

MAINE OFFICE OF TOURISM

2024 Profile of Canadian Visitors

DECEMBER 2023 – NOVEMBER 2024

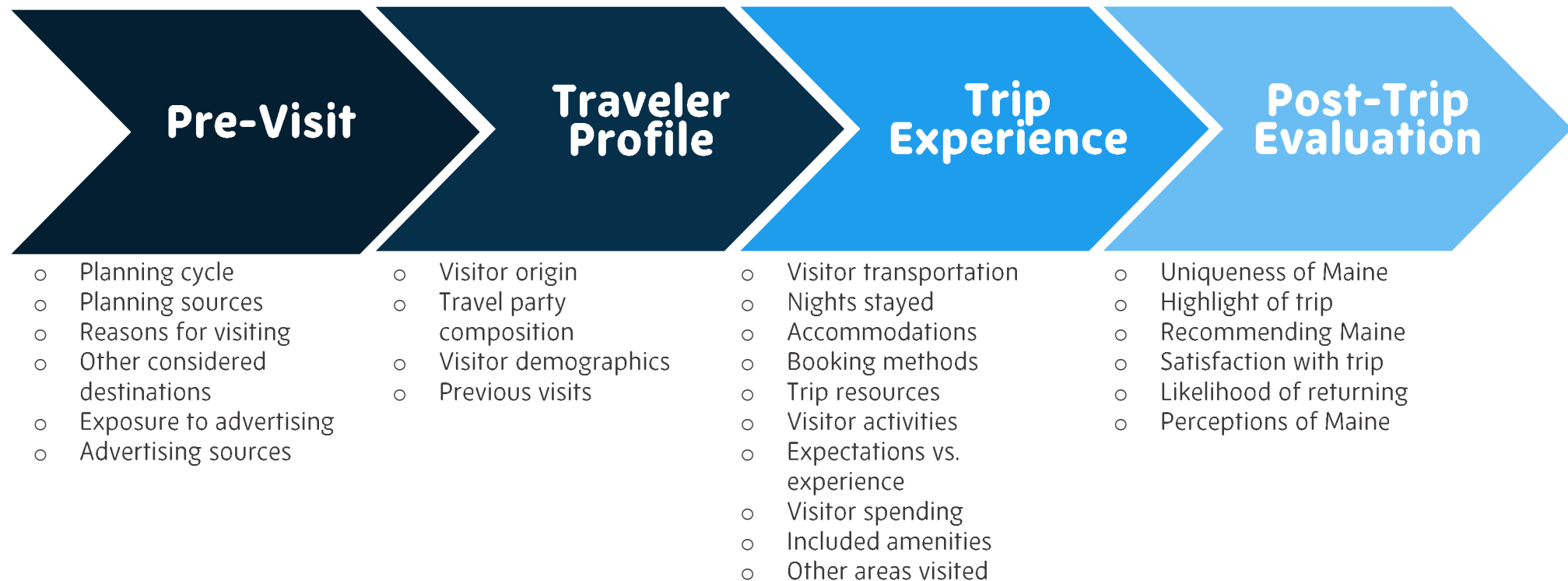


STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about Canadian 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.



CANADIAN VISITORS

CY2024

Canadian visitors are more likely to:

- » Use VisitMaine.com, TheMaineBeaches.com, and travel guides/brochures to help plan their trip
- » Primary trip purpose is the beach
- » Drive to Maine
- » Use navigation websites/apps, VisitMaine.com, trip planning apps, and visitor information centers while in Maine
- » Enjoy touring/sightseeing while in Maine
- » Stay in a hotel/motel/resort or a campground/RV park

Canadian visitors are less likely to:

- » Recall recently noticing any advertising or promotion about Maine
- » Visit other regions of Maine outside of their primary region

EXECUTIVE SUMMARY



CANADIAN VISITOR DIRECT SPENDING*

Canadian visitors to Maine spent

\$497,765,900

throughout the state in 2024 on accommodations,
transportation, groceries, restaurants, shopping,
entertainment, and other expenses

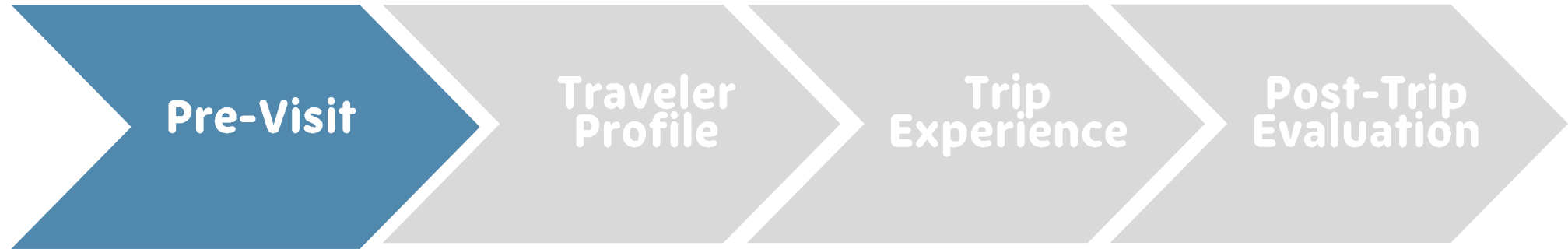


CANADIAN VISITORS

Maine attracted
797,900
Canadian visitors in 2024



VISITOR JOURNEY: PRE-VISIT



TRIP PLANNING CYCLE

- » 83% of Canadian visitors started planning their trip a month or more in advance of their trip
- » 55% of Canadian visitors have a booking window of less than 3 months



TOP TRIP PLANNING SOURCES*



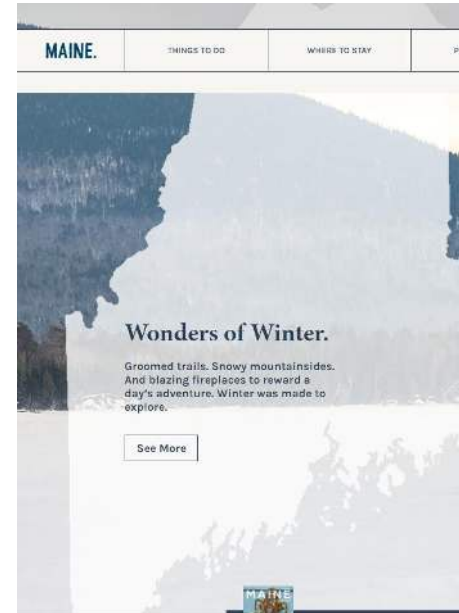
39% Advice from family/friends



38% Online search engines



34% Online travel agency



33% VisitMaine.com



27% Travel guides/brochures

TOP REASONS FOR VISITING*



33% Relax and unwind



32% Sightseeing and touring



26% Beach

TV SHOWS & FILM

- » 4% of visitors said a TV show or film inspired their trip to Maine
- » Nearly 2 in 5 visitors who were inspired by a TV show/film said seeing Maine in a film/TV show made them think about Maine as a place to visit



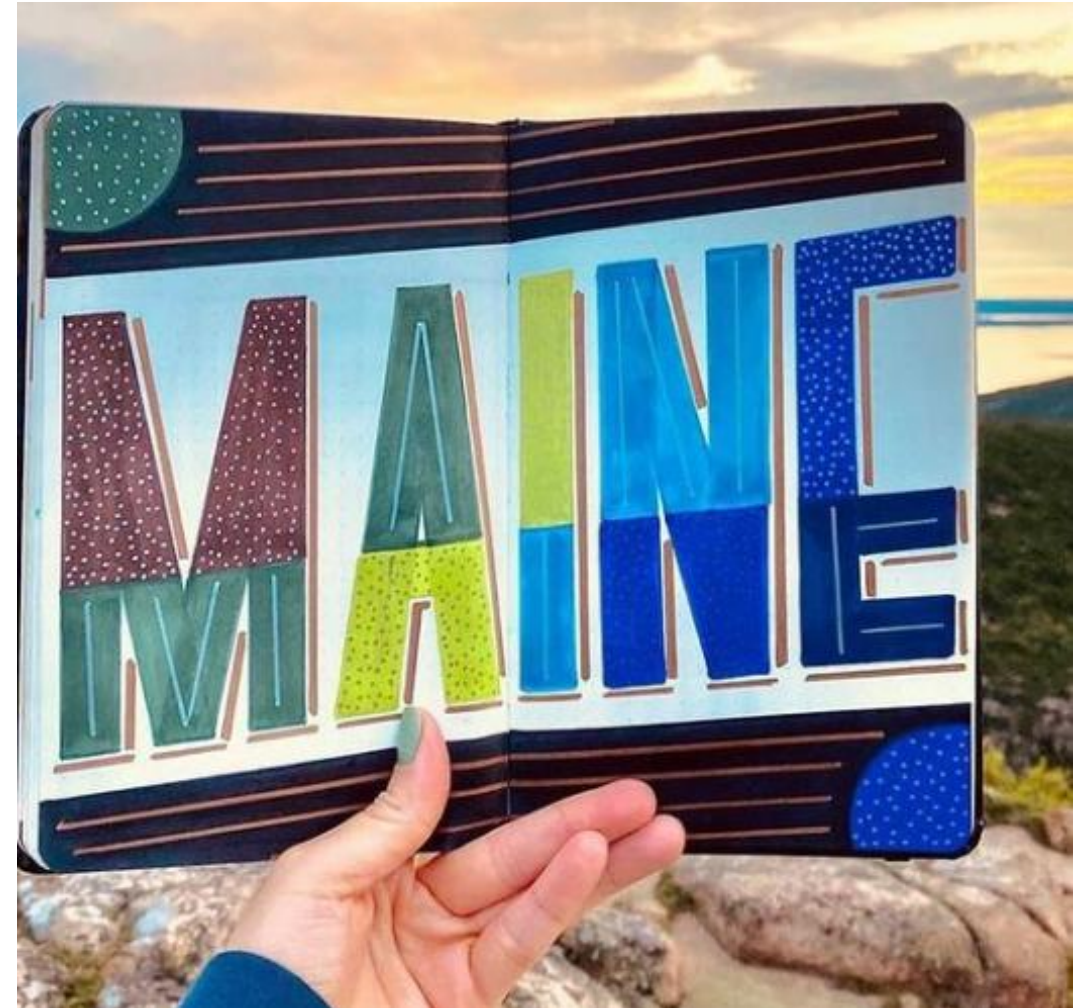
CONSIDERING MAINE AS A DESTINATION

- » Over **7 in 10** Canadian visitors considered visiting **ONLY** Maine while planning their trips (same as 2023)
- » **1 in 8** Canadian visitors considered visiting New Hampshire while planning their trips



PRE-TRIP RECALL OF ADVERTISING

- » Over **1 in 5** Canadian visitors recalled advertising or promotions for Maine prior to their trip (-8% points from 2023)
- » This information influenced **14% of all** Canadian visitors to visit Maine (-5% points from 2023)



TOP SOURCES OF ADVERTISING EXPOSURE*

Base: 22% of visitors who noticed advertising



50% Social media



29% Internet

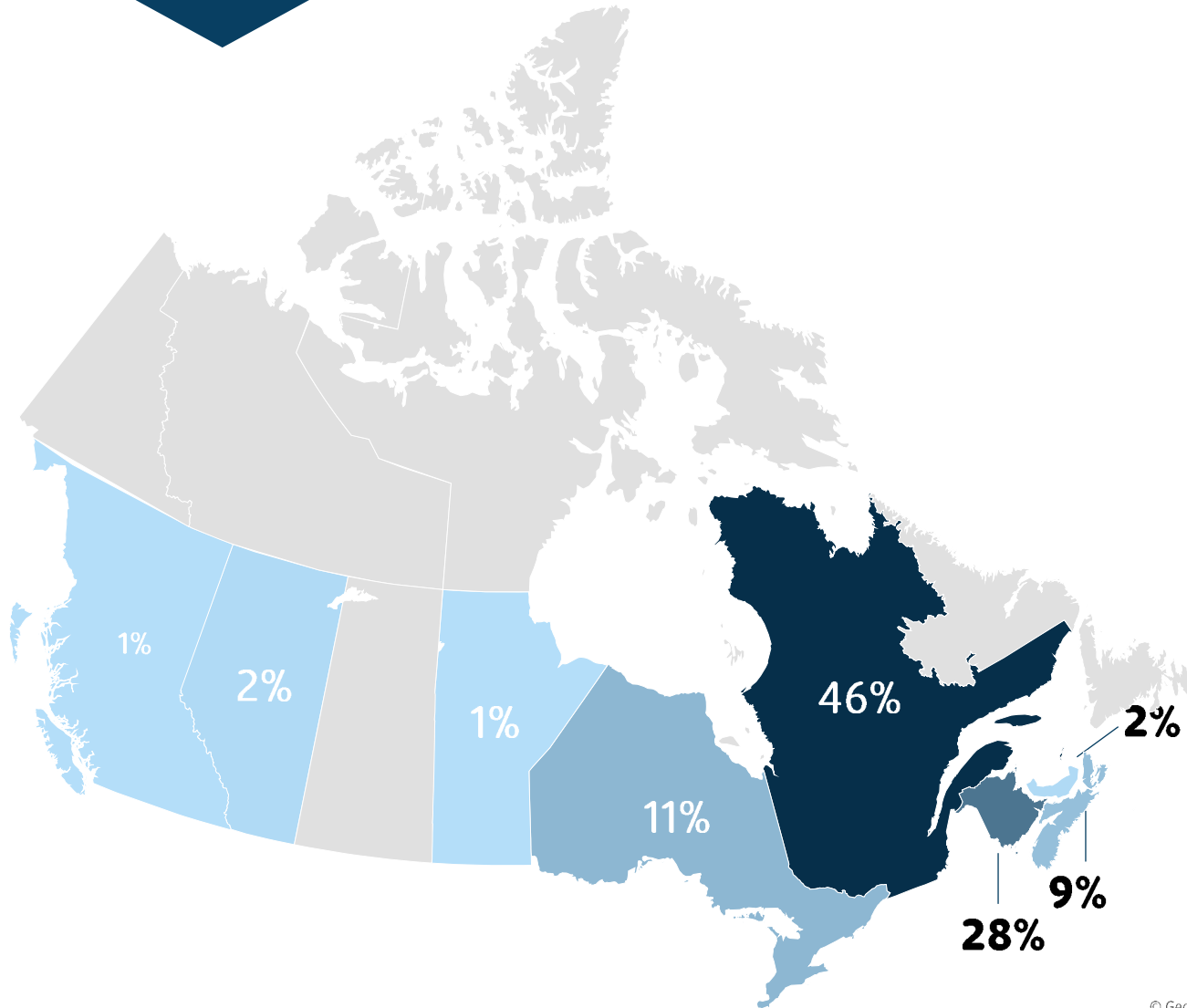


21% Travel
reviews/blogs

VISITOR JOURNEY: TRAVELER PROFILE



TOP ORIGIN PROVINCES

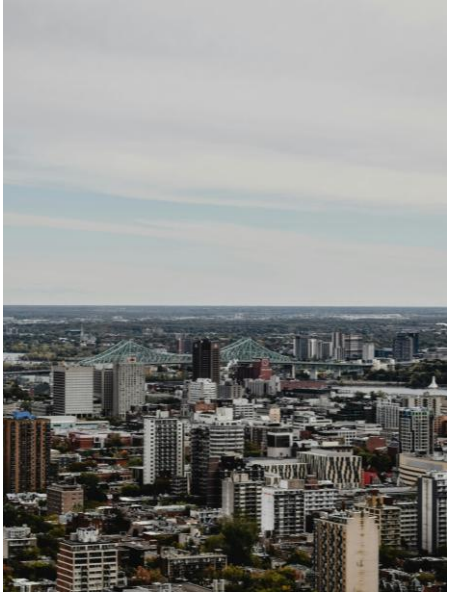


94%

of Canadian visitors traveled
from 4 Canadian provinces

Powered by Bing
© GeoNames, Microsoft, TomTom

TOP ORIGIN MARKETS



12% Montreal



10% Quebec City



10% Fredericton



8% Saint John



6% Halifax

TRAVEL PARTIES

The typical Maine visitor traveled with **3.0** people in their visitor party



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



LIFESTYLE PROFILE

» The typical Maine visitor:

- » Is **48** years old¹
- » Is white – **90%**
- » Is a college graduate – **78%**
- » Is married/in a domestic partnership – **84%**
- » Is employed full-time – **65%**
- » Has an annual household income² of **\$106,800**



¹Median age.

²Median household income.

NEW & RETURNING VISITORS

- » 14% of Canadian visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 37% had previously traveled in Maine more than 10 times



VISITOR JOURNEY: TRIP EXPERIENCE



TRANSPORTATION

- » Maine is a drive-market for most Canadian visitors, with **90%** choosing to travel by car (-3% points from 2023)



NIGHTS STAYED

- » 82% of Canadian visitors stayed one or more nights in Maine on their trip
- » Typical Canadian visitors stayed 4.3* nights in Maine on their trips



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

2024 Canada Report

TOP ACCOMMODATIONS



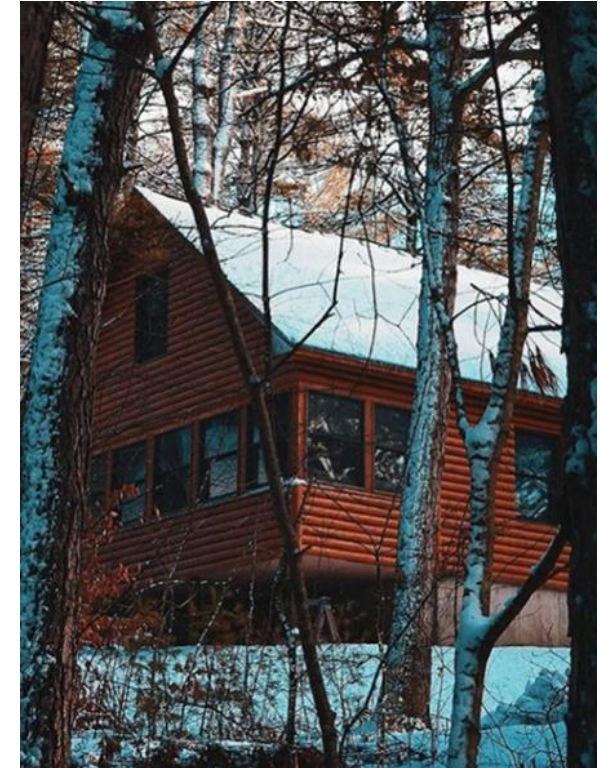
40% Hotel/motel/resort



18% Did not stay overnight



11% Campground/RV park



10% Vacation rental home

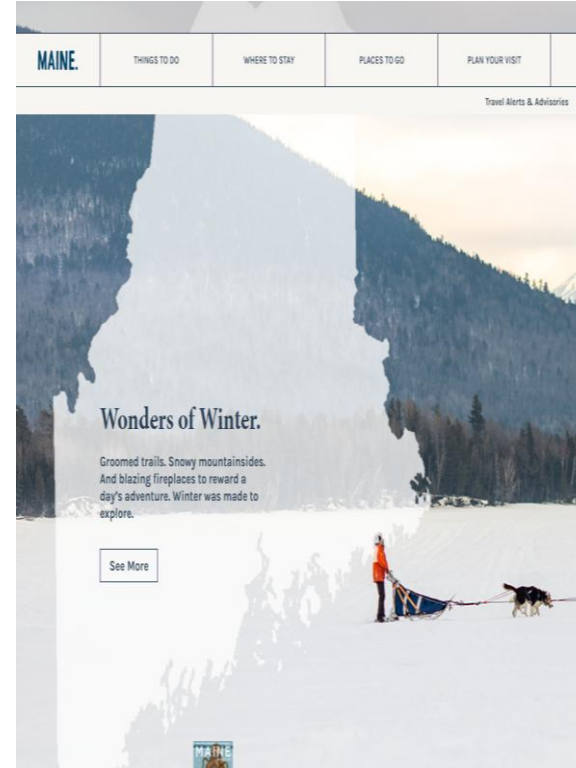
TOP IN-MARKET VISITOR RESOURCES*



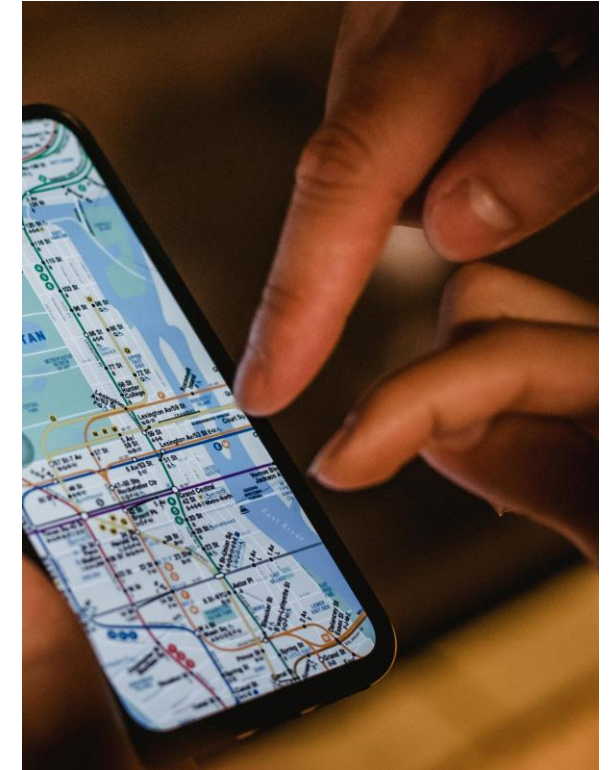
61% Navigation website/apps (e.g., Google or Apple Maps, etc.)



36% Visitor information center



32% VisitMaine.com



31% Trip planning app

TOP VISITOR ACTIVITIES*



75% Food/beverage/culinary



61% Touring/sightseeing



57% Shopping

VISITING OTHER STATES & PROVINCES

- » Over **7 in 10** Canadian visitors did not visit any other U.S. state or Canadian province during their trip
- » Over **1 in 8** Canadian visitors went to New Hampshire during their trip to Maine

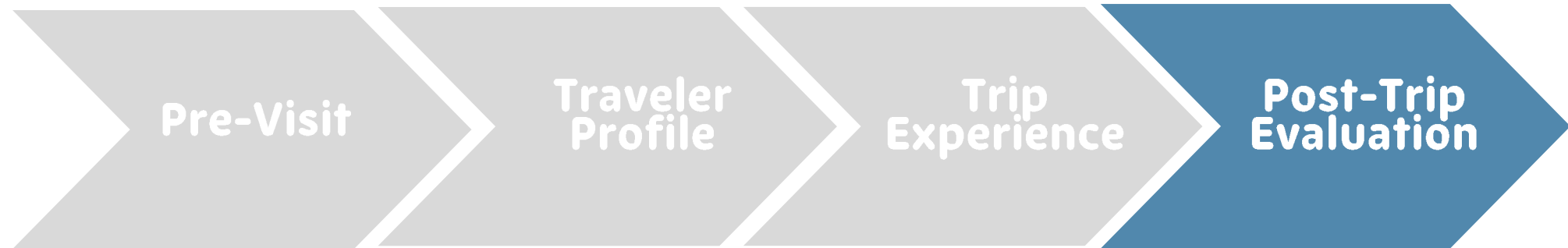


TRAVELING WITHIN MAINE

- » Over **3 in 5** Canadian visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » **42%** of Canadian visitors visited the Maine Beaches in addition to their primary destination within Maine



VISITOR JOURNEY: POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

- » 97% of Canadian visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » 98% of Canadian visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – 79% would definitely recommend



LIKELIHOOD OF RETURNING TO MAINE

- » 93% of Canadian visitors will return to Maine for a future visit or vacation (+2% points from 2023)
- » 69% of Canadian visitors were highly satisfied with their trip in Maine and will “definitely return” in the future



SATISFACTION

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



OVERCROWDING

- » 51% of Canadian visitors thought the number of visitors during their trip to Maine was fine
- » 24% of Canadian visitors thought it was not at all crowded



DETAILED FINDINGS



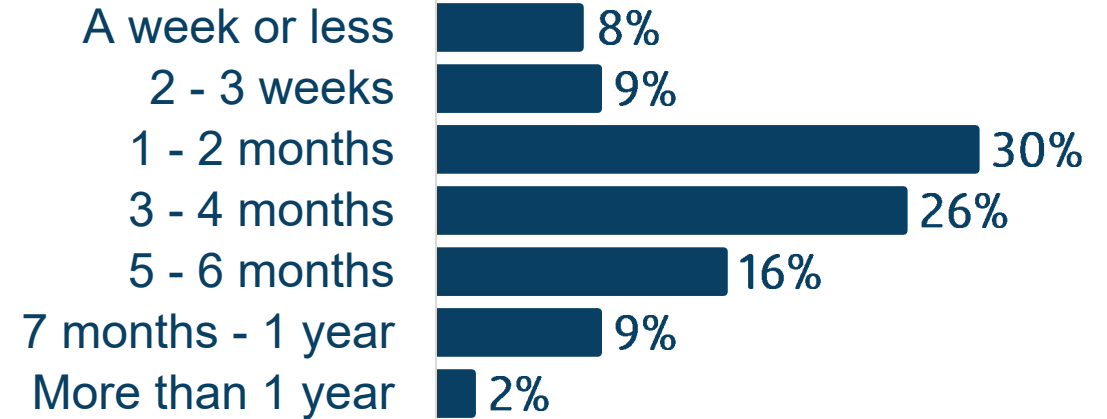
VISITOR JOURNEY: PRE-VISIT



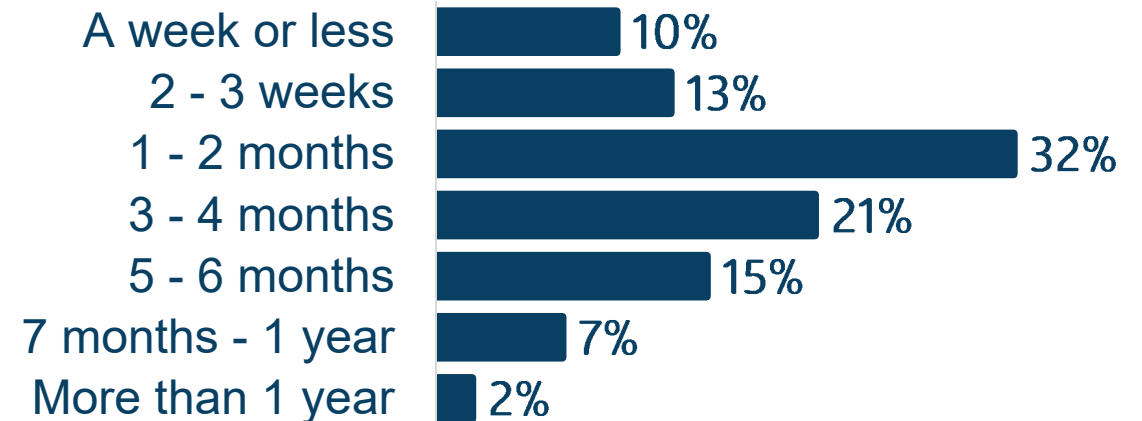
TRIP PLANNING CYCLE

- » Typical Canadian visitors began planning their trip **63 days** in advance (+4 days from 2023)
- » **83%** of Canadian visitors started planning their trip a month or more in advance of their trip (+4% points from 2023)
- » Typical Canadian visitors booked their accommodations **55 days** in advance (+3 days from 2023)
- » **55%** Canadian visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

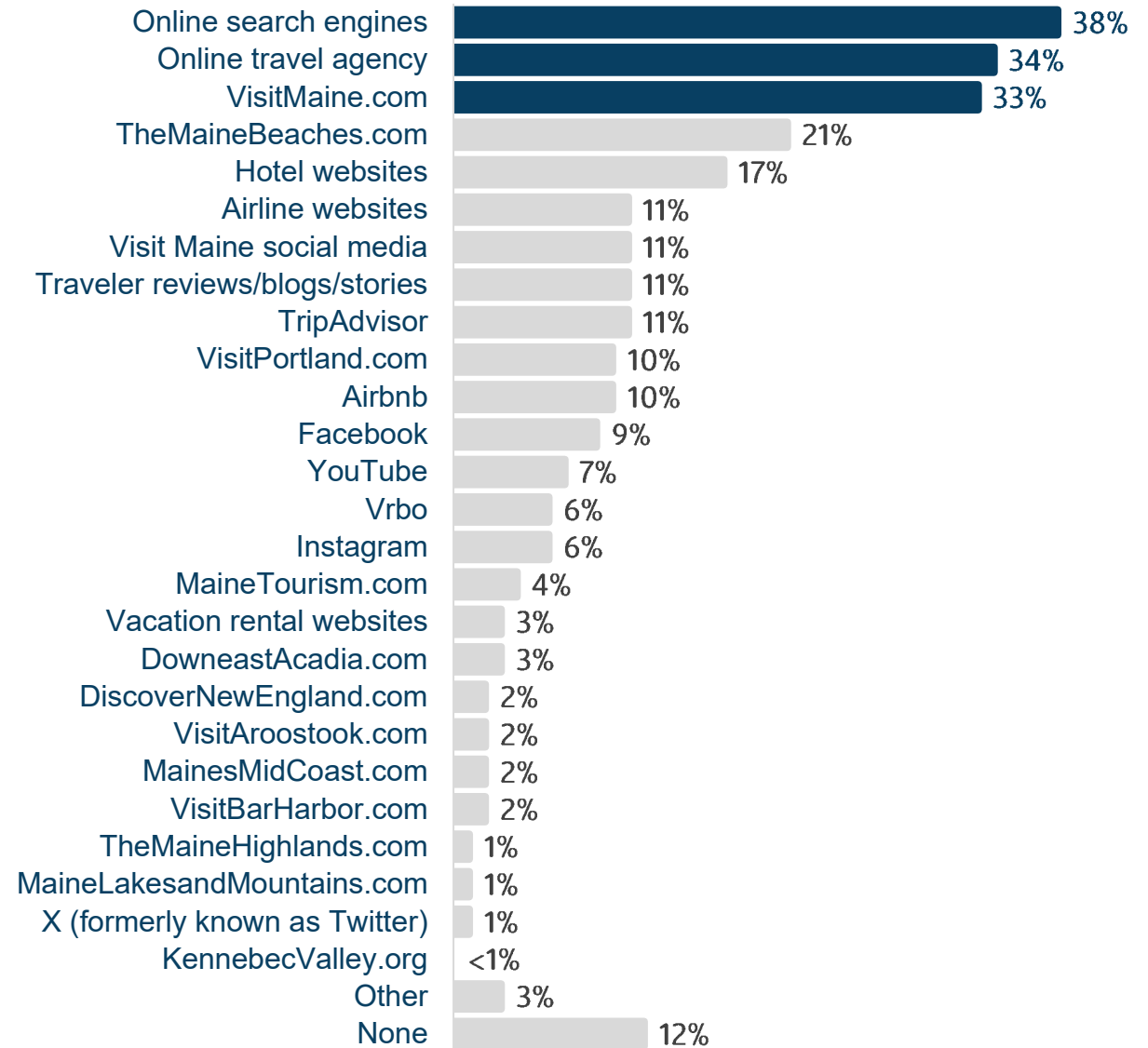


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

- » Nearly **9 in 10** Canadian visitors used one or more online resources to help them plan their trip in Maine (+3% points from 2023)
- » Nearly **2 in 5** Canadian visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » Nearly **2 in 5** Canadian visitors used an online travel agency to help them plan their trip (+9% points from 2023)
- » **1 in 3** Canadian visitors used VisitMaine.com (+6% points from 2023)



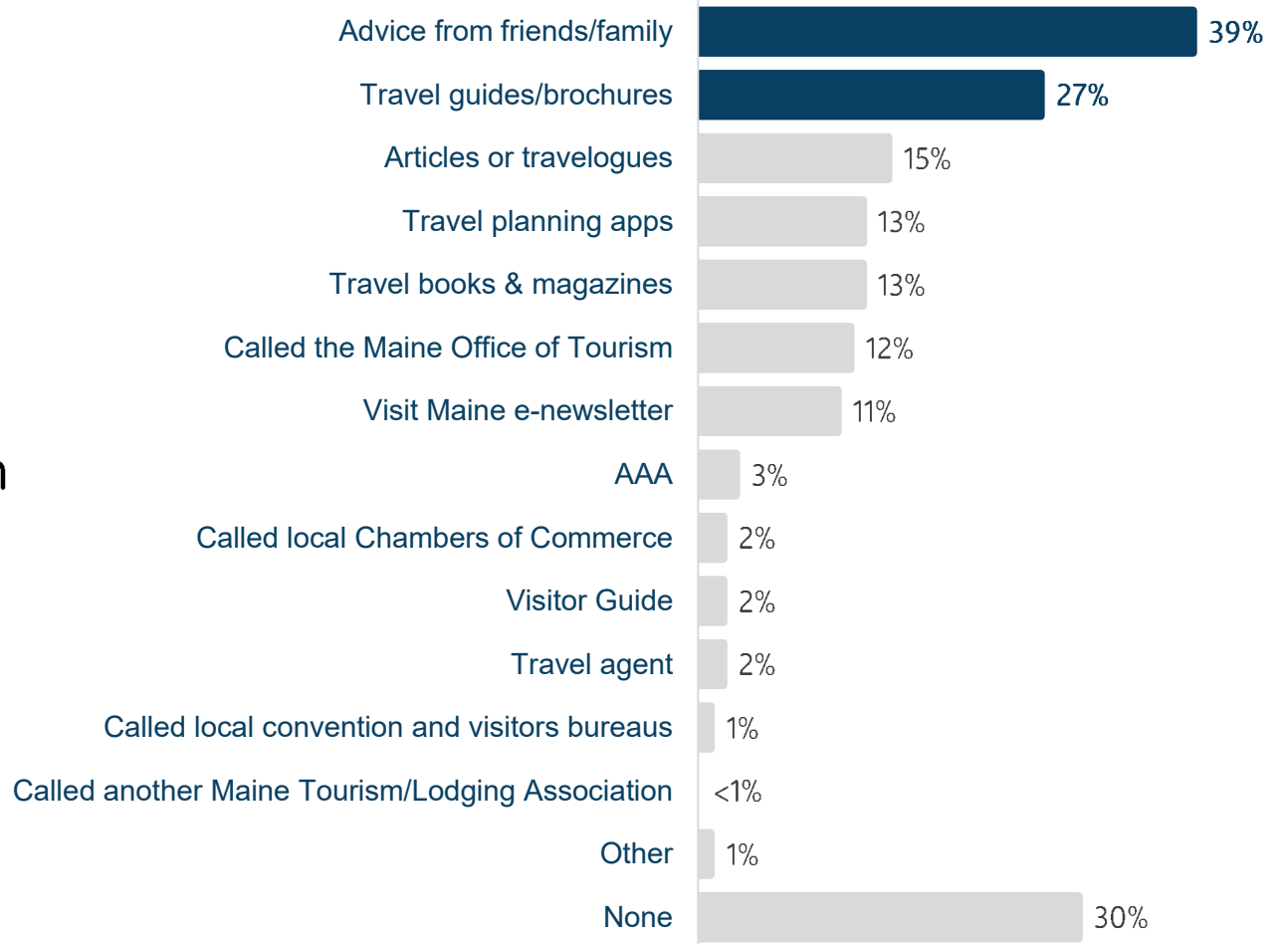
*Multiple responses permitted.



downs & st. germain
RESEARCH

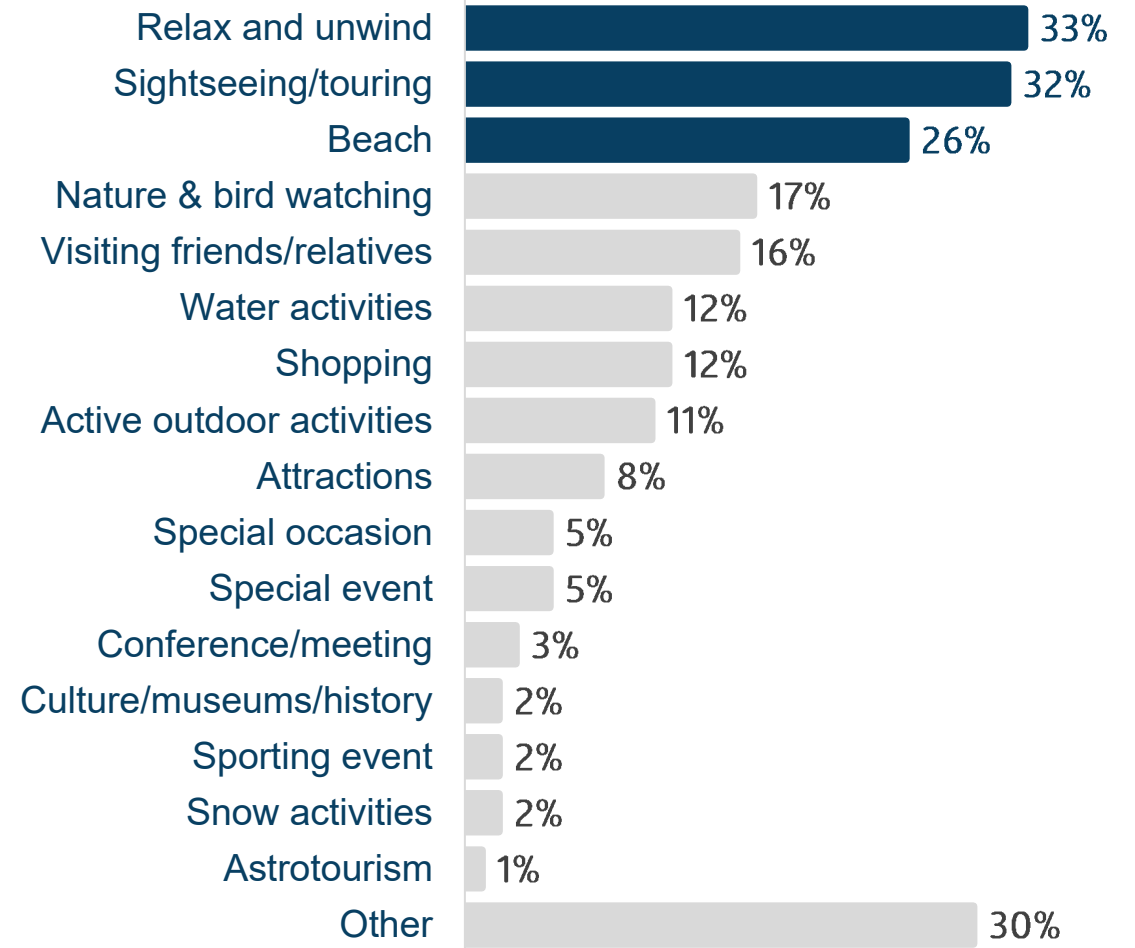
OTHER TRIP PLANNING SOURCES*

- » Nearly **2 in 5** Canadian visitors relied on advice from their friends and family to help them plan their trip in Maine
- » Over **1 in 4** Canadian visitors used travel guides/brochures to help plan their trip in Maine (+4% points from 2023)
- » **3 in 10** Canadian visitors did not use any other resources to help them plan their trip in Maine



REASONS FOR VISITING*

- » **1 in 3** Canadian visitors came to Maine to relax and unwind
- » Nearly **3 in 10** Canadian visitors came to Maine for sightseeing/touring (-6% points from 2023)
- » Over **1 in 4** Canadian visitors visited Maine for the beach

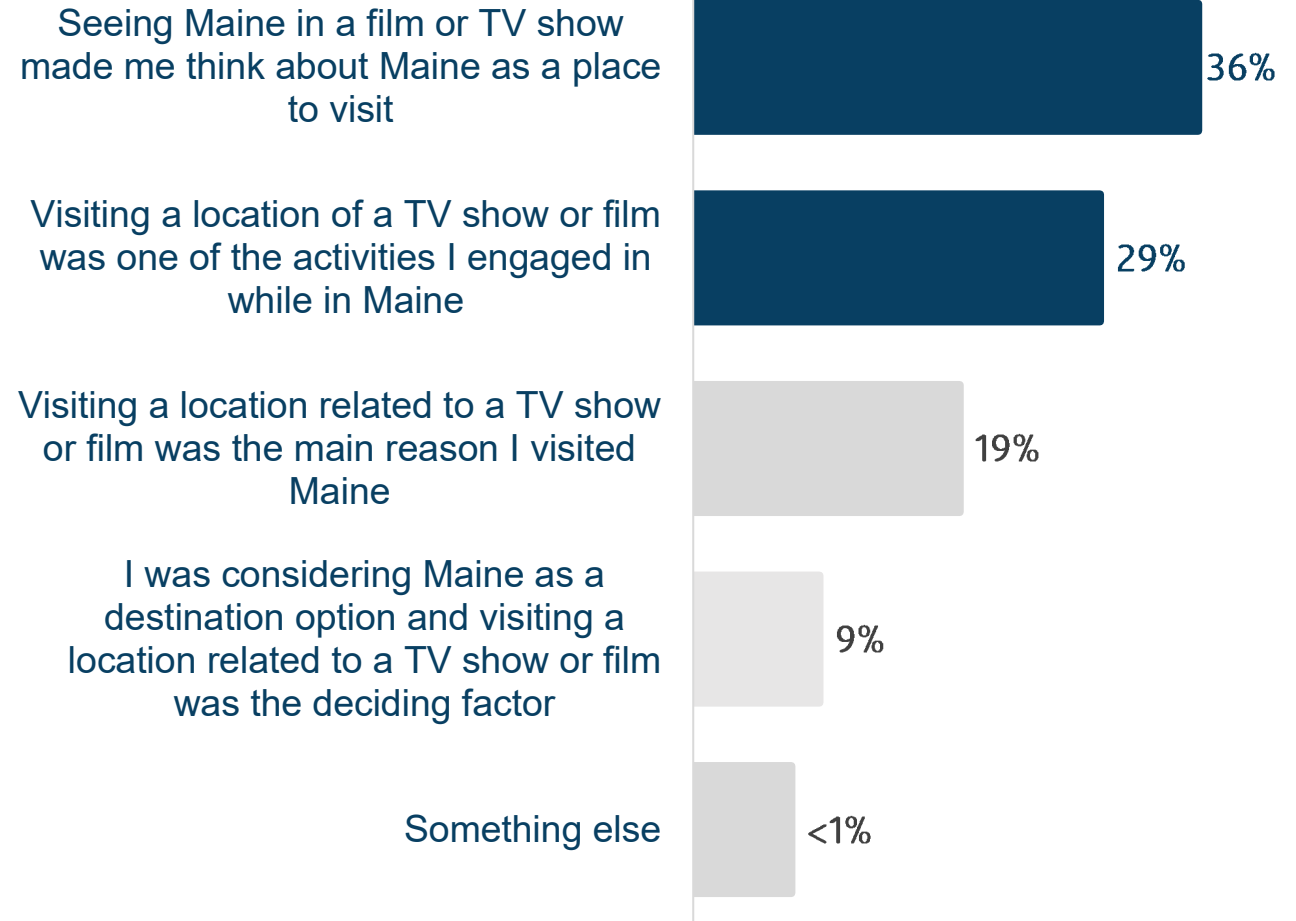


*Multiple responses permitted.

TV SHOWS & FILM

- » 4% of visitors said a TV show or film inspired their trip to Maine
- » Nearly 2 in 5 visitors who were inspired by a TV show/film said seeing Maine in a film/TV show mad them think about Maine as a place to visit
- » 5% 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

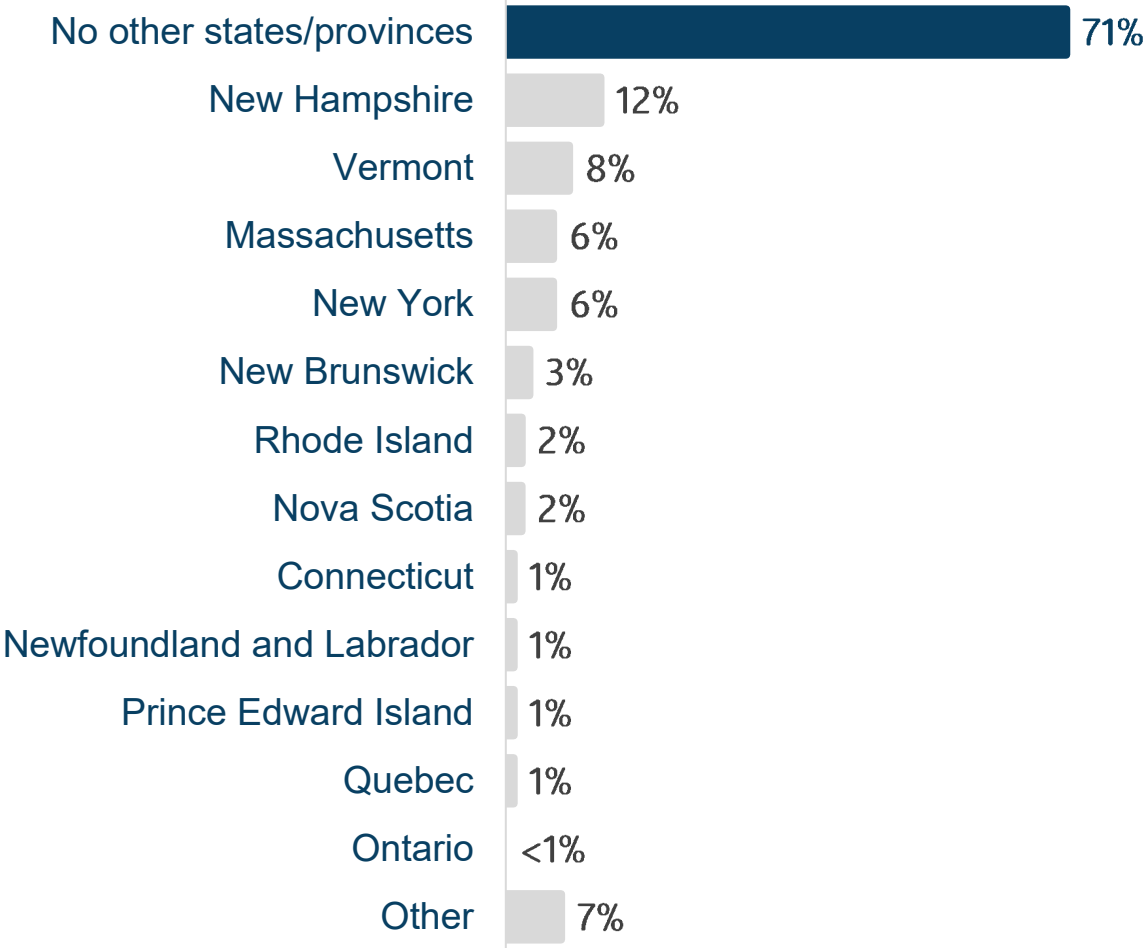
Base: 4% of visitors who were inspired by a TV show or film



OTHER STATES & PROVINCES CONSIDERED*

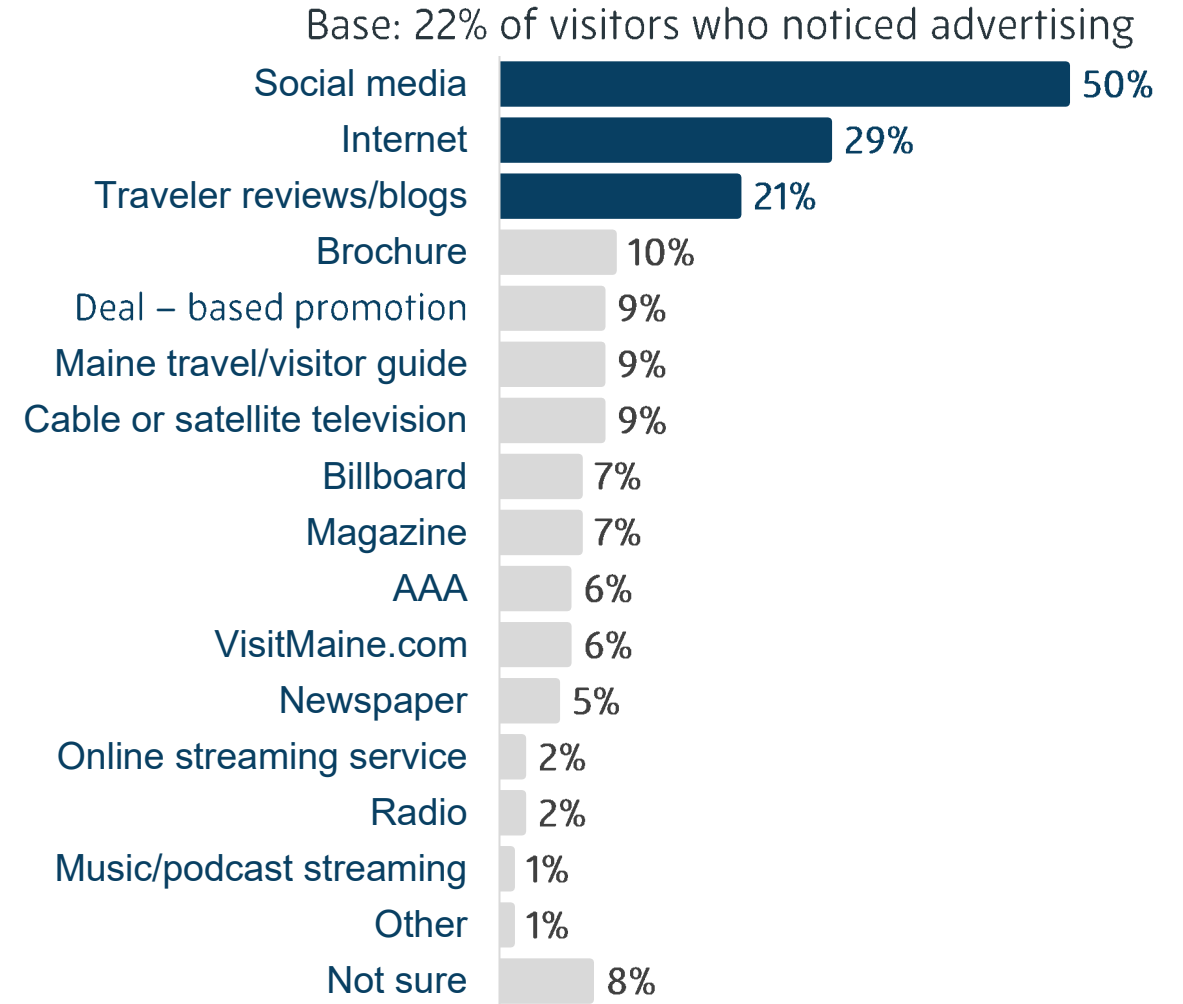
» Over **7 in 10** Canadian visitors considered visiting **ONLY** Maine while planning their trips

» **1 in 8** Canadian visitors considered visiting New Hampshire while planning their trips (-2% points from 2023)



PRE-TRIP RECALL OF ADVERTISING*

- » Over **1 in 5** Canadian visitors recalled advertising or promotions for Maine prior to their trip (-8% points from 2023)
- » Visitors who recalled advertising primarily saw it on social media (+9% points from 2023), the internet (-11% points from 2023), or travel reviews/blogs (+10% points from 2023)
- » This information influenced **14%** of all Canadian visitors to visit Maine (-5% point from 2023)



VISITOR JOURNEY: TRAVELER PROFILE



TOP ORIGIN PROVINCES

» Nearly **half** of Canadian visitors traveled to Maine from Quebec (+1% points from 2023)

State	Percent
Quebec	46%
New Brunswick	28%
Ontario	11%
Nova Scotia	9%
Alberta	2%
Prince Edward Island	2%
British Columbia	1%
Manitoba	1%

TOP ORIGIN MARKETS

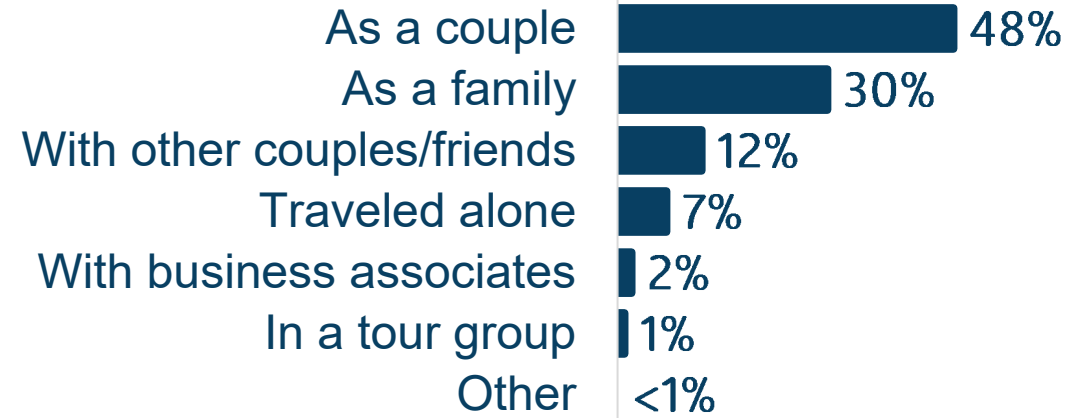
- » Nearly **3 in 5** Canadian visitors traveled from these 9 Canadian markets
- » **22%** of Canadian visitors traveled to Maine from Montreal and Fredericton

Market	Percent
Montreal	12%
Fredericton	10%
Quebec City, CAN	10%
Saint John, CAN	8%
Halifax, CAN	6%
Moncton, CAN	4%
Toronto, CAN	3%
Cape Breton, CAN	2%
Ottawa – Gatineau, CAN	2%

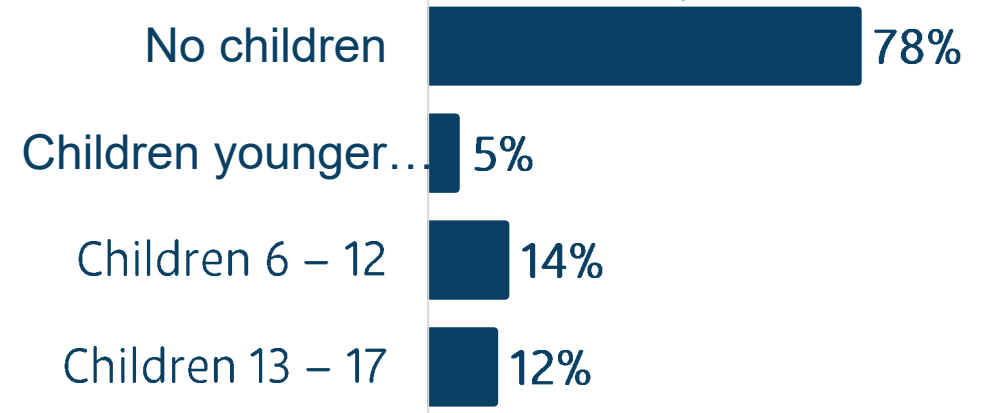
TRAVEL PARTIES

- » Typical Canadian visitors traveled to Maine in parties of **3.0** people
- » Nearly **half** of Canadian visitors traveled as a couple
- » **3 in 10** Canadian visitors traveled as a family (+3% points from 2023)
- » **22%** of Canadian visitors traveled with one or more children in their travel party (+3% points from 2023)

Travel Party Composition



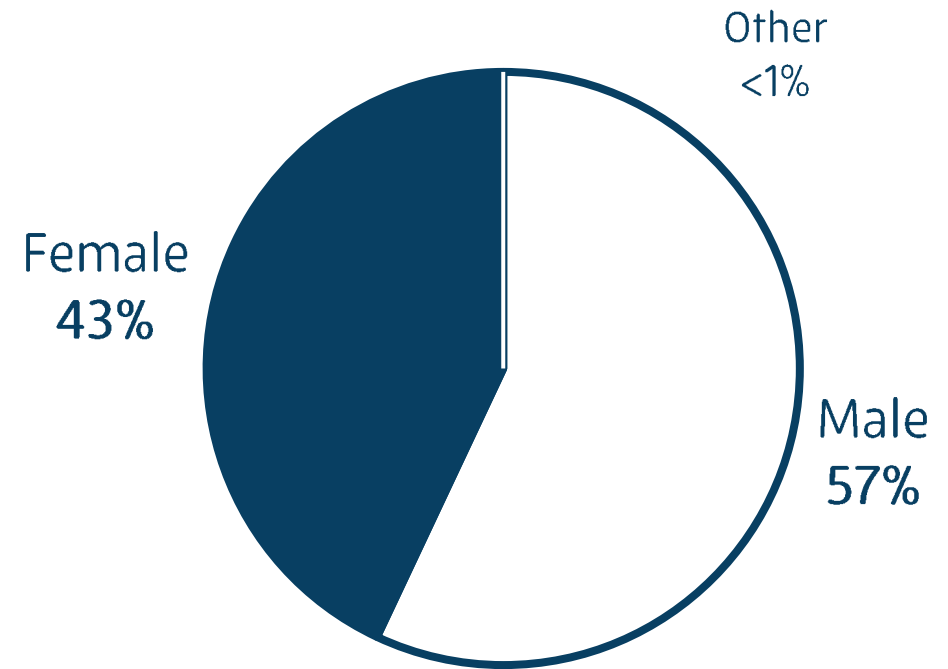
Children in Travel Party*



*Multiple responses permitted.

GENDER*

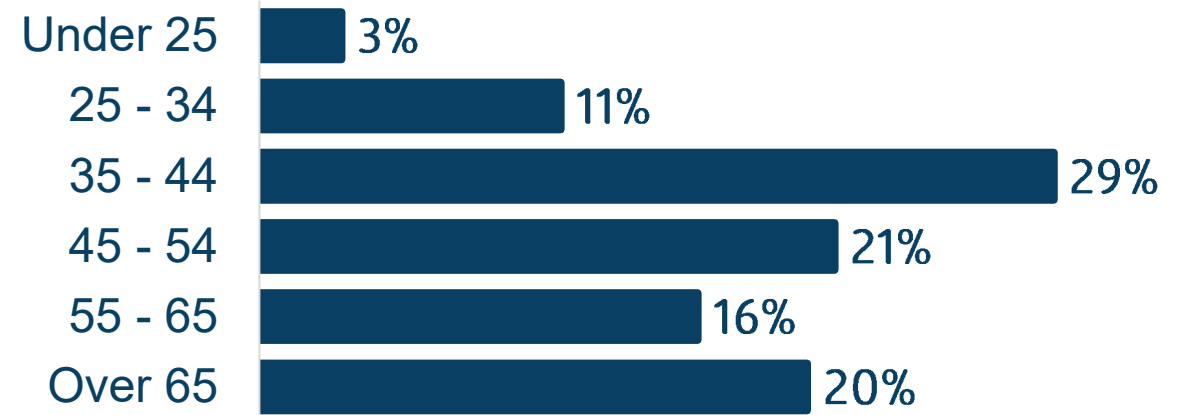
» Nearly **3 in 5** of Canadian visitors to Maine interviewed were males



*May be influenced by willingness to complete the survey on behalf of the travel party.

AGE

» The median age of Canadian visitors to Maine is **48** years old (-4 years from 2023)



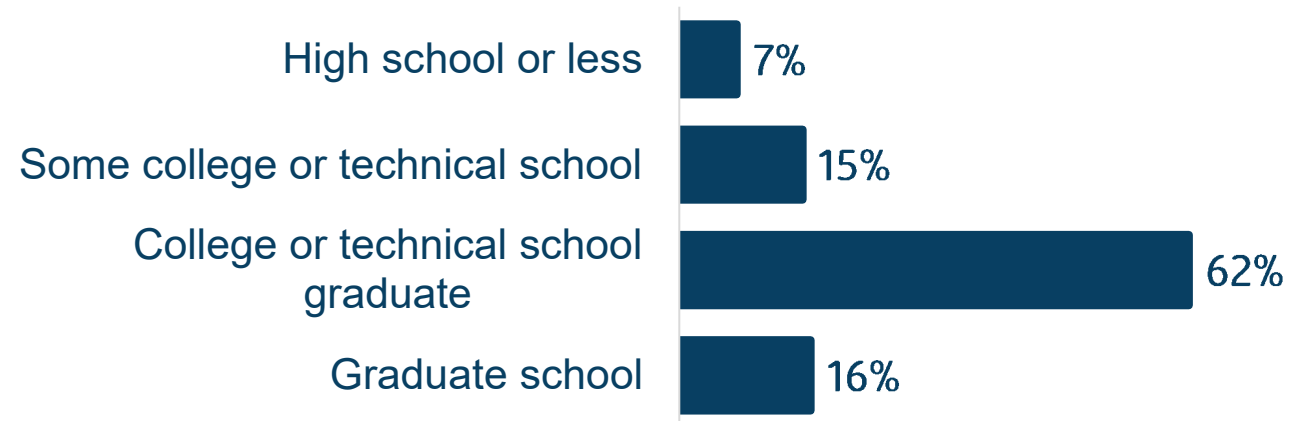
RACE & ETHNICITY

» 9 in 10 Canadian visitors to Maine were white



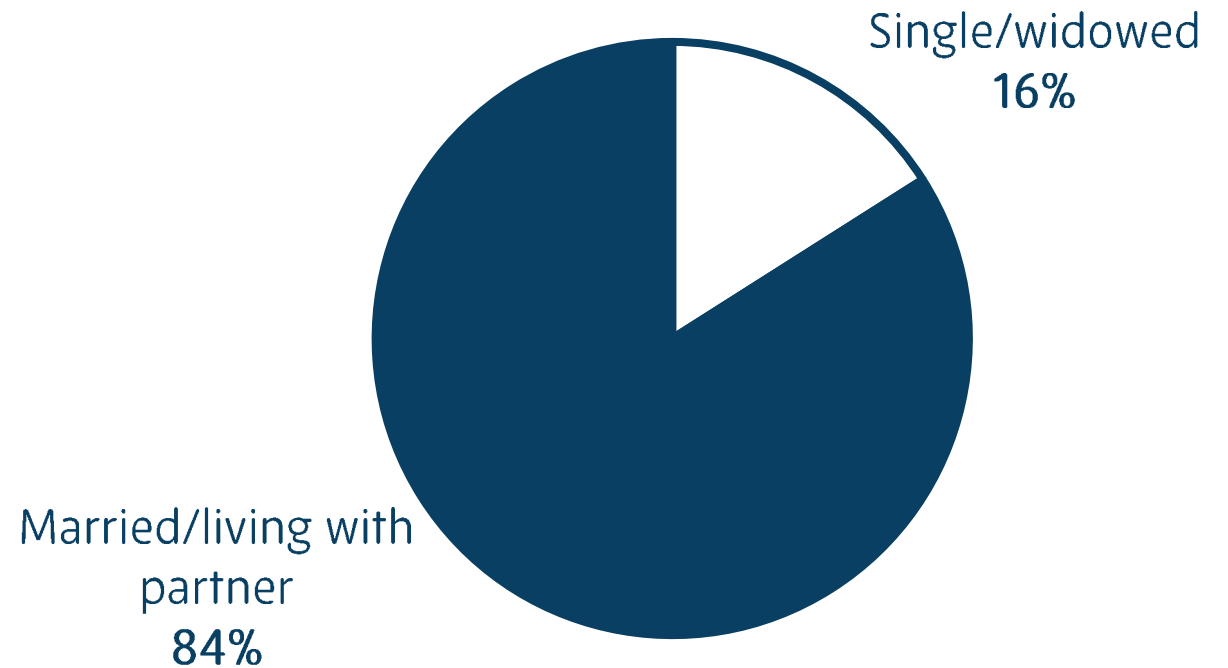
EDUCATIONAL ATTAINMENT

» Nearly **4 in 5** Canadian visitors have a college/technical school degree or higher



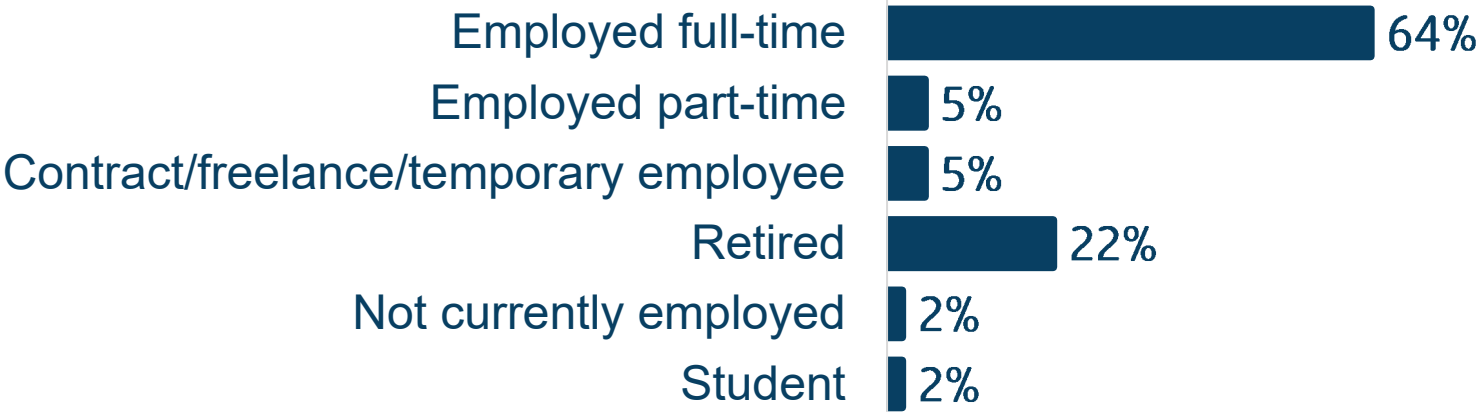
MARITAL STATUS

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



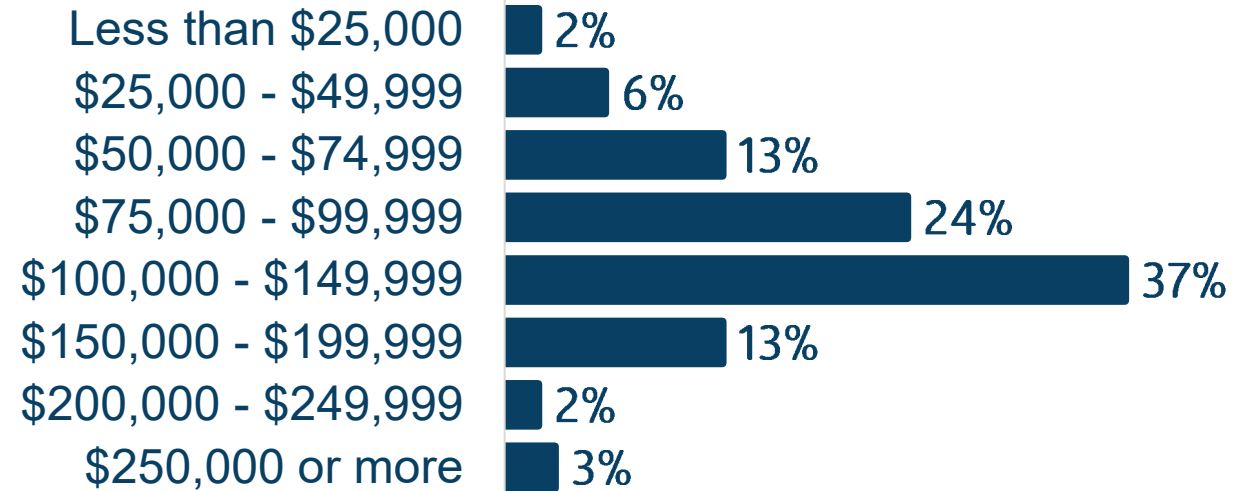
EMPLOYMENT STATUS

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



HOUSEHOLD INCOME

- » The median household income of Canadian visitors to Maine is **\$106,800** per year
- » **55%** of Canadian visitors to Maine earned more than \$100,000 per year



NEW & RETURNING VISITORS

- » 14% of Canadian visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 37% had previously traveled in Maine more than 10 times (-3% points from 2023)

This is my first time

14%

2 - 5 times

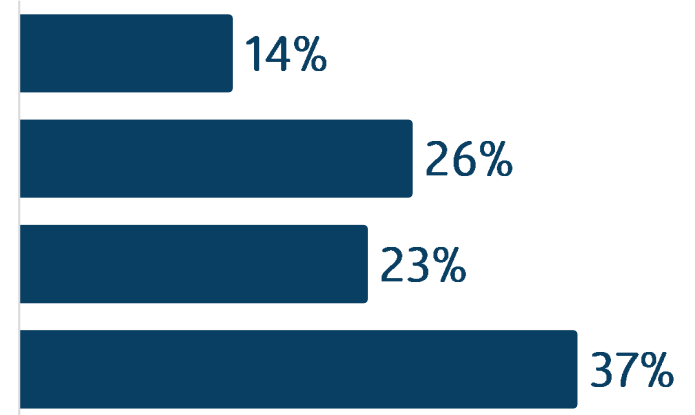
26%

6 - 10 times

23%

11+ times

37%

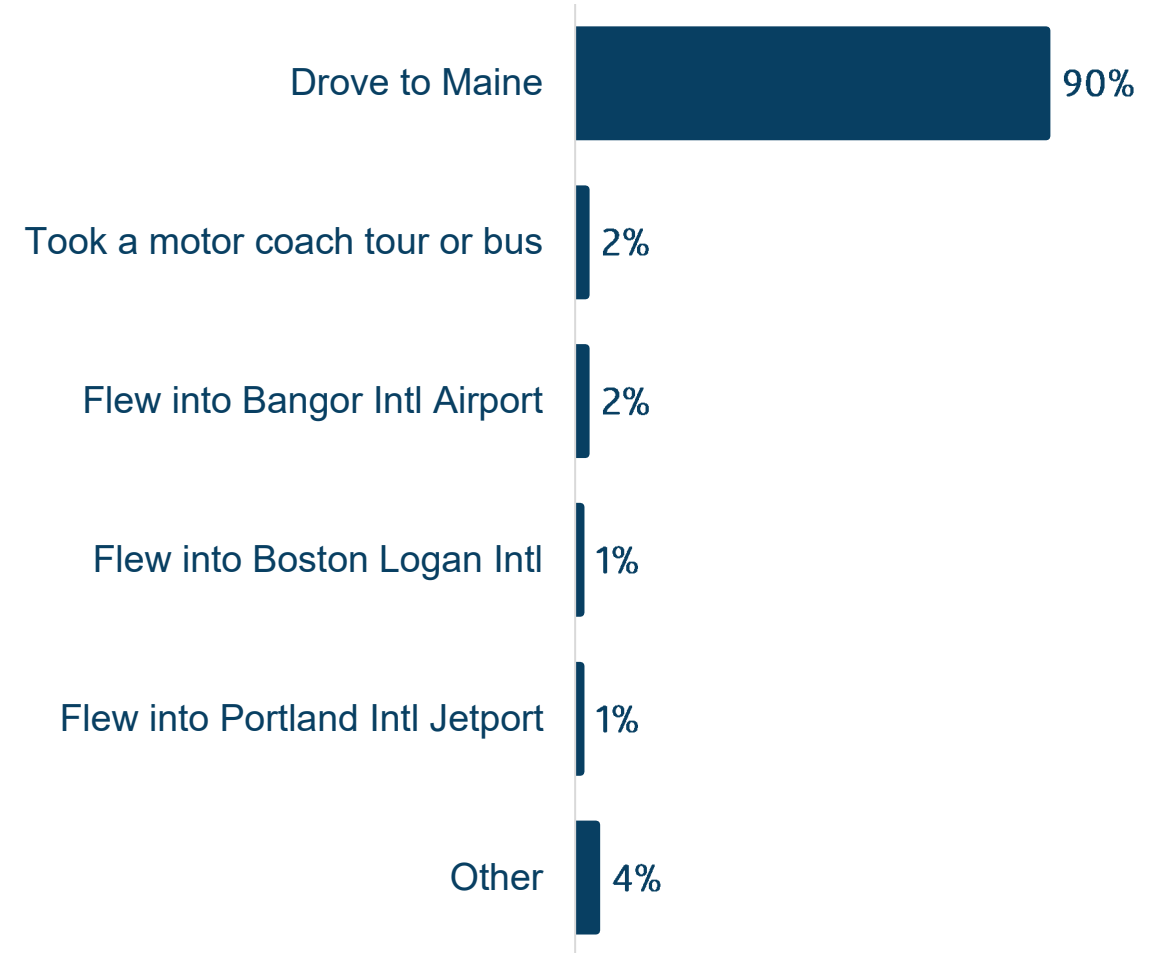


VISITOR JOURNEY: TRIP EXPERIENCE



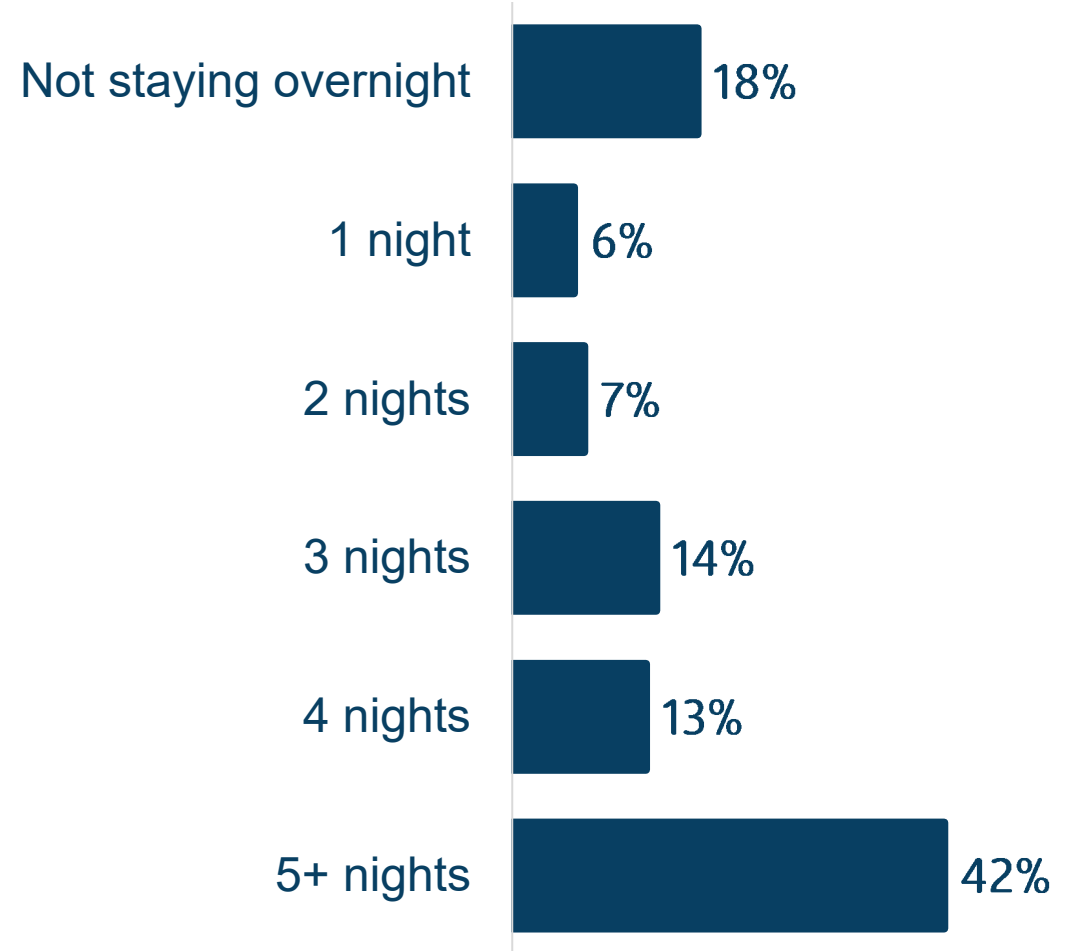
MODES OF TRANSPORTATION

- » Maine is a drive-market for most Canadian visitors, with **90%** choosing to travel by car over plane, motor coach/bus, or train (-3% points from 2023)



NIGHTS STAYED

- » 82% of Canadian visitors stayed one or more nights in Maine on their trip
- » Typical Canadian visitors stayed 4.3* nights in Maine on their trips

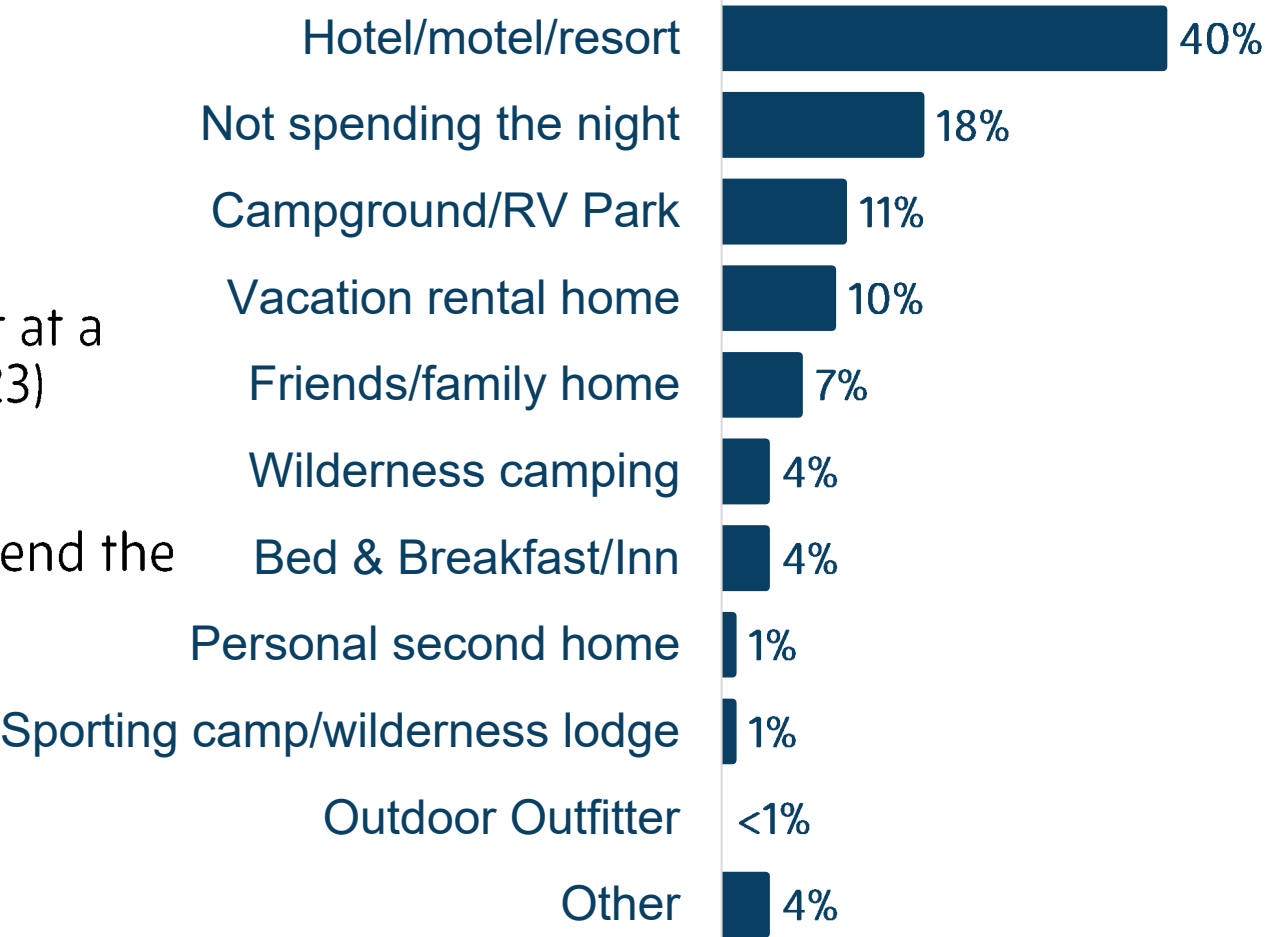


*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

2024 Canada Report

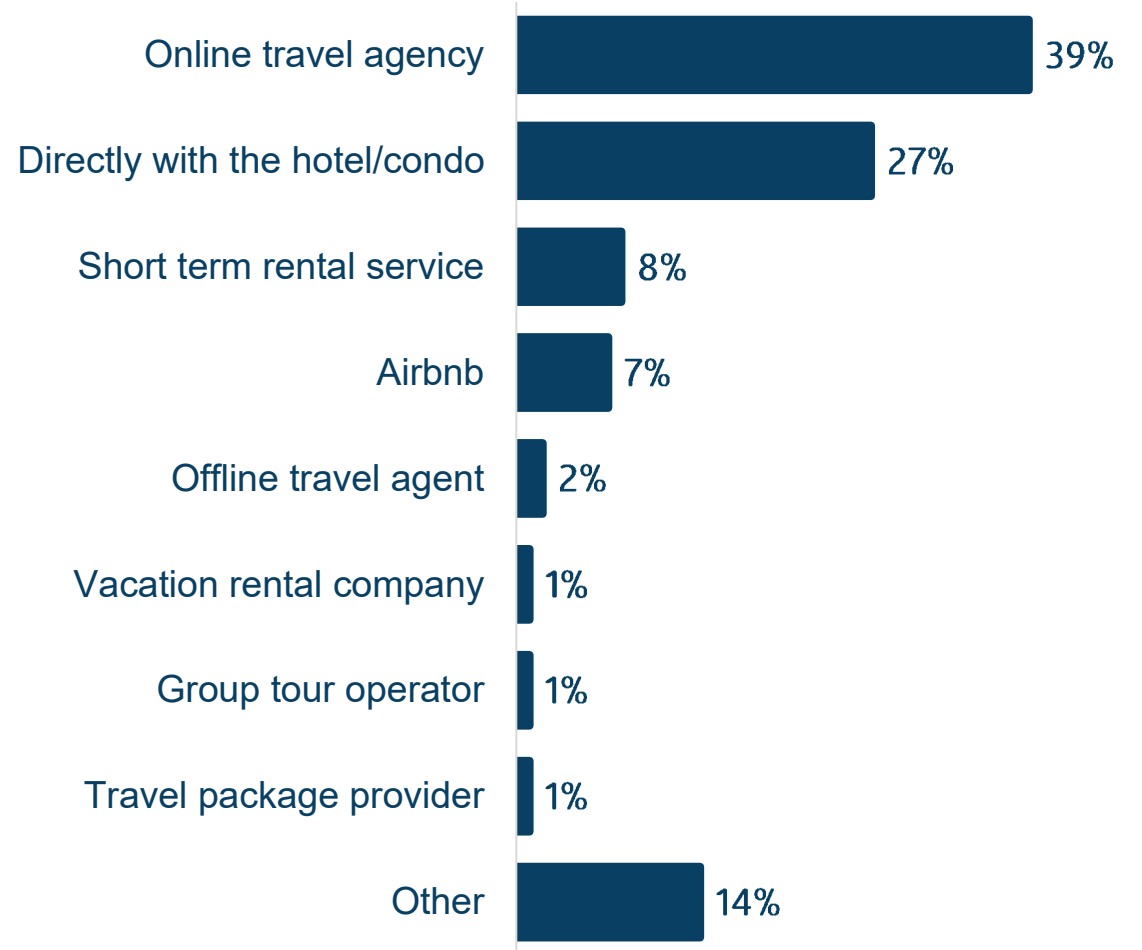
ACCOMMODATIONS

- » 2 in 5 Canadian visitors stayed overnight at a hotel/motel/resort (+3% points from 2023)
- » About 1 in 5 Canadian visitors did not spend the night (+1% points from 2023)



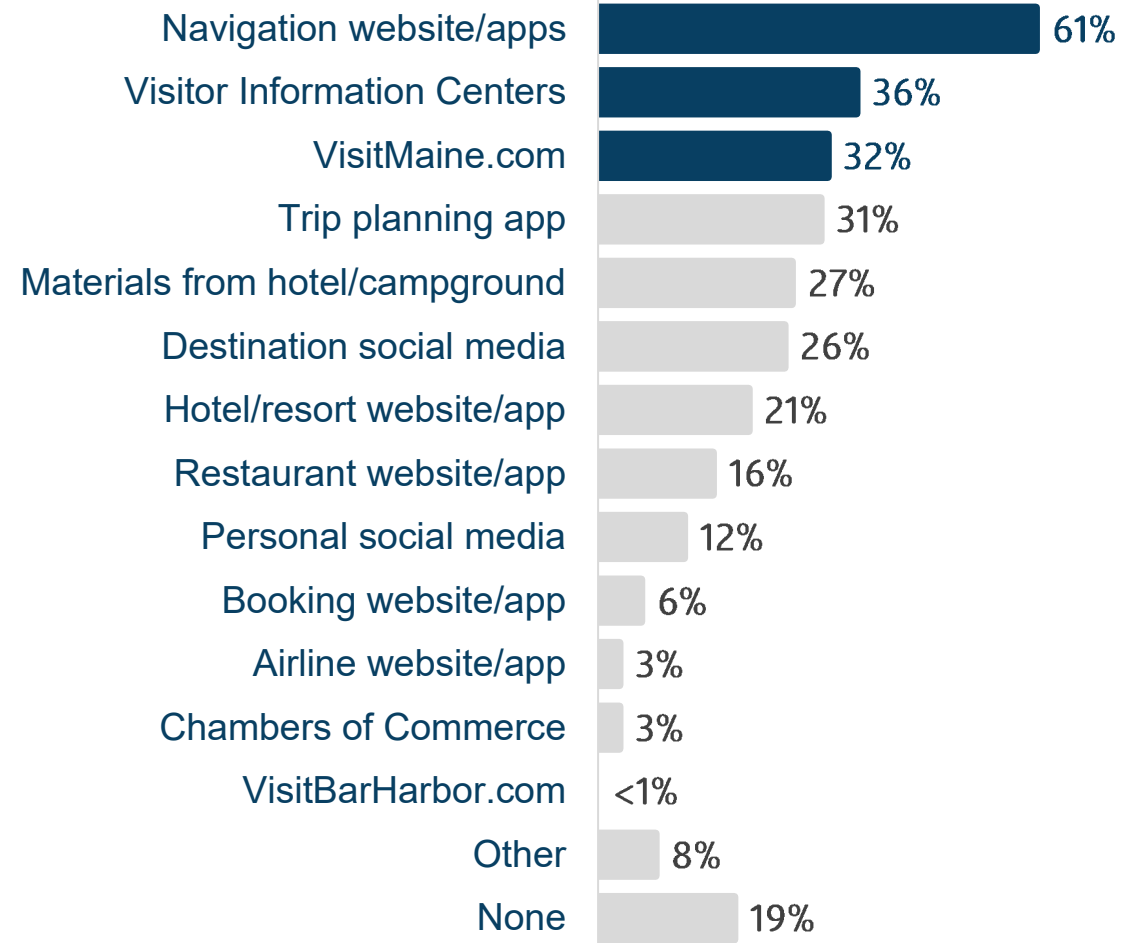
BOOKING METHODS

» Over **2 in 5** Canadian visitors who stayed in paid accommodations during their trip booked their lodging through an online travel agency (+9% points from 2023)



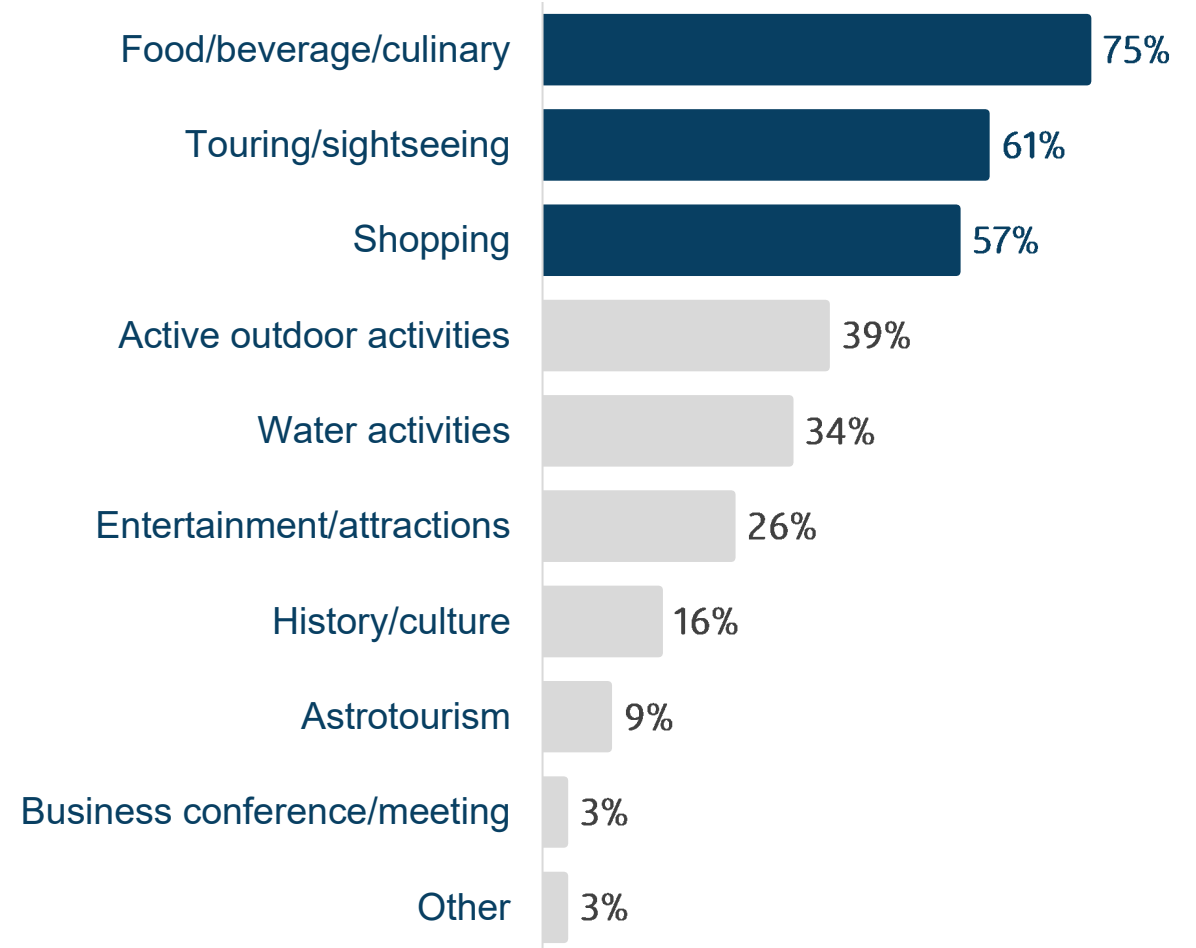
IN-MARKET VISITOR RESOURCES*

- » Visitors were more likely to rely on navigation websites/apps (e.g., Google or Apple Maps, etc.) to plan activities in-market
- » Nearly **2 in 5** visitors went to visitor information centers
- » Nearly **1 in 3** visitors used VisitMaine.com
- » On the other hand, **1 in 5** visitors did not use any resources to plan activities while they were in-market



VISITOR ACTIVITIES*

- » **3 in 4** of Canadian visitors engaged in food/beverage/culinary activities during their trip to Maine (+5% points from 2023)
- » **3 in 5** Canadian visitors went touring/sightseeing during their trip to Maine (-6% points from 2023)
- » Nearly **3 in 5** Canadian visitors went shopping during their trip to Maine



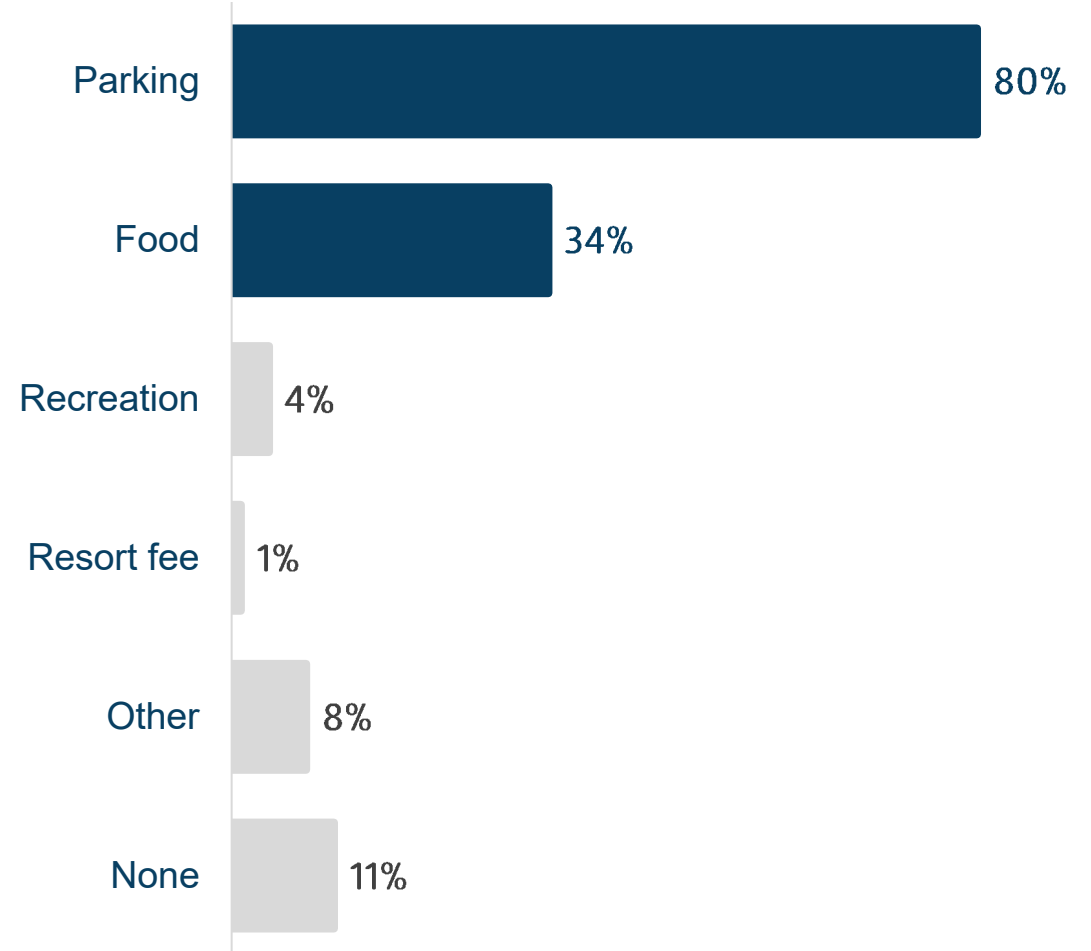
DETAILED VISITOR ACTIVITIES*

Activity	%	Activity	%	Activity	%
Sightseeing	52%	Nature cruises or tours	20%	Riding all-terrain vehicles	3%
Enjoying the ocean views/rocky coast	48%	Consumed other locally produced Maine foods	20%	Sailing	2%
Driving for pleasure	43%	Shopping in downtown areas	17%	Alpine skiing/snowboarding	2%
Going to local brew pubs/craft breweries	37%	Exploring State and National Parks	16%	Snowmobiling	2%
Ate other local seafood	36%	Visit art museums/local artisan studios	15%	Amusement/theme parks	2%
Outlet shopping	35%	Enjoyed unique Maine food or beverages	14%	Agricultural fairs	2%
Enjoying the mountain views	34%	Shopping for "Made in Maine" products	12%	White water rafting	1%
Ate lobster	34%	Viewing fall colors	11%	Water skiing/jet skiing	1%
Wildlife viewing/bird watching	32%	Enjoyed high-end cuisine or five-star dining	11%	Hunting	1%
Photography	32%	Mountain/Fat Biking	9%	Snowshoeing	1%
Enjoying local food at fairs/festivals	31%	Shopping for antiques/local arts and crafts	9%	Attend plays/musicals/theatrical events	1%
Going to the beach	30%	Camping	8%	Attend popular music concerts/events	1%
Fishing	27%	Shopping for gifts/souvenirs	8%	Get to know the local people and/or culture	1%
Canoeing/kayaking	27%	Ate farm-to-table or organic cuisine	7%	Animal parks/zoos	1%
Outdoor swimming	26%	Shopping for unique/locally produced goods	7%	Water parks	1%
Hiking/climbing/backpacking	26%	Motor boating	6%	Nordic skiing	<1%
Shopping at malls	24%	Attend sporting events	6%	Attend operas/classical music events	<1%
Visited Farmer's Markets	23%	Visit historic sites/museums	5%	Painting/drawing/sketching	<1%
Pool swimming	23%	Outdoor fun centers	5%	Children's museums	<1%
Tours of communities/local architecture	22%	Bars/nightlife	5%	Summer camps	<1%
Surfing	21%	Bicycling touring	4%	Horseback riding	<1%

*Multiple responses permitted.

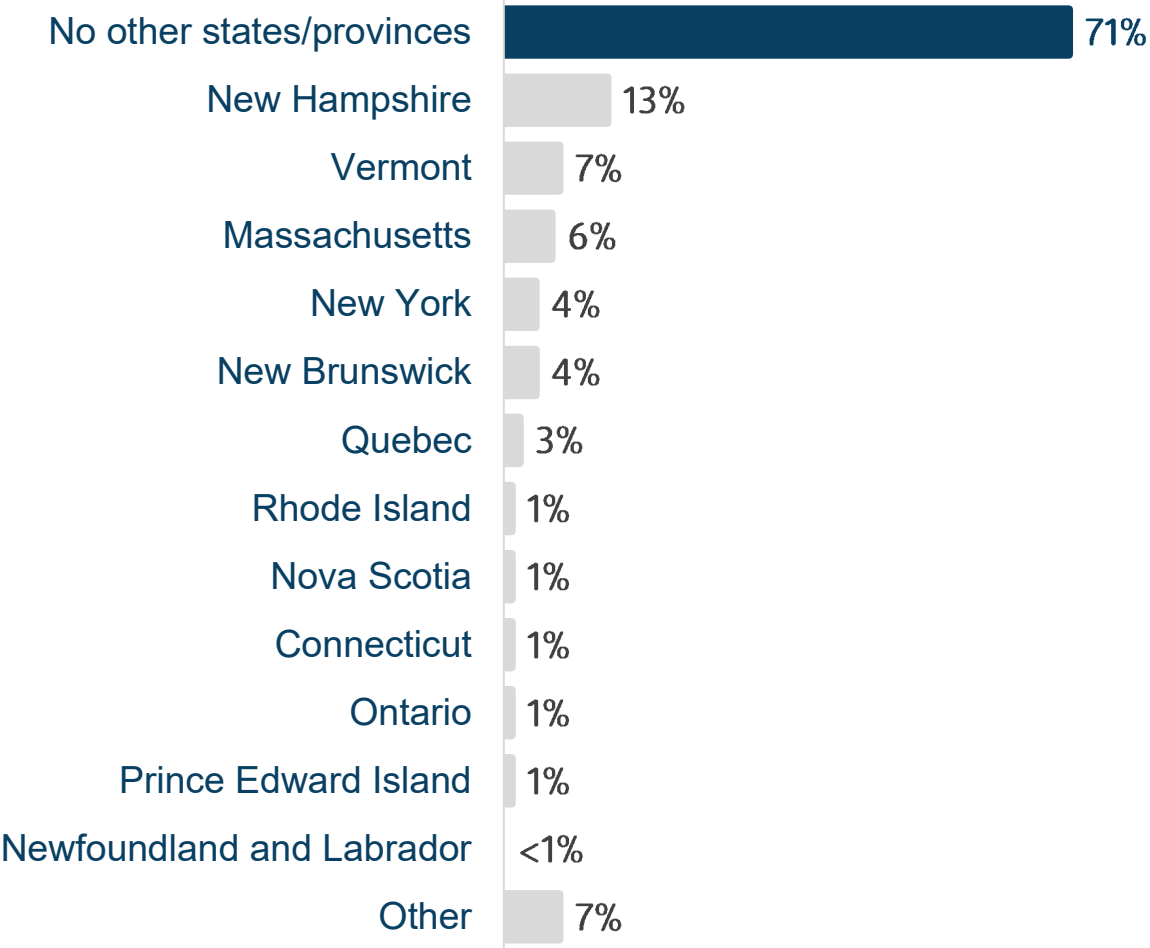
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for nearly **9 in 10** Canadian visitors
- » Price for accommodations included parking for **4 in 5** Canadian visitors (+4% points from 2023)
- » Food was included in accommodations' pricing for over **1 in 3** Canadian visitors (+2% points from 2023)



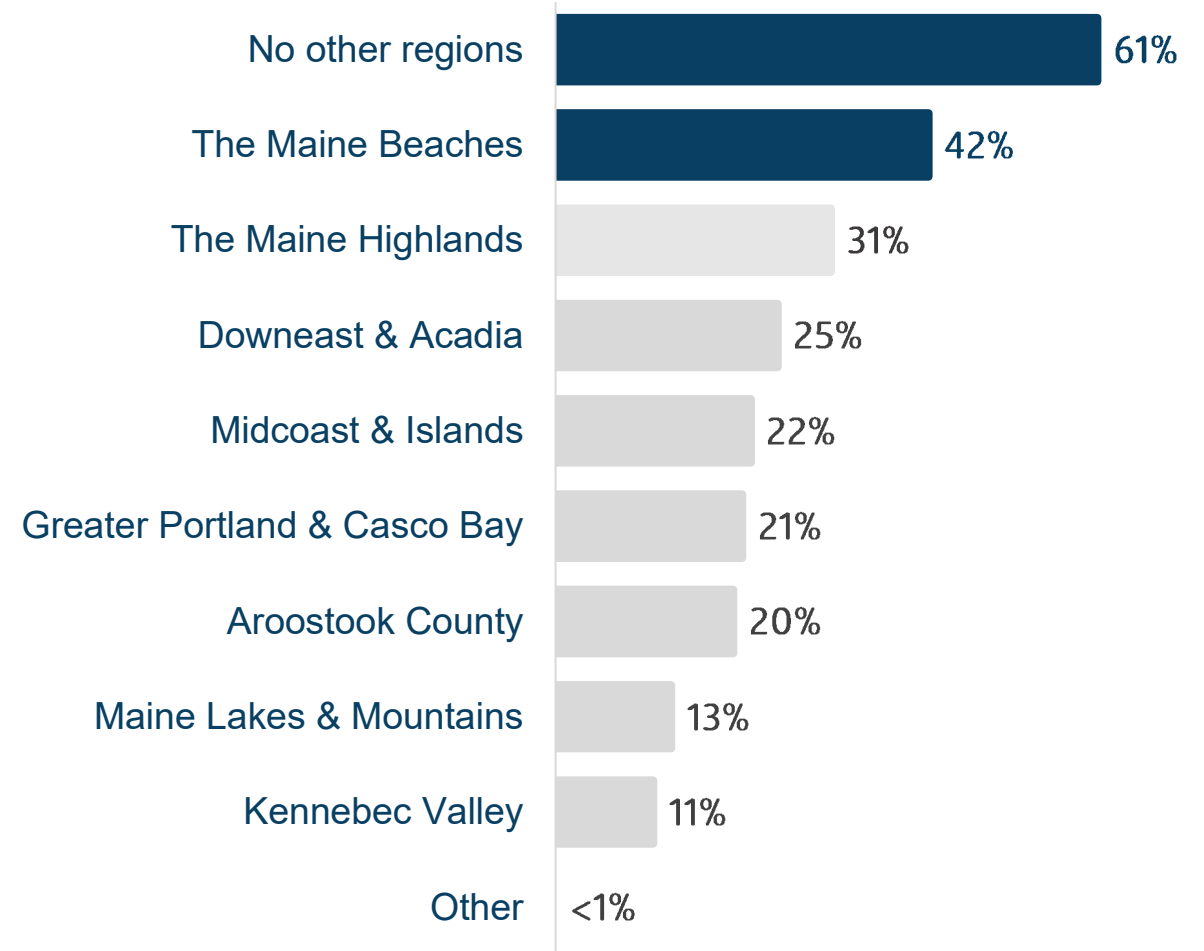
OTHER STATES & PROVINCES VISITED*

- » **7 in 10** Canadian visitors did not visit any other U.S. state or Canadian province during their trip
- » Over **1 in 8** Canadian visitors went to New Hampshire during their trip to Maine

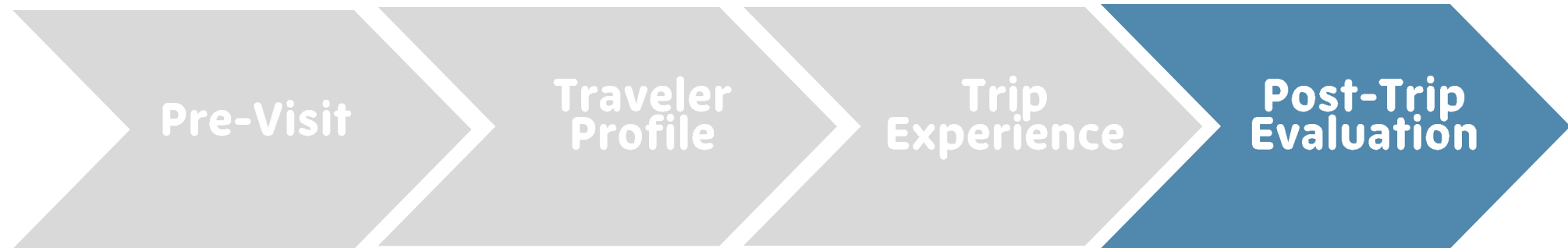


TRAVELING WITHIN MAINE*

- » Over **3 in 5** Canadian visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » **42%** of Canadian visitors visited the Maine Beaches in addition to their primary destination within Maine (+2% points from 2023)



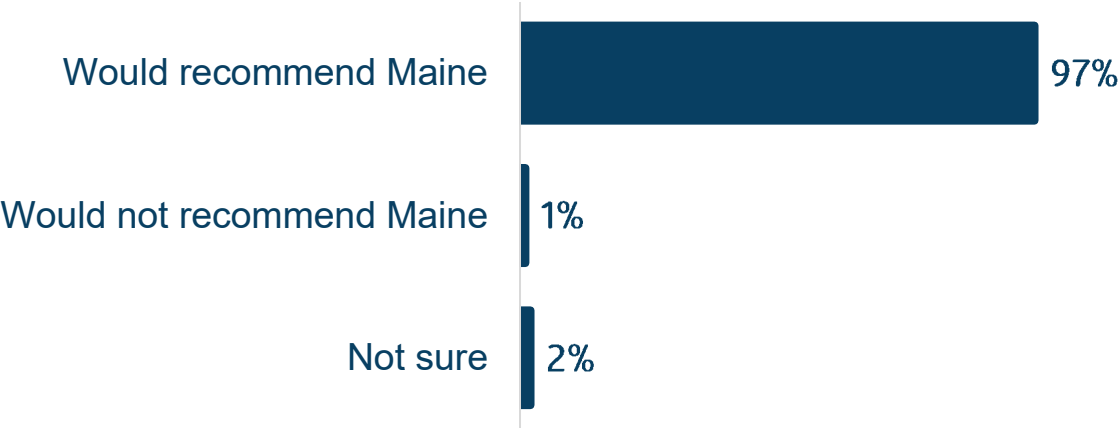
VISITOR JOURNEY: POST-TRIP EVALUATION



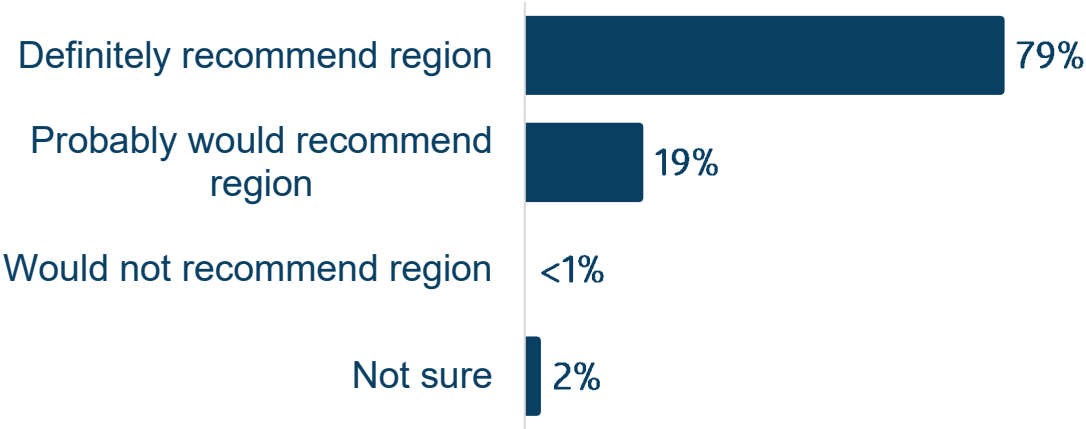
RECOMMENDING MAINE & ITS REGIONS

- » 97% of Canadian visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » 98% of Canadian visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – 79% would definitely recommend

Likelihood of Recommending Maine

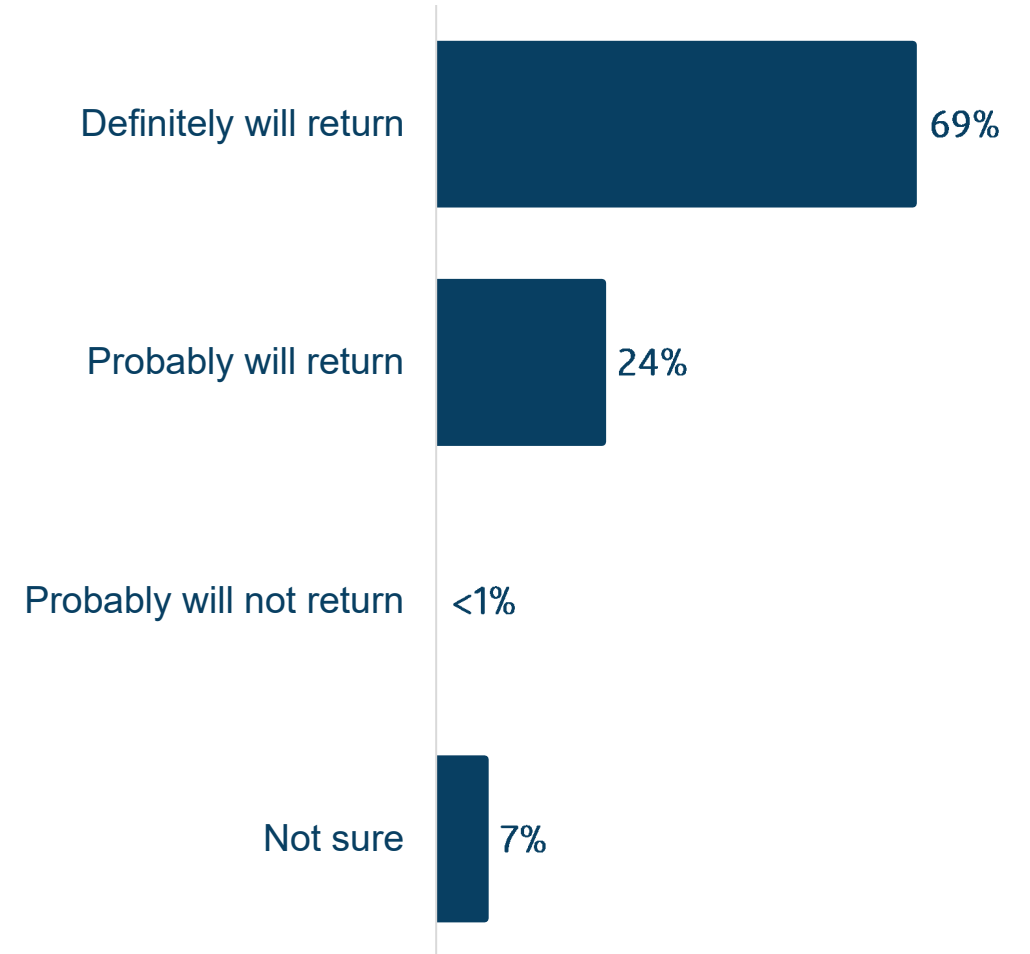


Likelihood of Recommending Region Visited



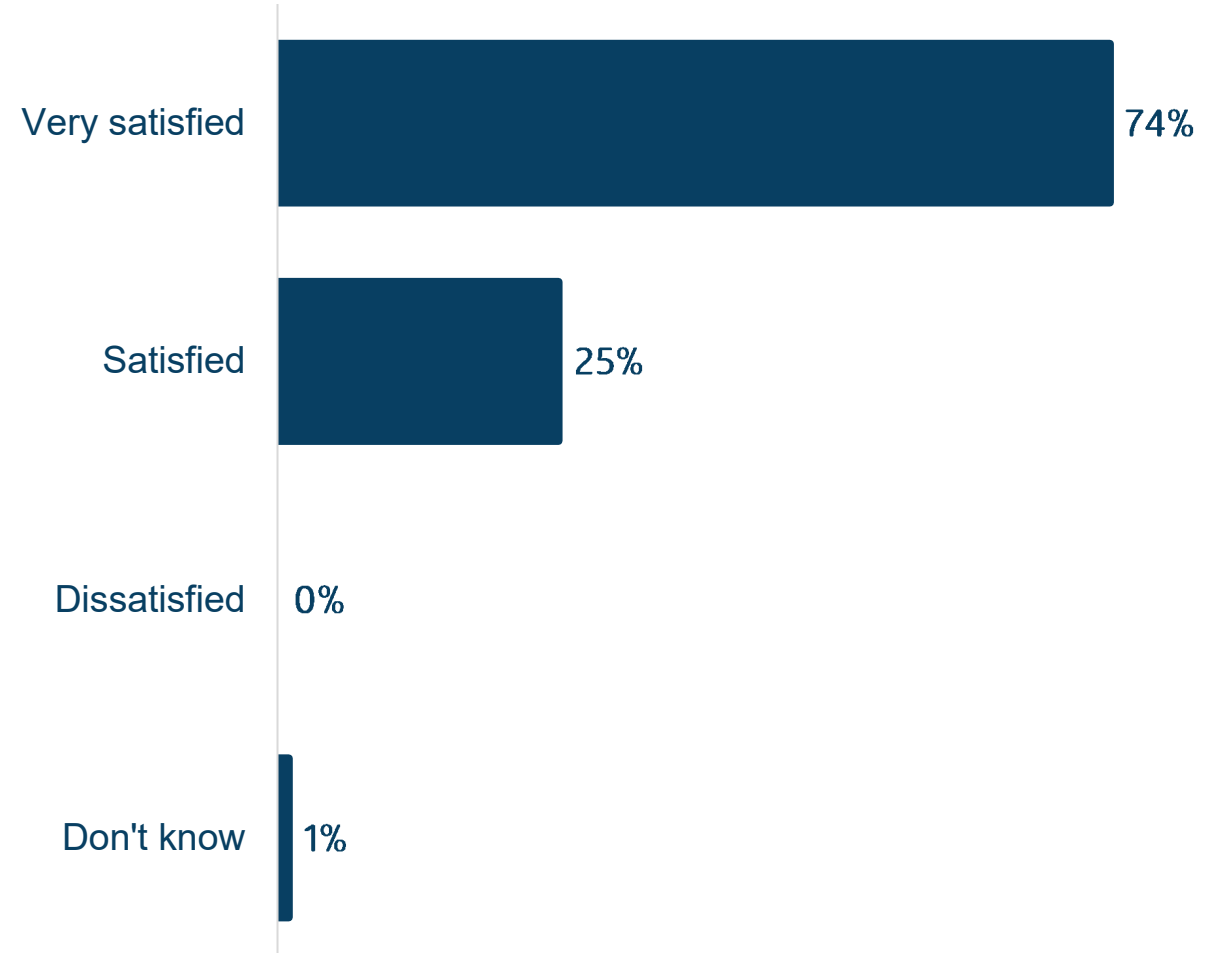
LIKELIHOOD OF RETURNING TO MAINE

» **93%** of Canadian visitors will return to Maine for a future visit or vacation (+2% points from 2023)

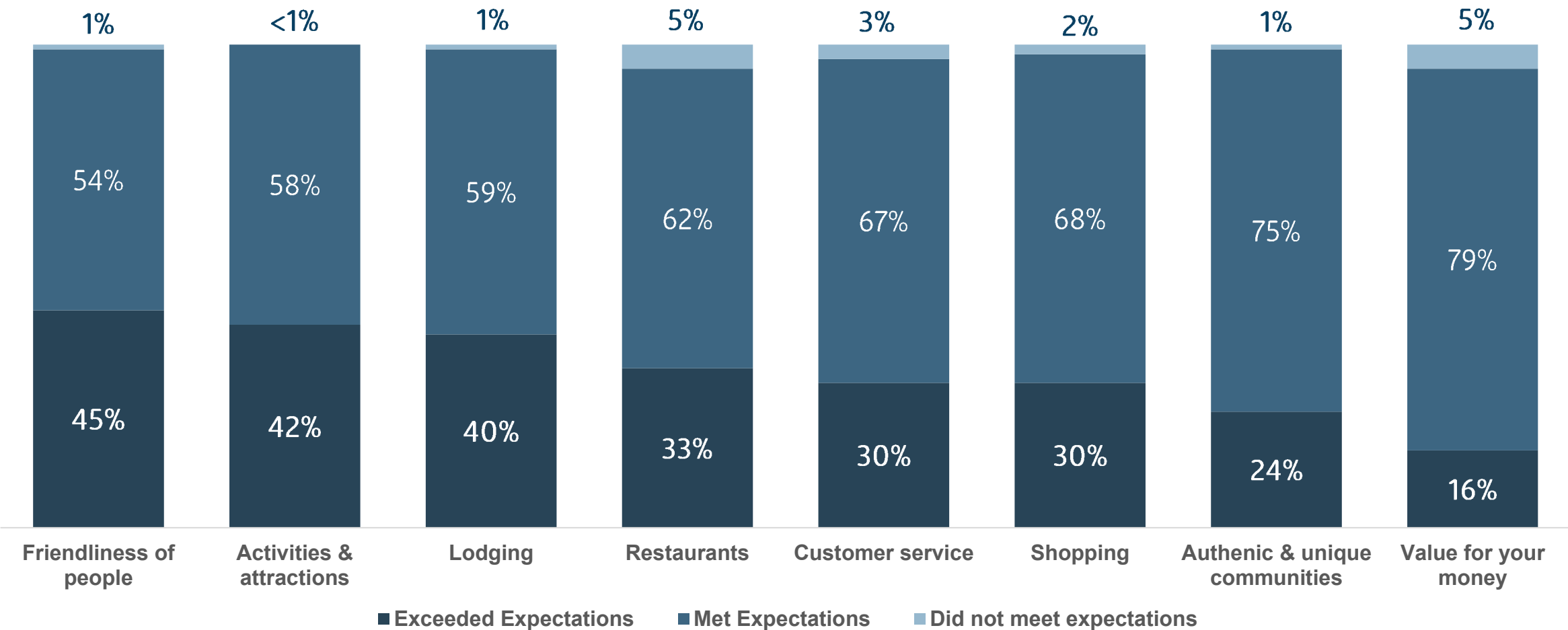


SATISFACTION

- » **99%** of Canadian visitors were satisfied with their trip to Maine
- » Nearly **3 in 4** Canadian visitors were very satisfied with their trip to Maine (+7% points from 2023)

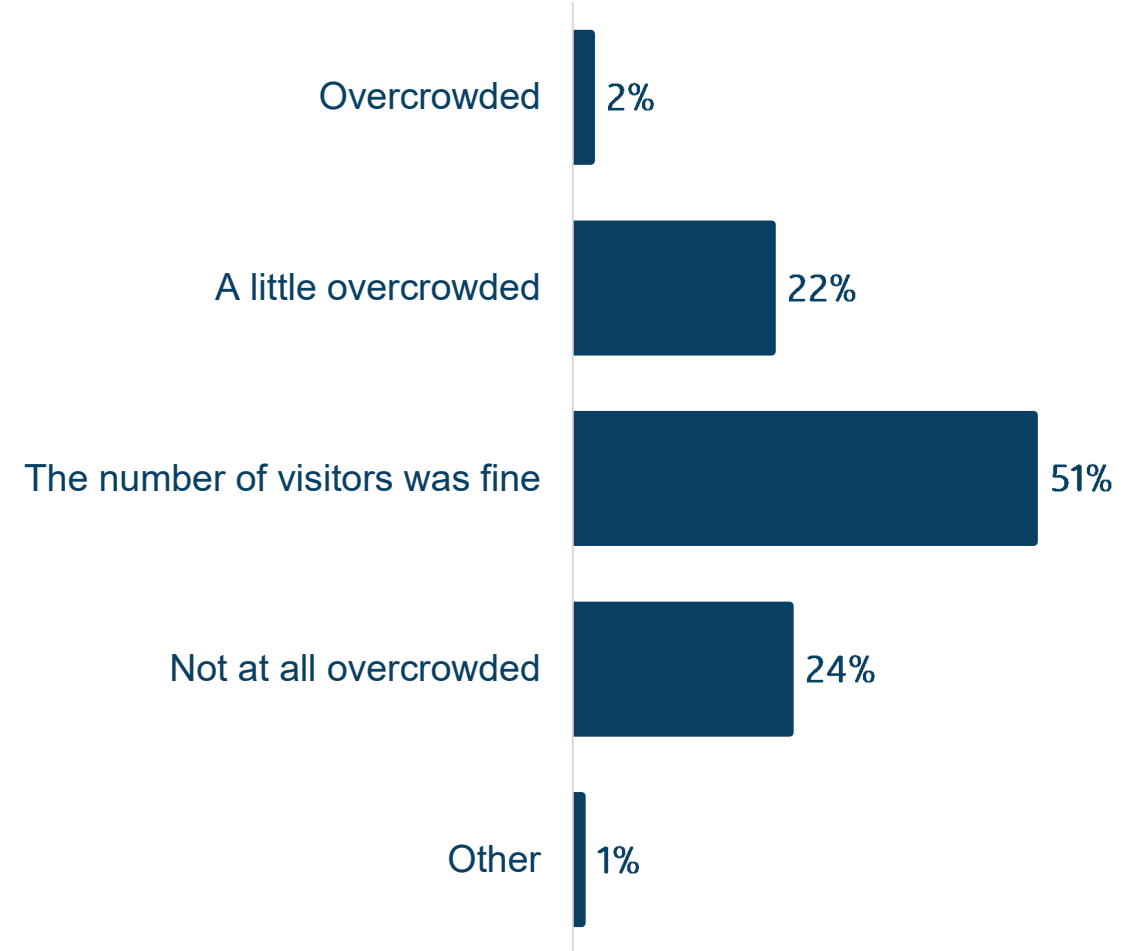


TRIP RATINGS



OVERCROWDING

- » 51% of visitors thought the number of visitors during their trip to Maine was fine
- » 24% of visitors thought it was not at all crowded (+2% points from 2023)



MAINE OFFICE OF TOURISM

2024 Profile of Canadian Visitors

DECEMBER 2023 – NOVEMBER 2024

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