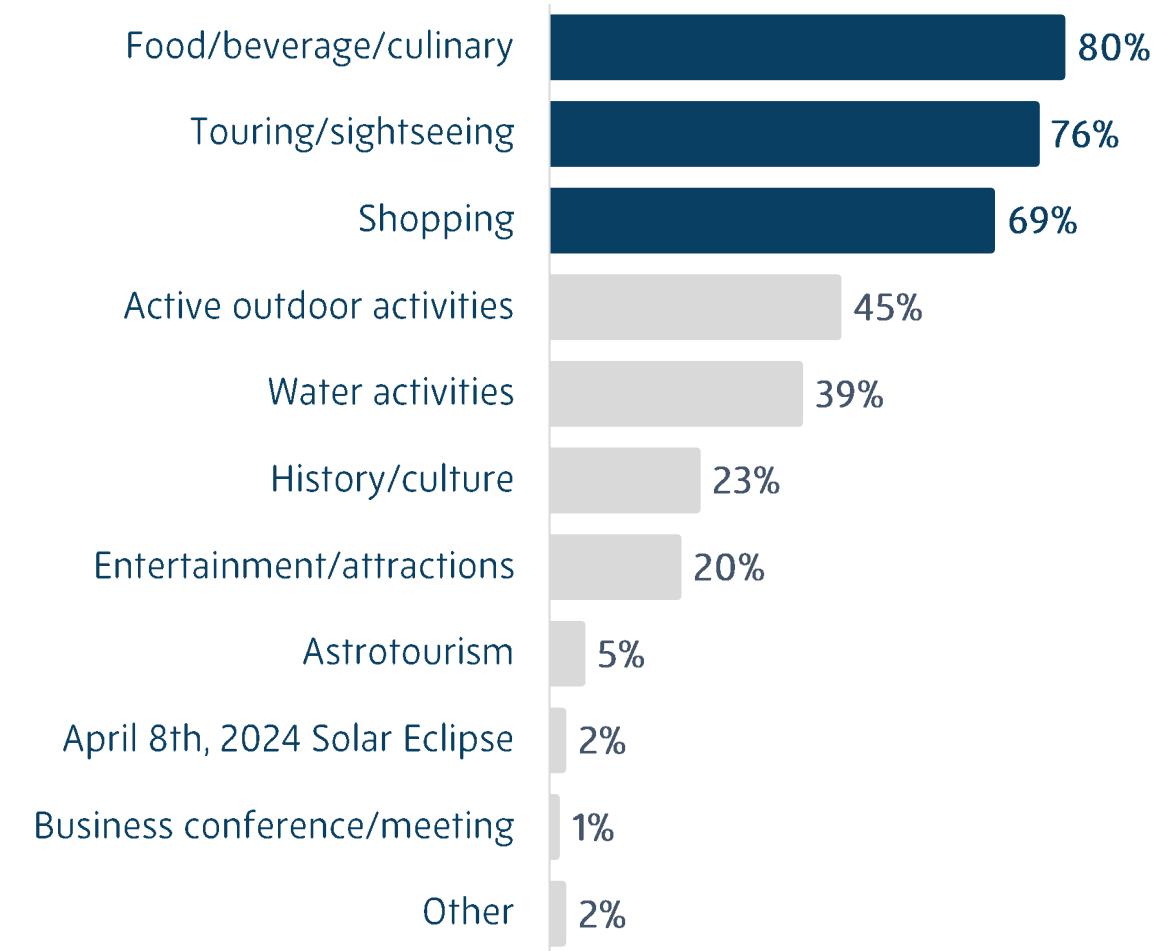
- » Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Like last year, over **half** of visitors went to visitor information centers
- » Over **2 in 5** visitors used VisitMaine.com (+7% points from 2023)
- » Nearly **2 in 5** used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



\*Multiple responses permitted.

# 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/zoo                     | 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% |

# DAILY TRAVEL PARTY SPENDING

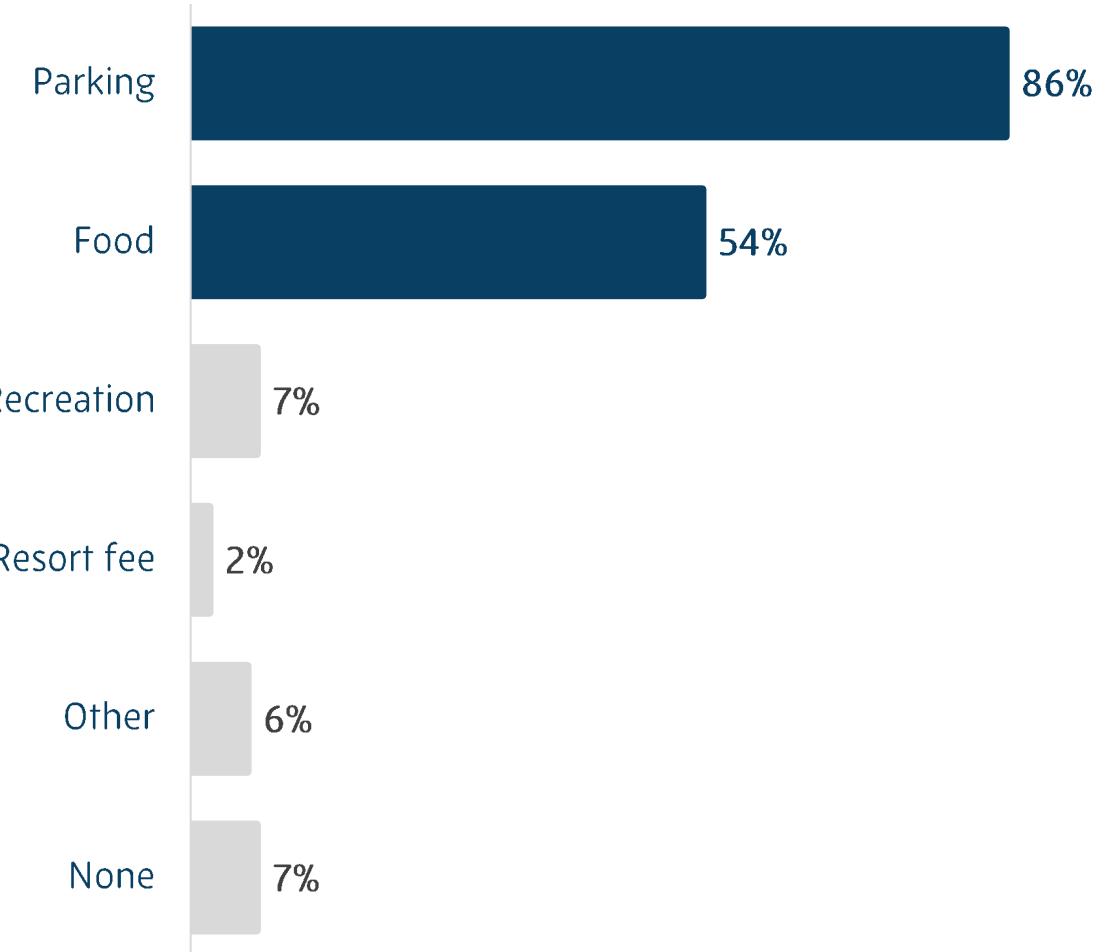
|                          | <b>Paid Lodging</b> | <b>Unpaid Lodging</b> | <b>Day Trippers</b> |
|--------------------------|---------------------|-----------------------|---------------------|
| Accommodations           | \$271               | \$0                   | \$0                 |
| Transportation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

# TOTAL TRAVEL PARTY SPENDING

|                          | <b>Paid Lodging</b> | <b>Unpaid Lodging</b> | <b>Day Trippers</b> |
|--------------------------|---------------------|-----------------------|---------------------|
| 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                |
| <b>Total Spending</b>    | <b>\$3,188</b>      | <b>\$2,635</b>        | <b>\$357</b>        |

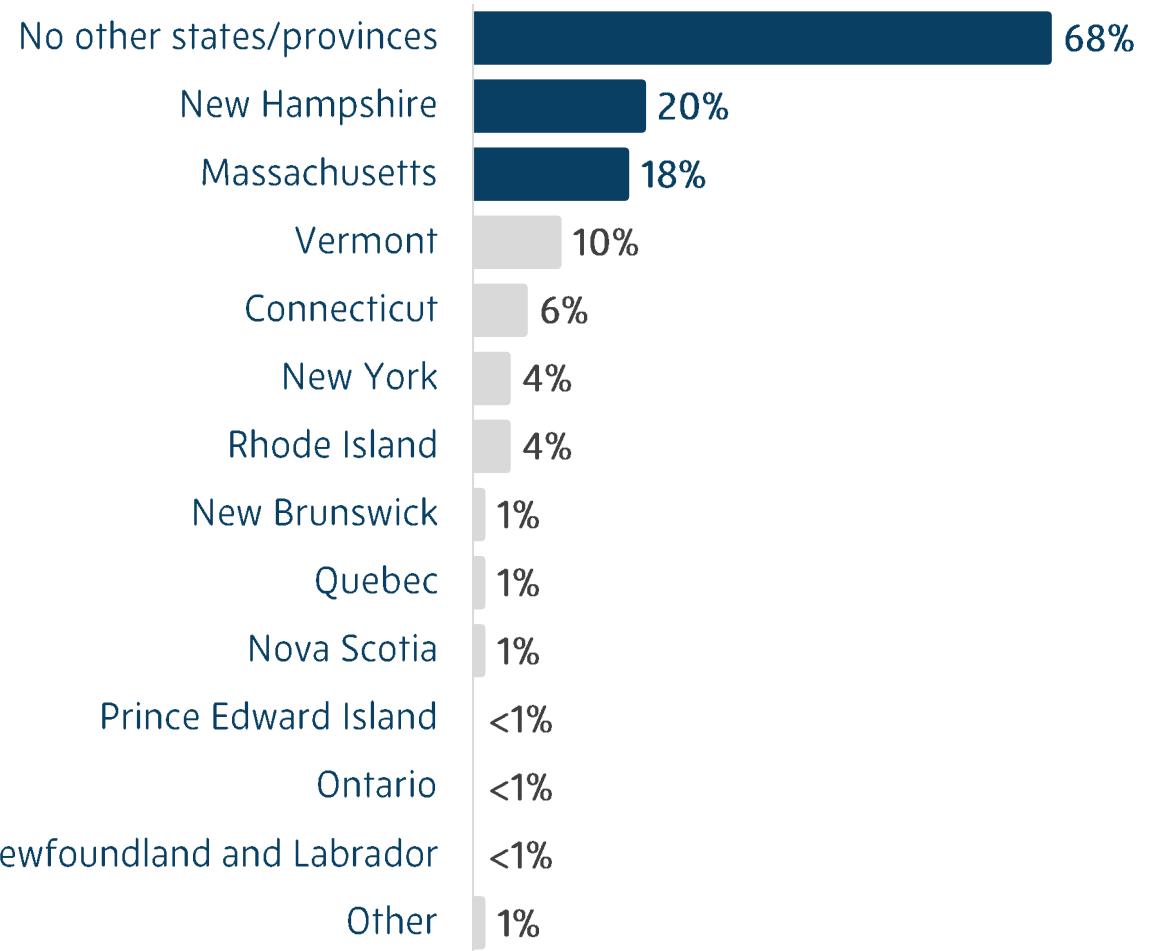
# LODGING AMENITIES\*

- » 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



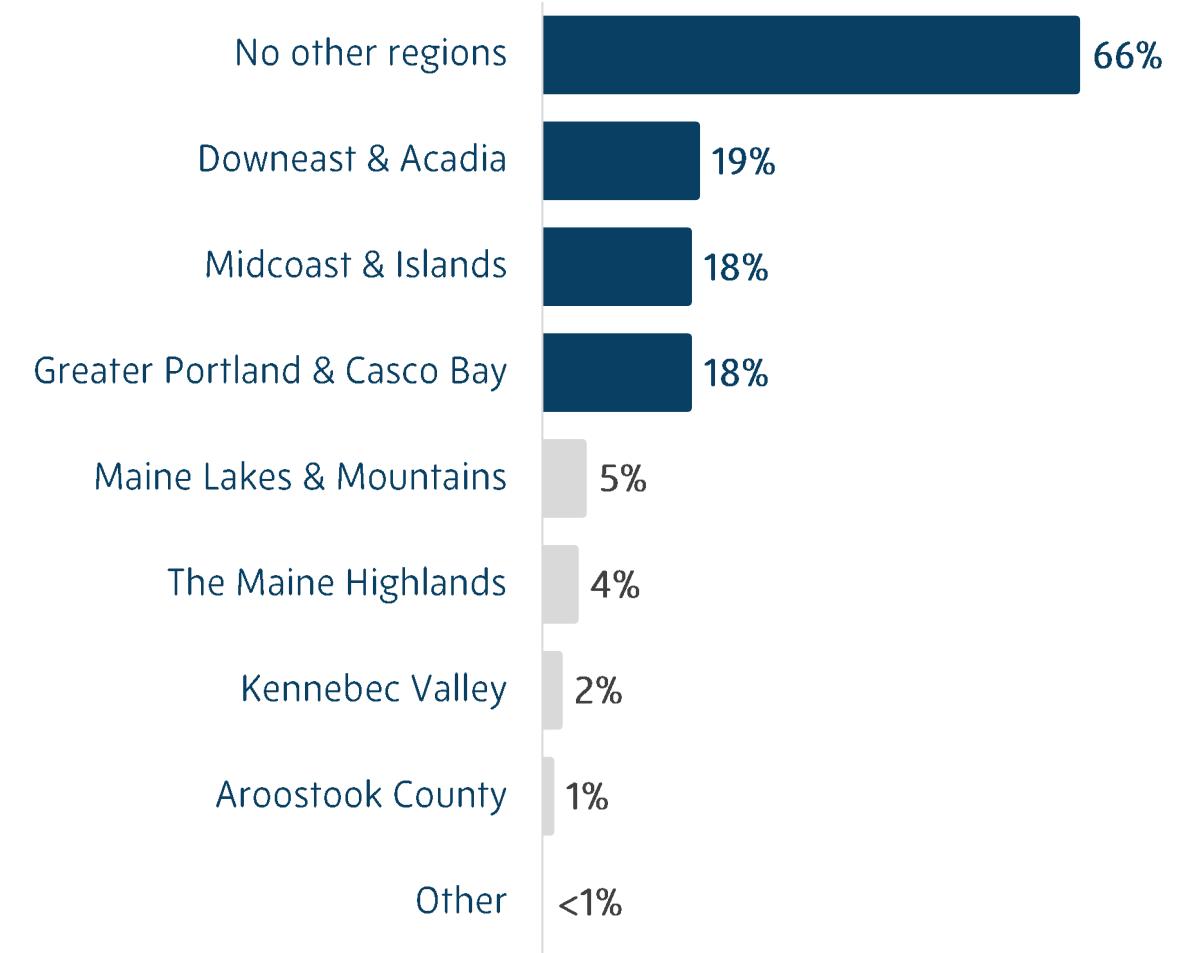
# OTHER STATES & PROVINCES VISITED\*

- » 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)



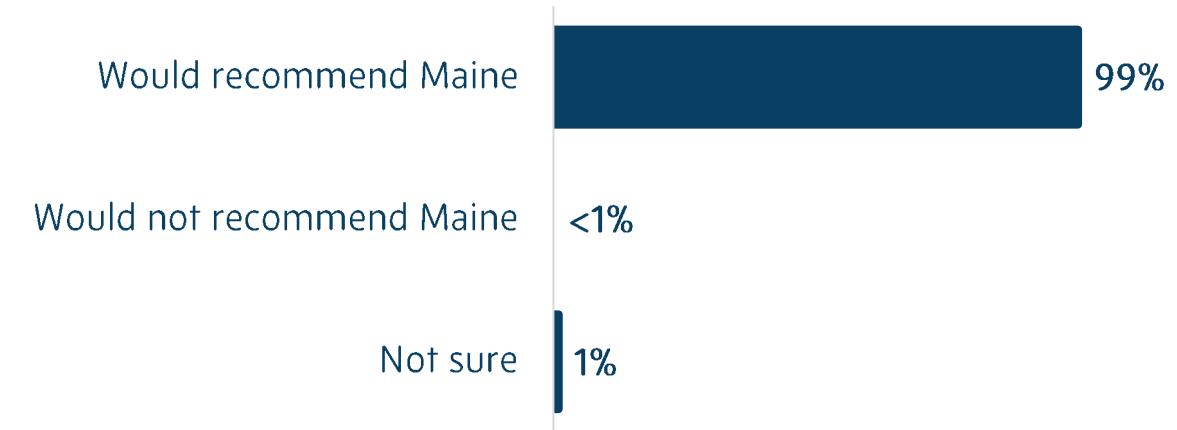
# VISITOR JOURNEY : POST-TRIP EVALUATION



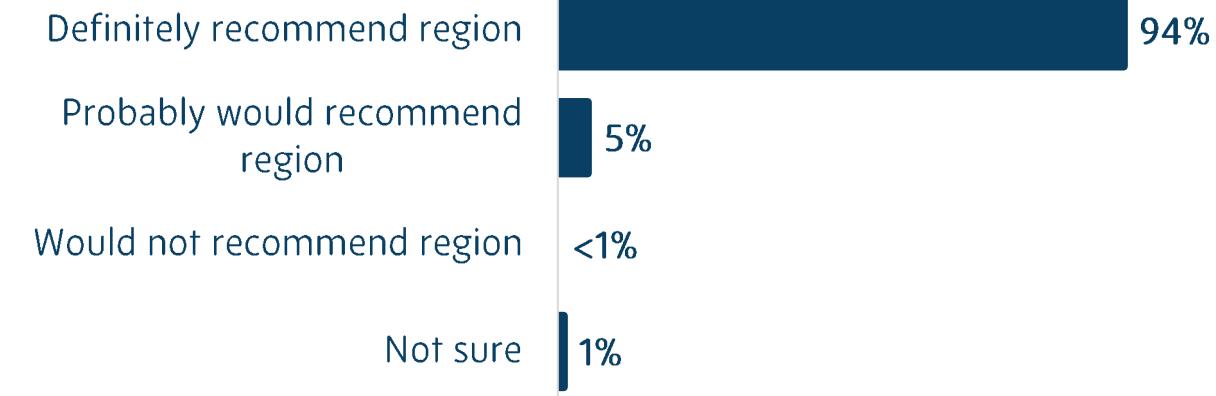
# RECOMMENDING MAINE & ITS REGIONS

- » **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

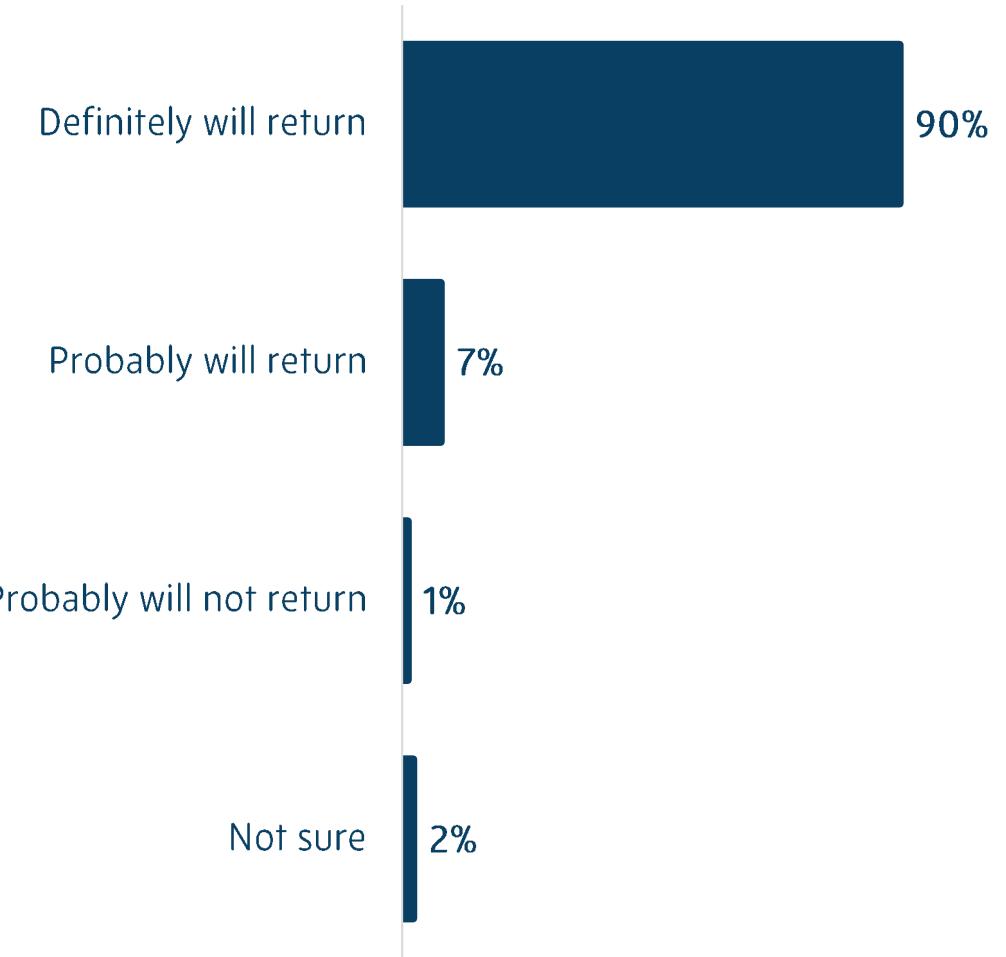


## Likelihood of Recommending Region Visited



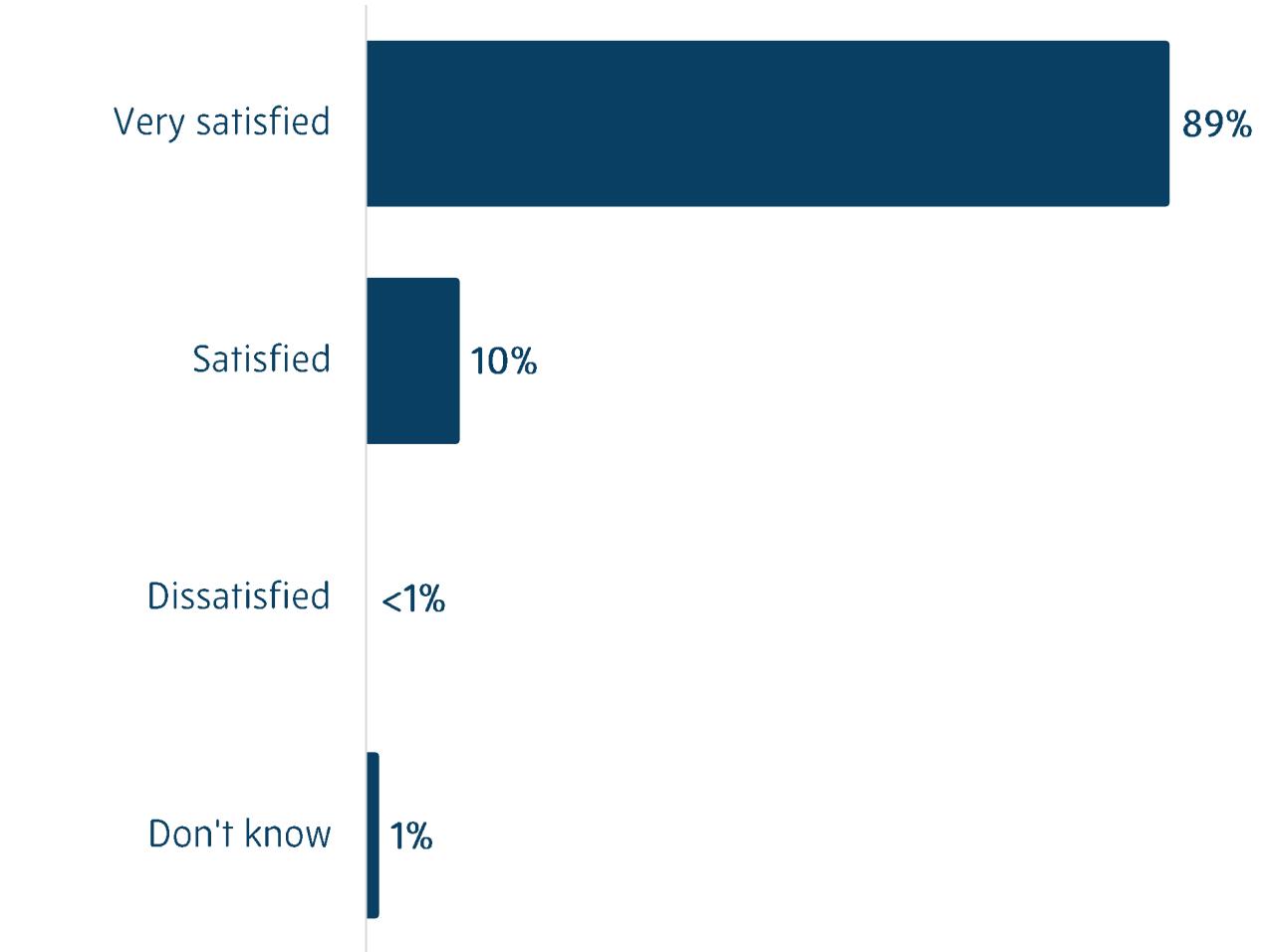
# LIKELIHOOD OF RETURNING TO MAINE

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

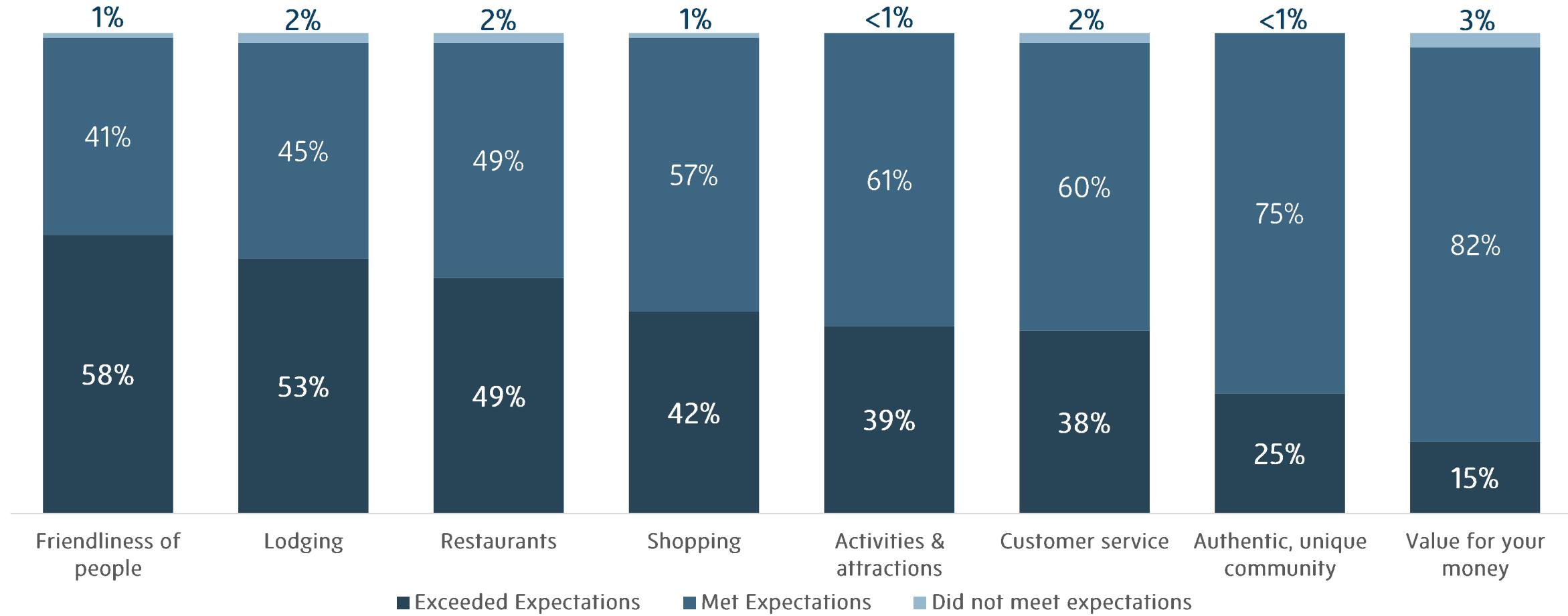


# SATISFACTION

- » **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)

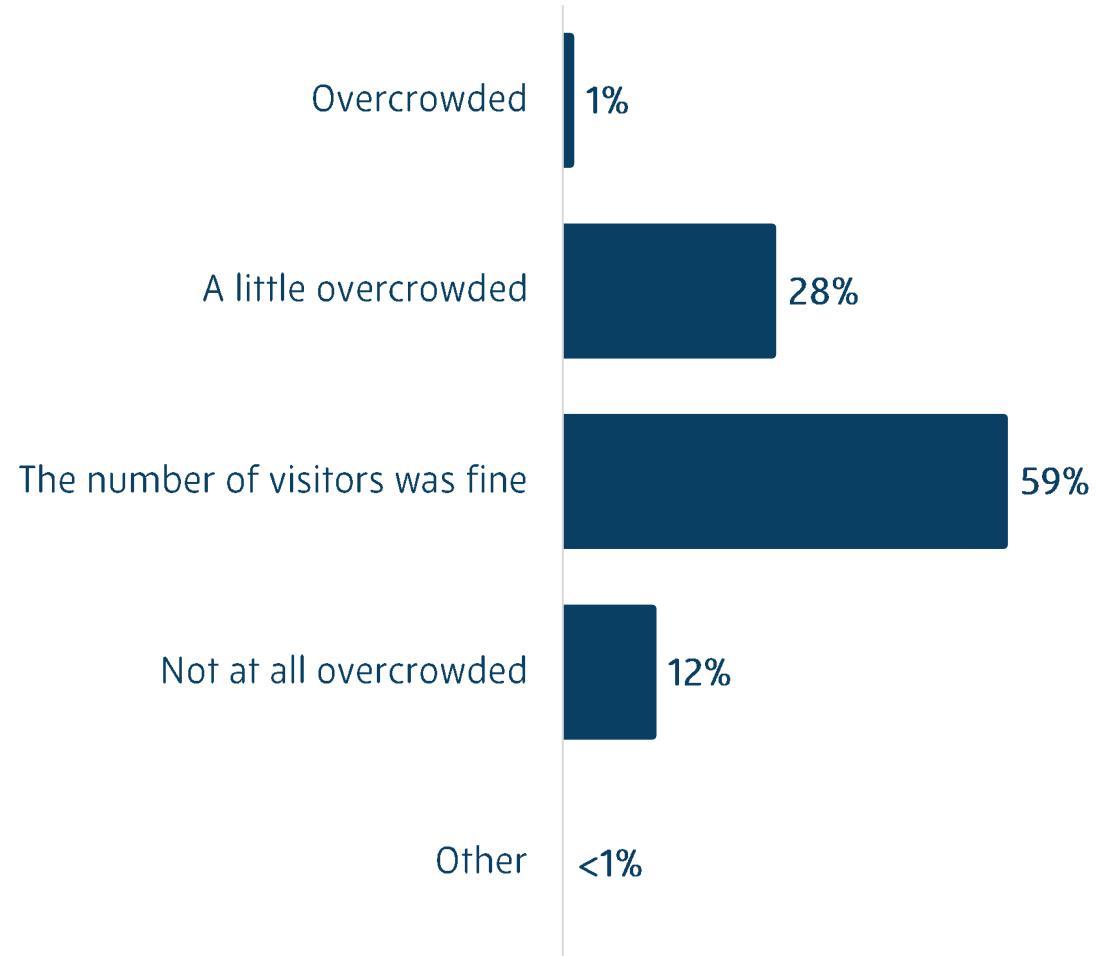


# TRIP RATINGS



# 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** thought it was a little overcrowded (-9% points from 2023)



# ANNUAL COMPARISONS



# VISITOR JOURNEY : PRE-VISIT

Pre-Visit

Traveler  
Profile

Trip  
Experience

Post-Trip  
Evaluation

Impact of  
Tourism

# 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%  |

\*Multiple responses permitted.

# 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 <sup>th</sup> , 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%   |

\*Multiple responses permitted.

# 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 <sup>1</sup>             | 8%   | 7%   |
| Albany                                 | 3%   | 3%   |
| Washington DC - Baltimore <sup>2</sup> | 3%   | 2%   |
| Providence, RI                         | 2%   | 2%   |
| Worcester, MA                          | 1%   | 2%   |
| Manchester, NH                         | 2%   | 2%   |

<sup>1</sup>Includes some markets in New Jersey, Pennsylvania, and Connecticut.

<sup>2</sup>Includes 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%        |
| <b>Average Travel Party Size</b> | <b>2.7</b> | <b>2.9</b> |

# 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 <sup>th</sup> , 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/zoo                     | 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% |

# 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%  |

Maine Beaches

120

\*Multiple responses permitted.

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# VISITOR JOURNEY : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

| <b>Recommending Maine</b> | <b>2023</b> | <b>2024</b> |
|---------------------------|-------------|-------------|
| Would recommend Maine     | 98%         | 99%         |
| Would not recommend Maine | 1%          | <1%         |
| Not sure                  | 1%          | 1%          |

| <b>Recommending Regions</b>     | <b>2023</b> | <b>2024</b> |
|---------------------------------|-------------|-------------|
| 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 1<sup>st</sup>, 2023 and November 30<sup>th</sup>, 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](mailto:contact@dsg-research.com)  
[dsg-research.com](http://dsg-research.com)

