

# MAINE OFFICE OF TOURISM

2024 Profile of Canadian Visitors

DECEMBER 2023 – NOVEMBER 2024

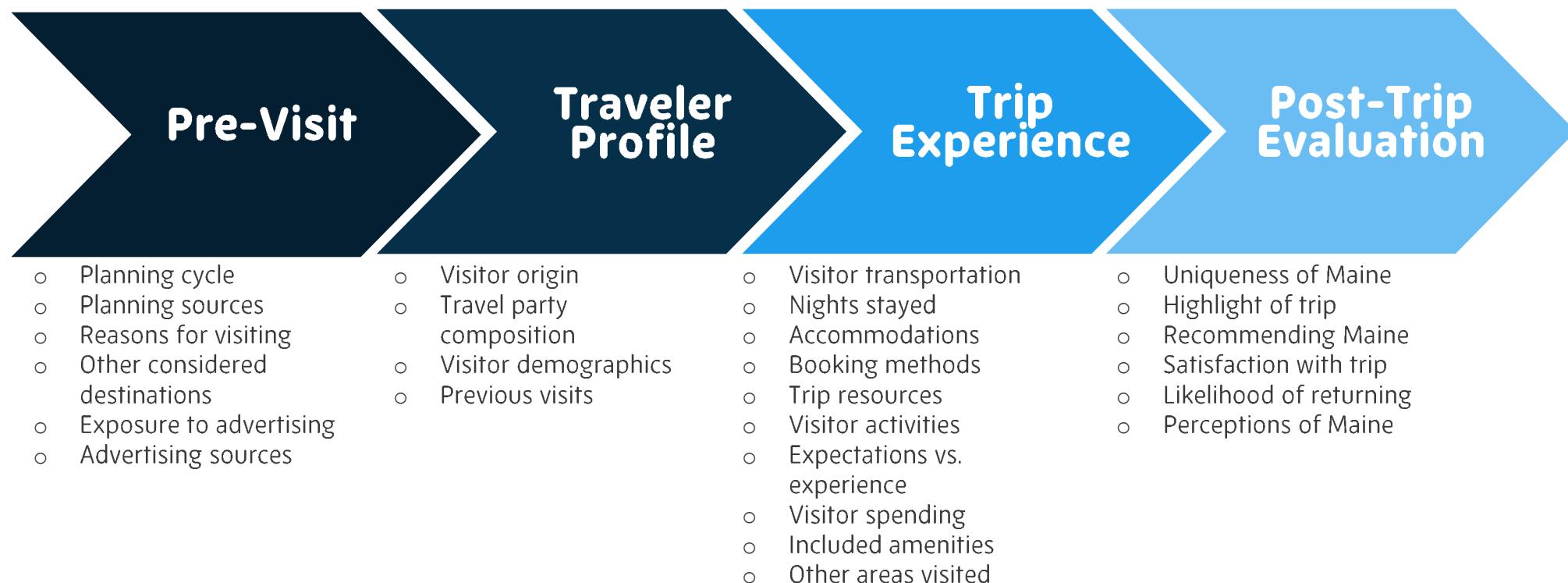


# STUDY OBJECTIVES: VISITOR JOURNEY

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 tip 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



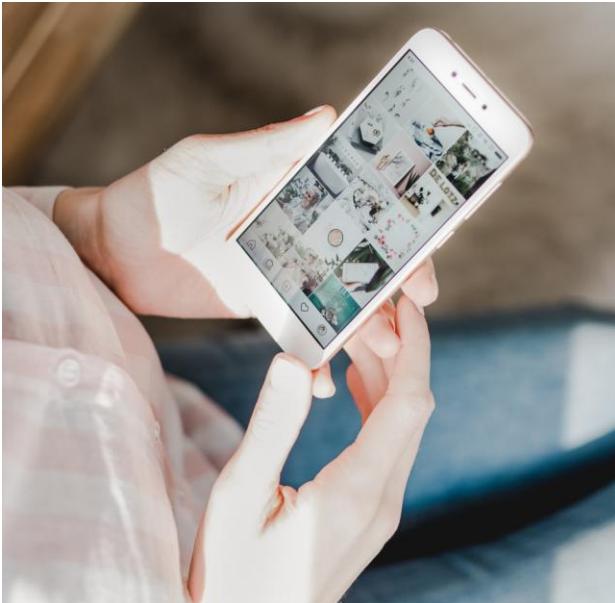
# PRE-TRIP RECALL OF ADVERTISING

- » 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

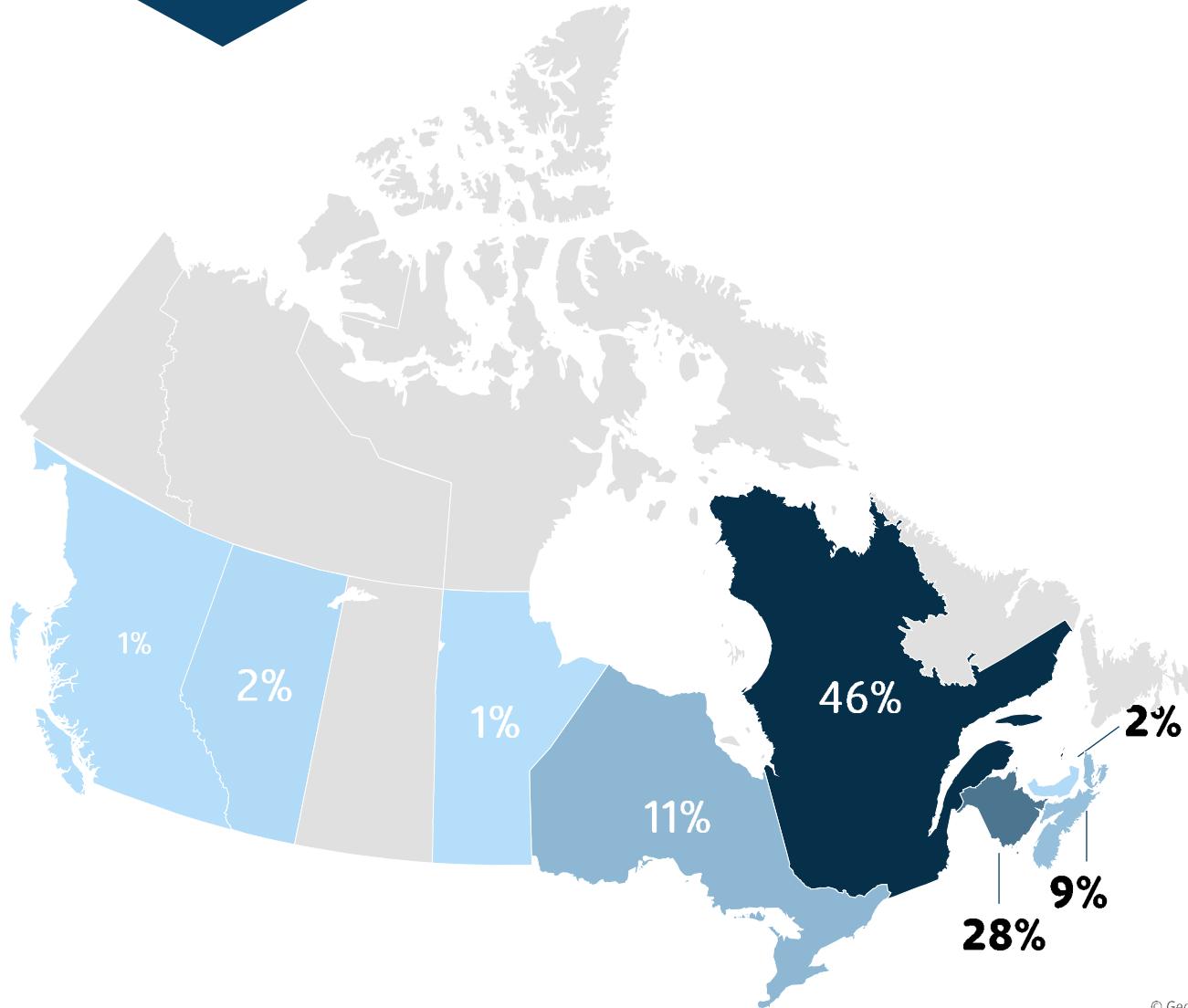


21% Travel  
reviews/blogs

# VISITOR JOURNEY: TRAVELER PROFILE



# TOP ORIGIN PROVINCES

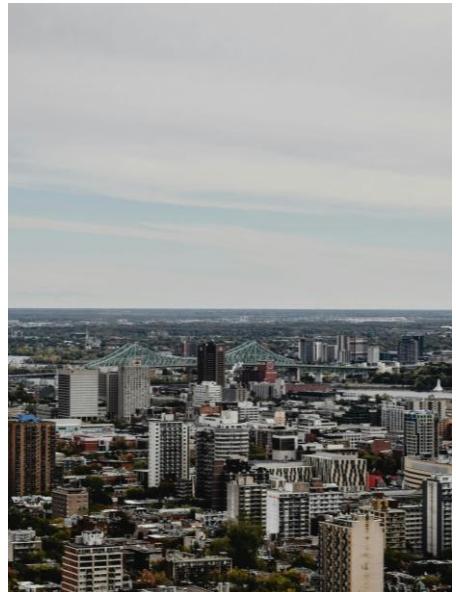


**94%**

of Canadian visitors traveled  
from 4 Canadian provinces

Powered by Bing  
© GeoNames, Microsoft, TomTom

# TOP ORIGIN MARKETS



12% Montreal



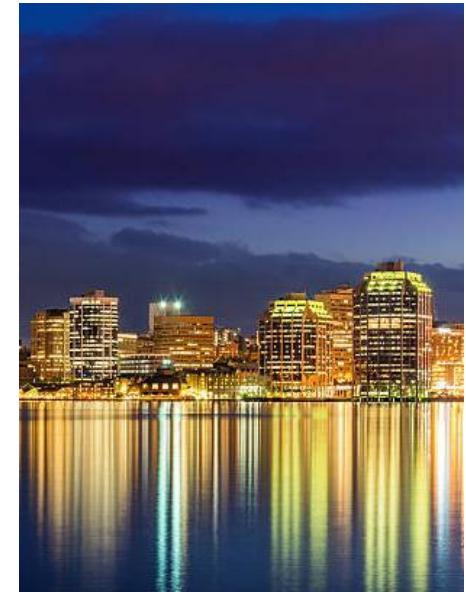
10% Quebec City



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 old<sup>1</sup>
  - » Is white – **90%**
  - » Is a college graduate – **78%**
  - » Is married/in a domestic partnership – **84%**
  - » Is employed full-time – **65%**
  - » Has an annual household income<sup>2</sup> of **\$106,800**



<sup>1</sup>Median age.

<sup>2</sup>Median 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



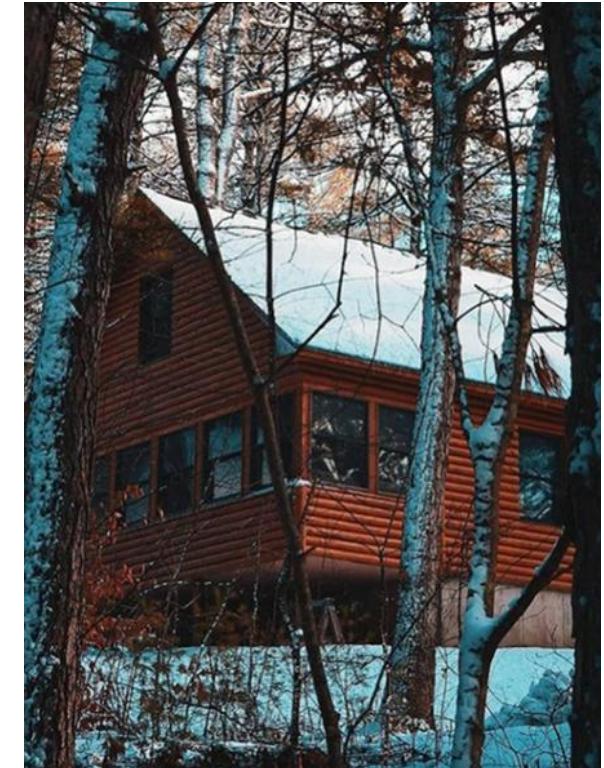
40% Hotel/motel/resort



18% Did not stay overnight



11% Campground/RV park



10% Vacation rental home

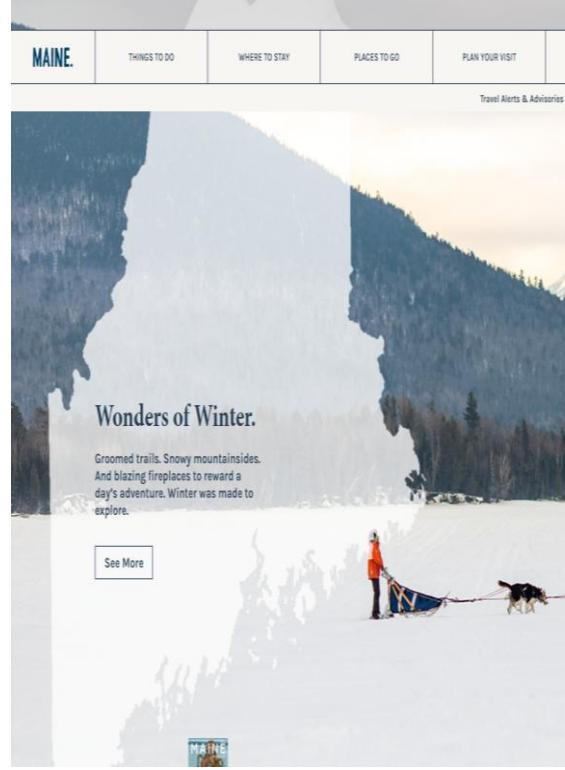
# TOP IN-MARKET VISITOR RESOURCES\*



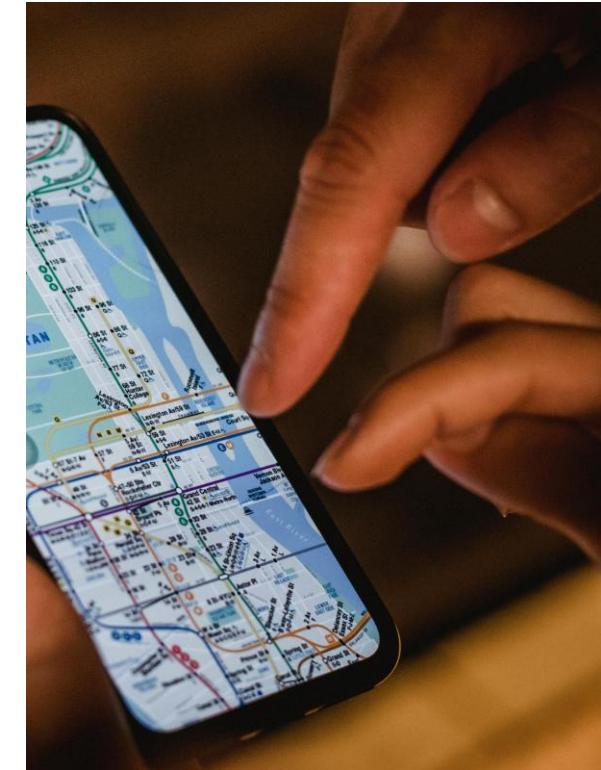
61% Navigation website/apps (e.g., Google or Apple Maps, etc.)



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



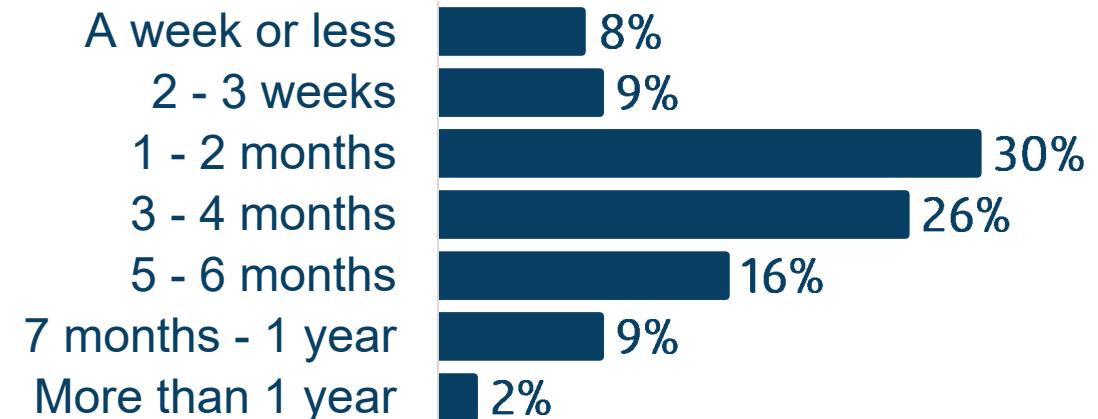
# VISITOR JOURNEY: PRE-VISIT



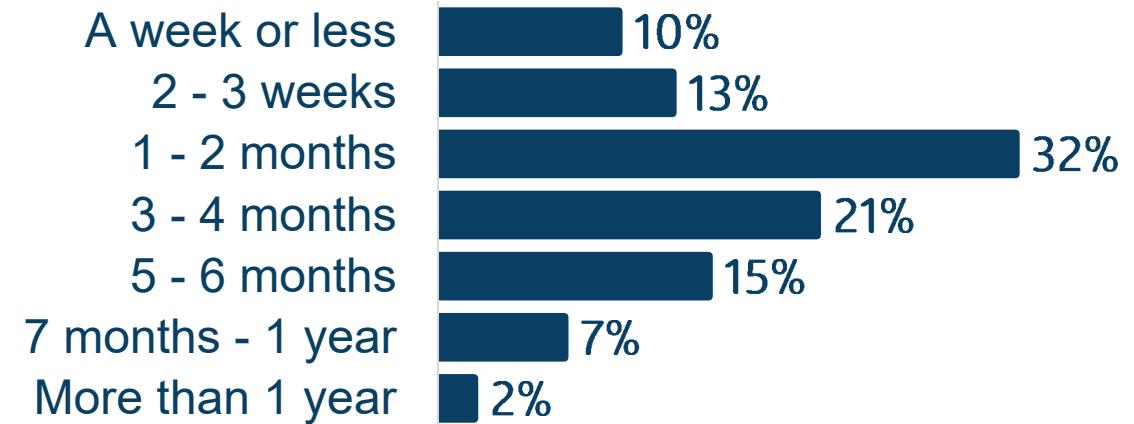
# TRIP PLANNING CYCLE

- » 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

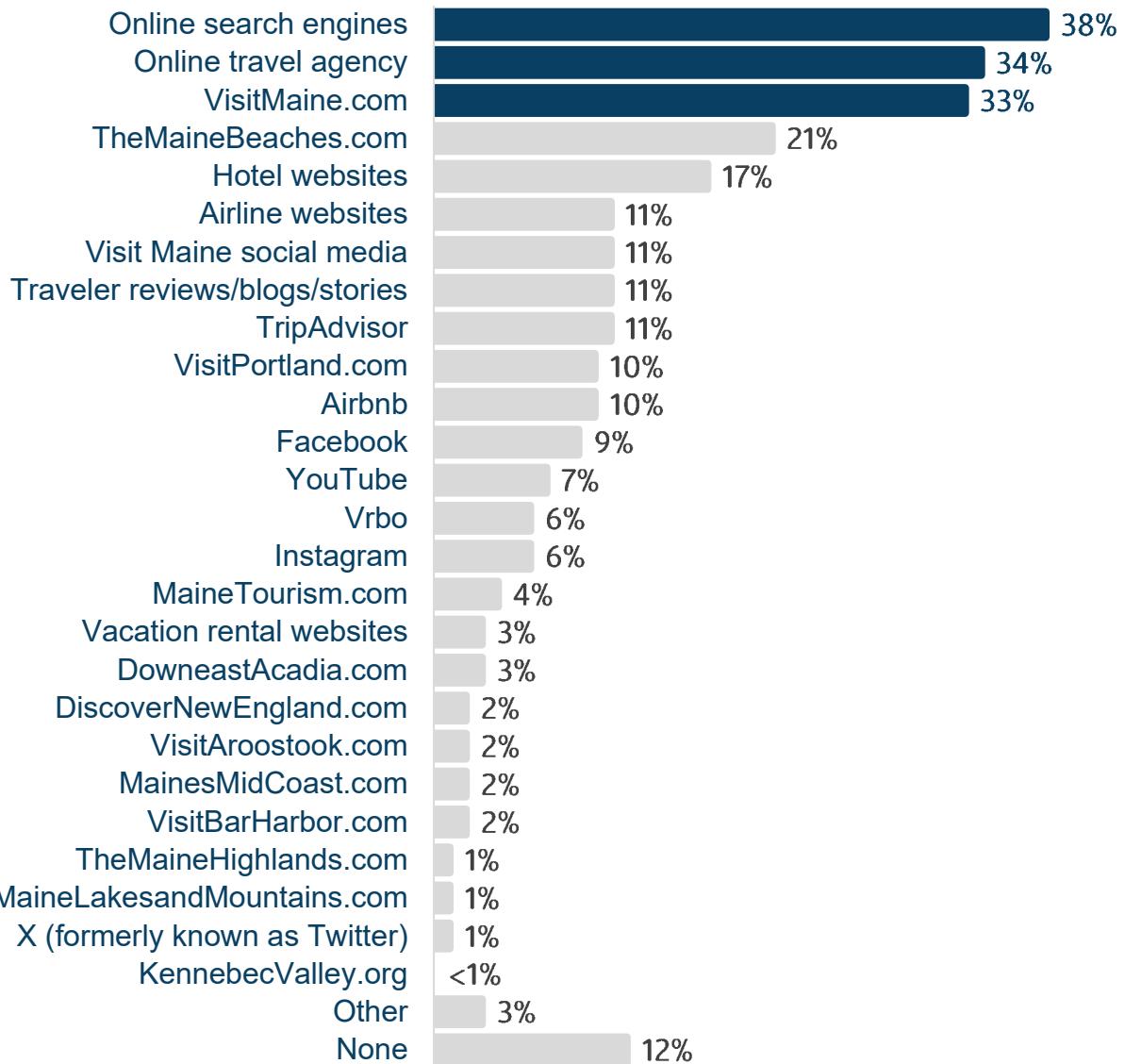


## Booked Accommodations/Made Trip Decisions



# ONLINE TRIP PLANNING SOURCES\*

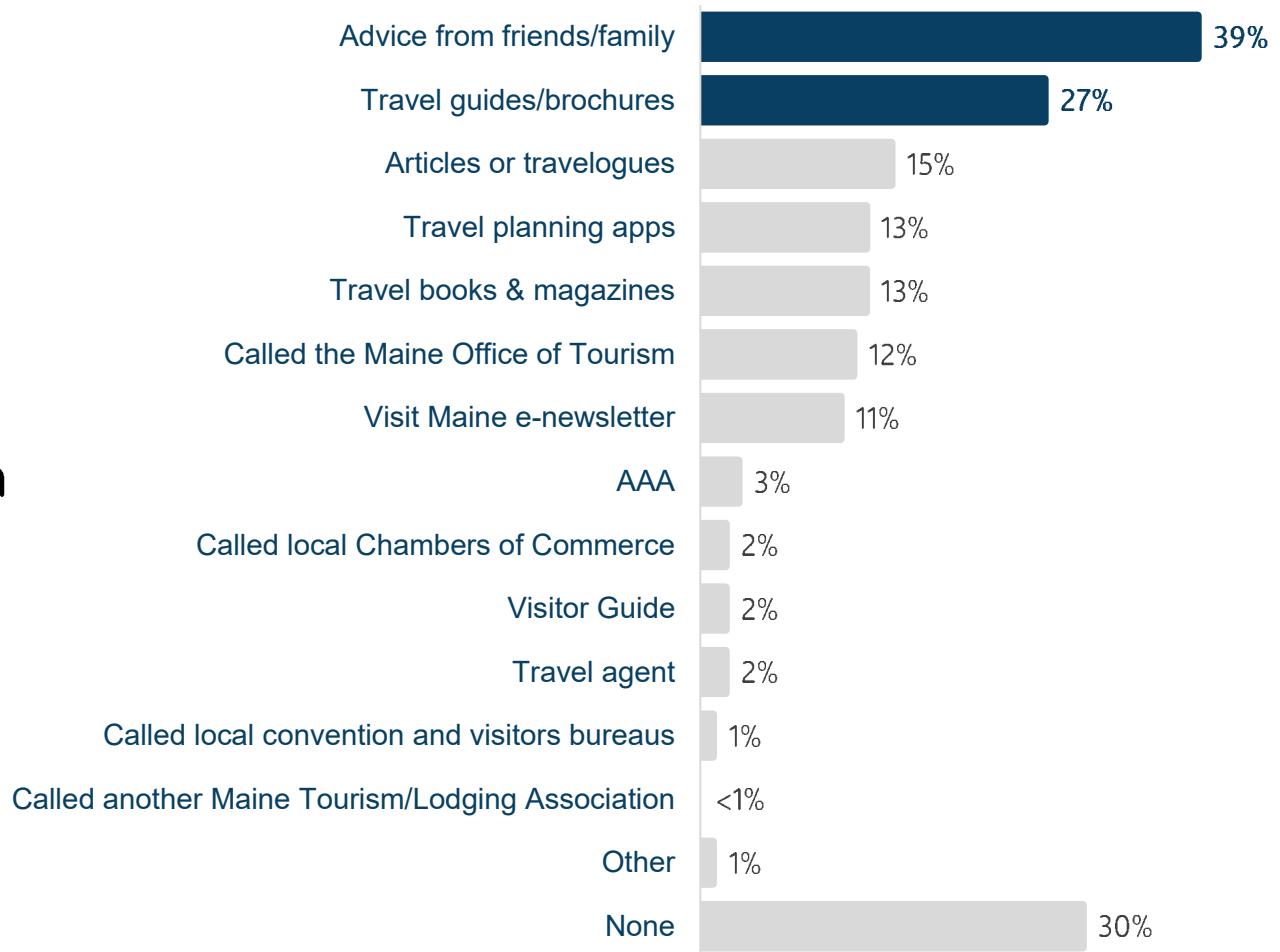
- » Nearly **9 in 10** Canadian visitors used one or more online resources to help them plan their trip in Maine (+3% points from 2023)
- » Nearly **2 in 5** Canadian visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » Nearly **2 in 5** Canadian visitors used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

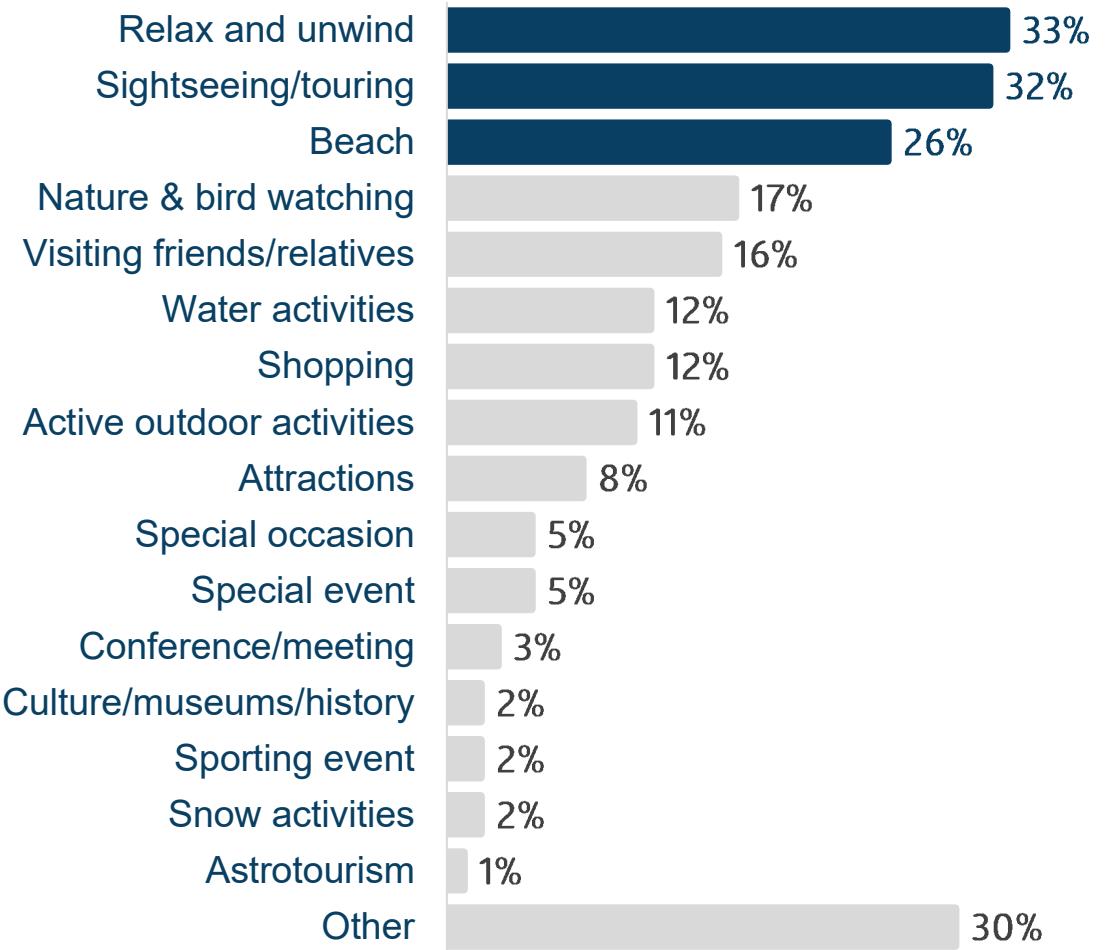
# OTHER TRIP PLANNING SOURCES\*

- » 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 tip 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

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

36%

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

29%

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

19%

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

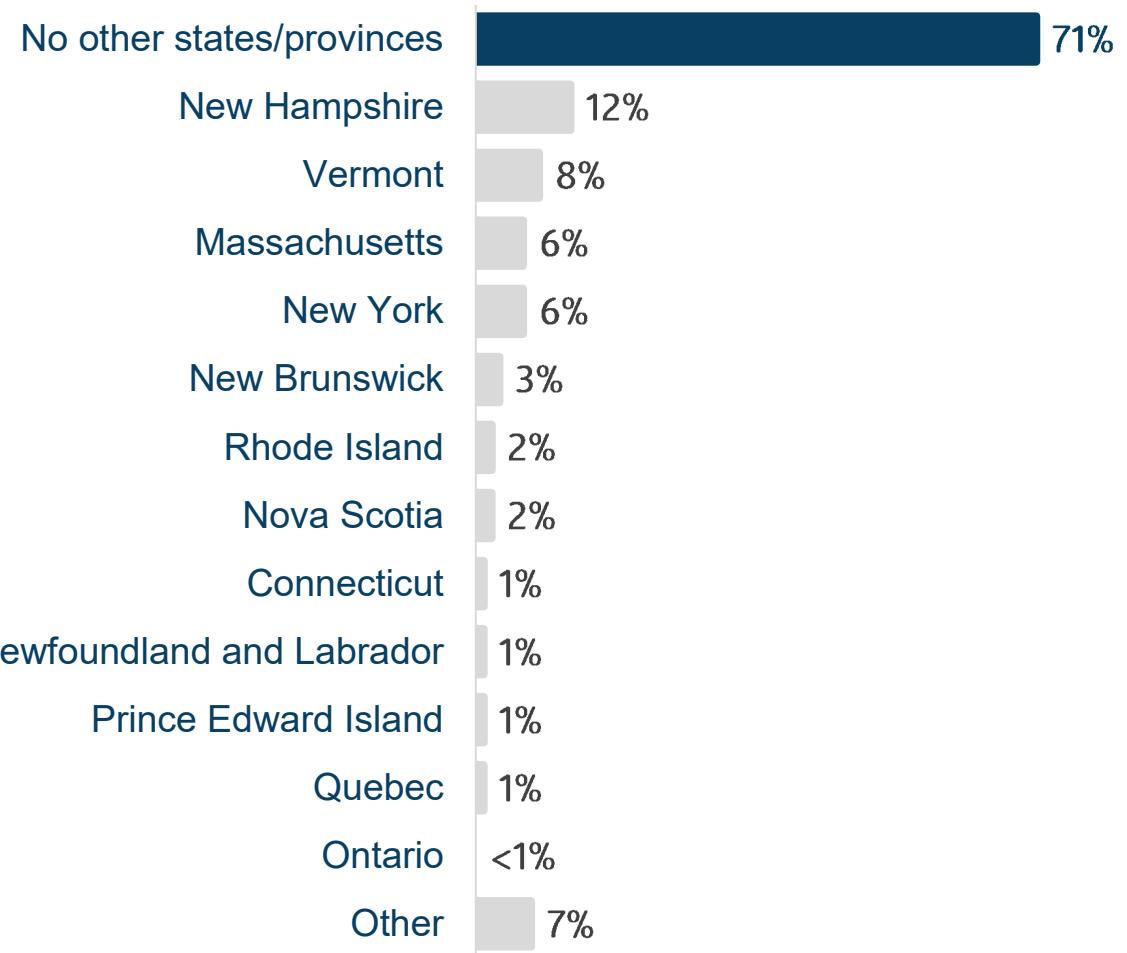
9%

Something else

<1%

# 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)

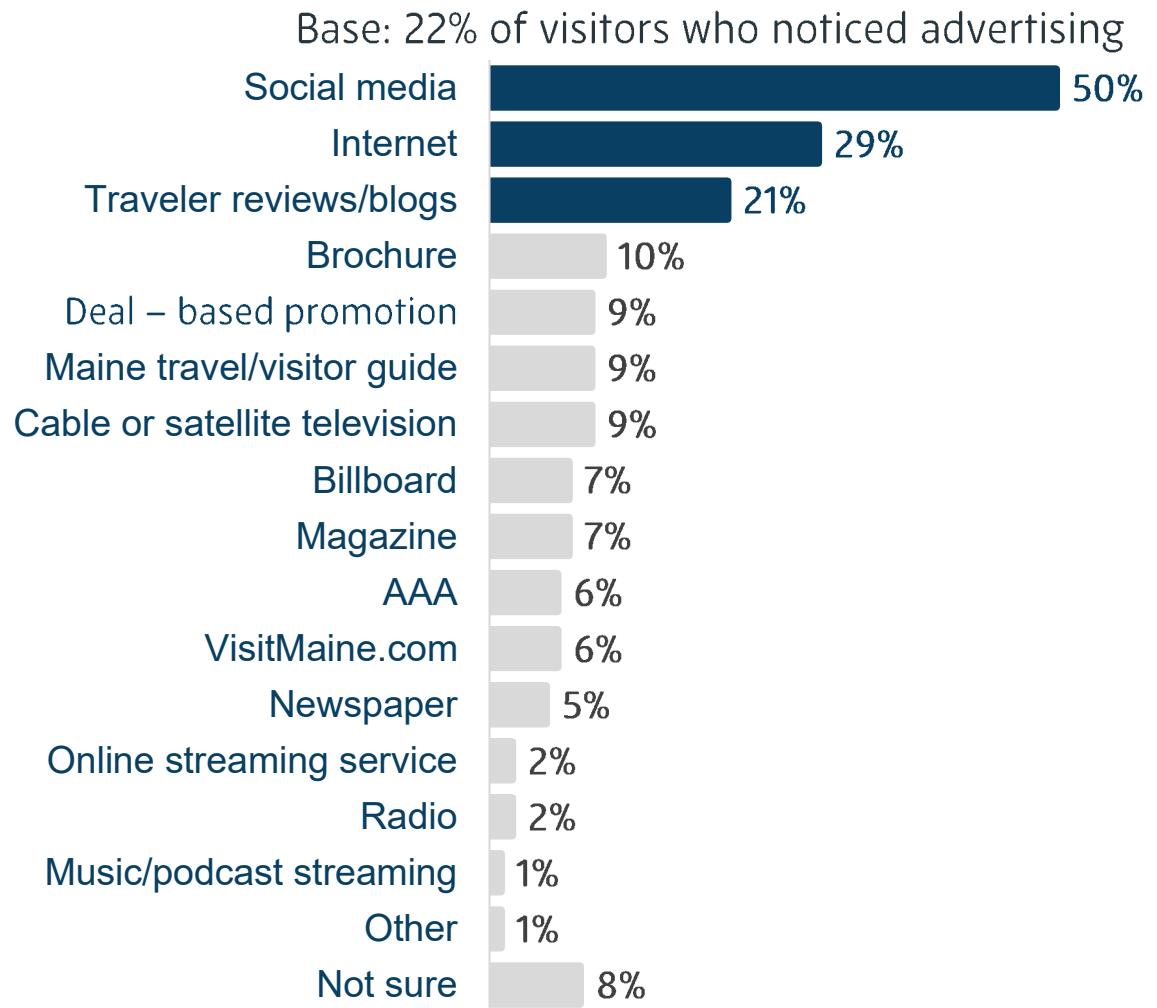


\*Multiple responses permitted.

downs & st. germain  
RESEARCH

# 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)



\*Multiple responses permitted.

# 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

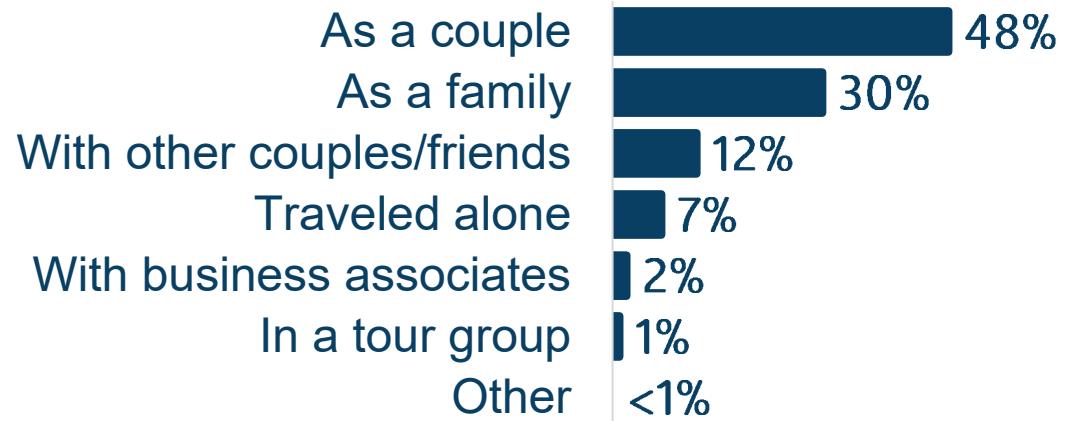
- » Nearly 3 in 5 Canadian visitors traveled from these 9 Canadian markets
- » 22% of Canadian visitors traveled to Maine from Montreal and Fredericton

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%

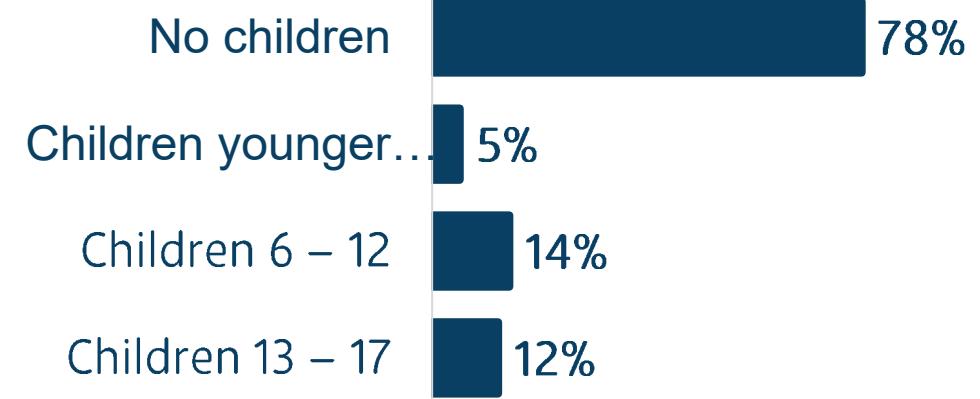
# TRAVEL PARTIES

- » 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



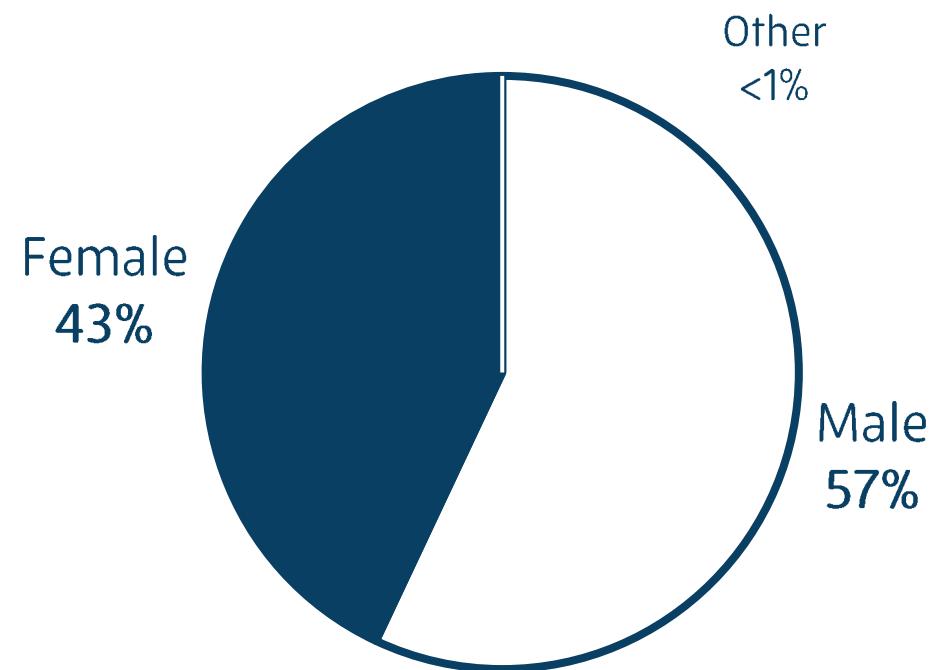
## Children in Travel Party\*



\*Multiple responses permitted.

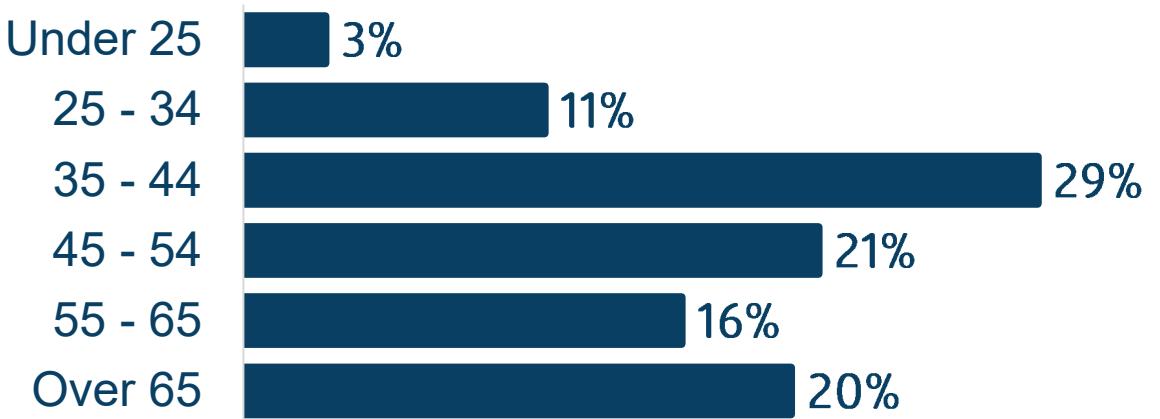
# GENDER\*

- » 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.

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



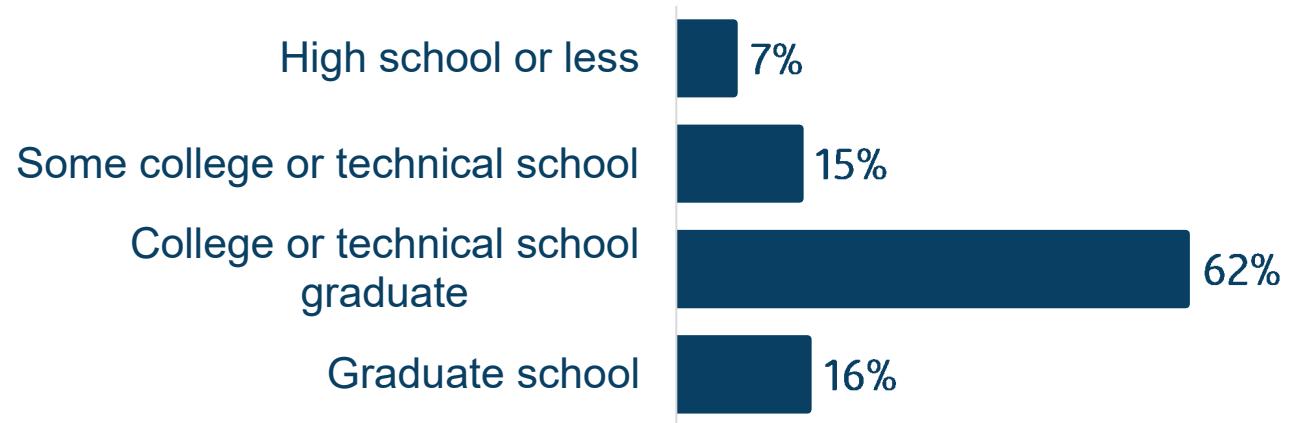
# RACE & ETHNICITY

» 9 in 10 Canadian visitors to Maine were white



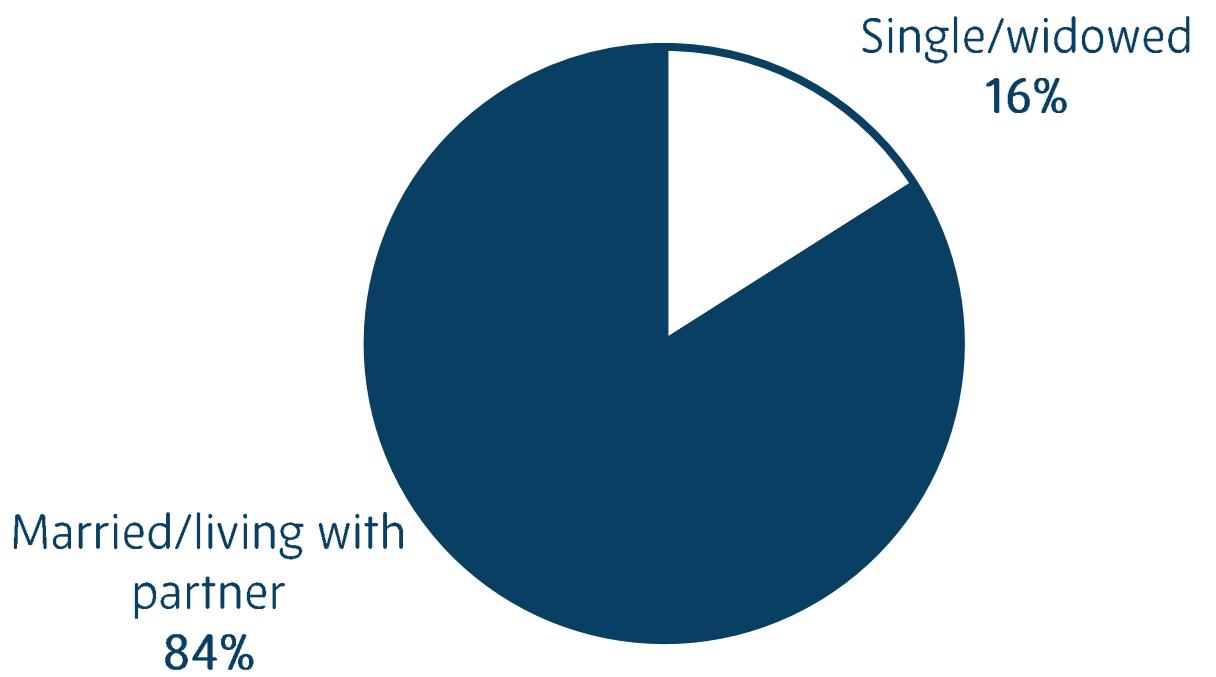
# EDUCATIONAL ATTAINMENT

» 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

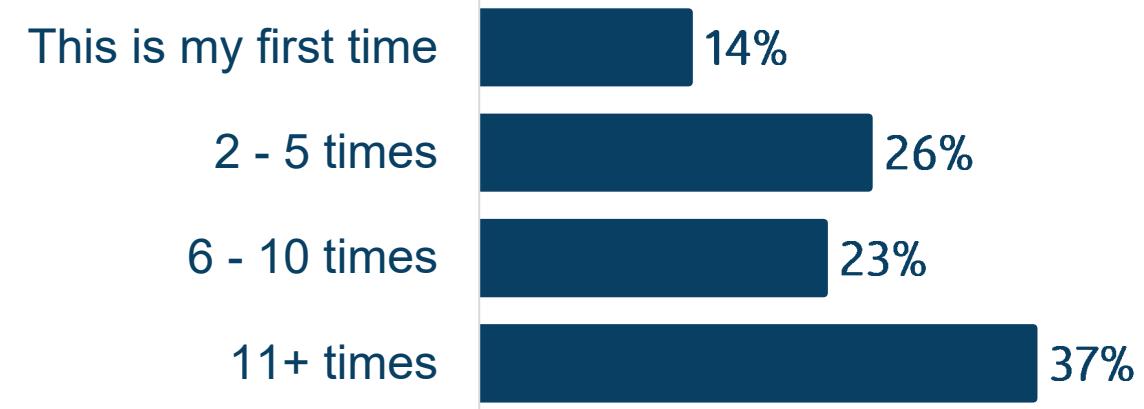
- » The median household income of Canadian visitors to Maine is **\$106,800** per year
- » **55%** of Canadian visitors to Maine earned more than \$100,000 per year



# 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)

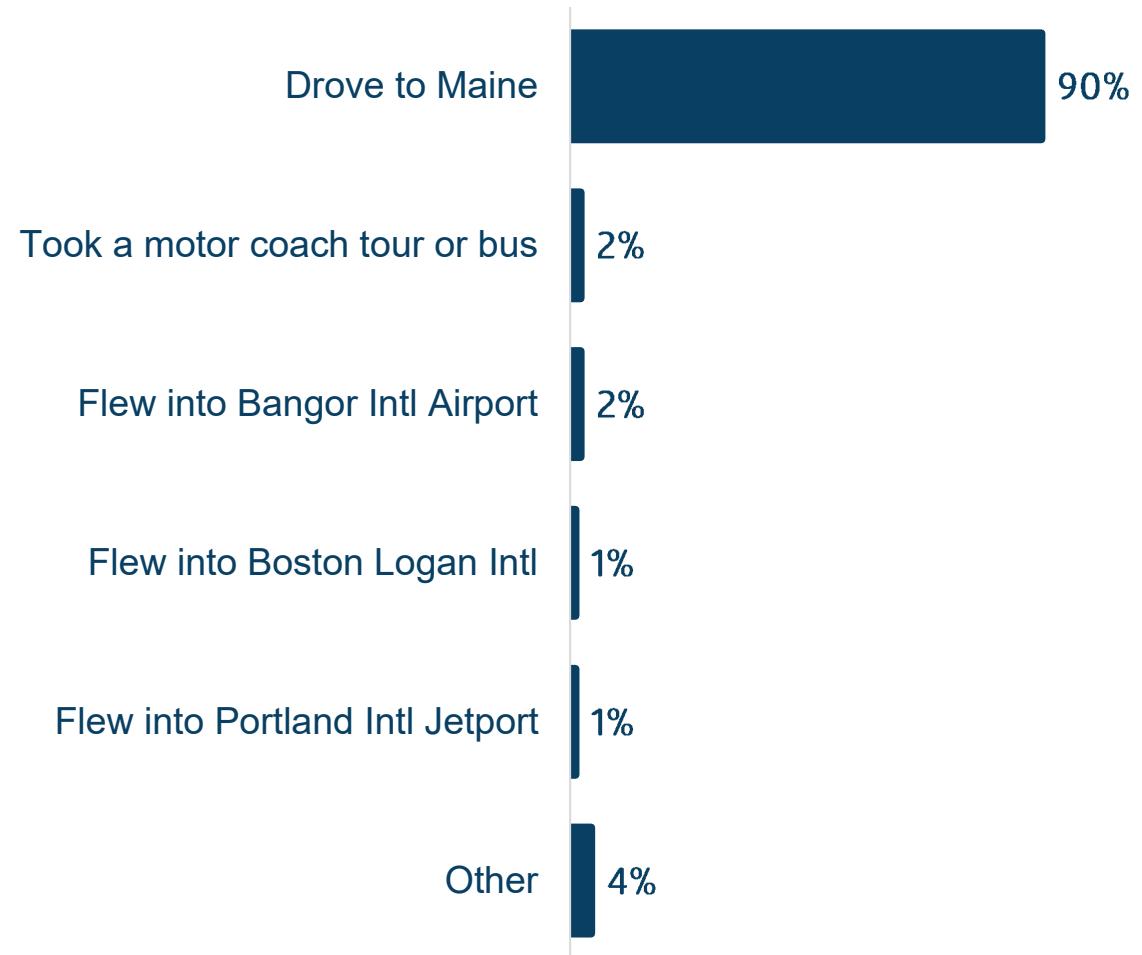


# VISITOR JOURNEY: TRIP EXPERIENCE



# MODES OF TRANSPORTATION

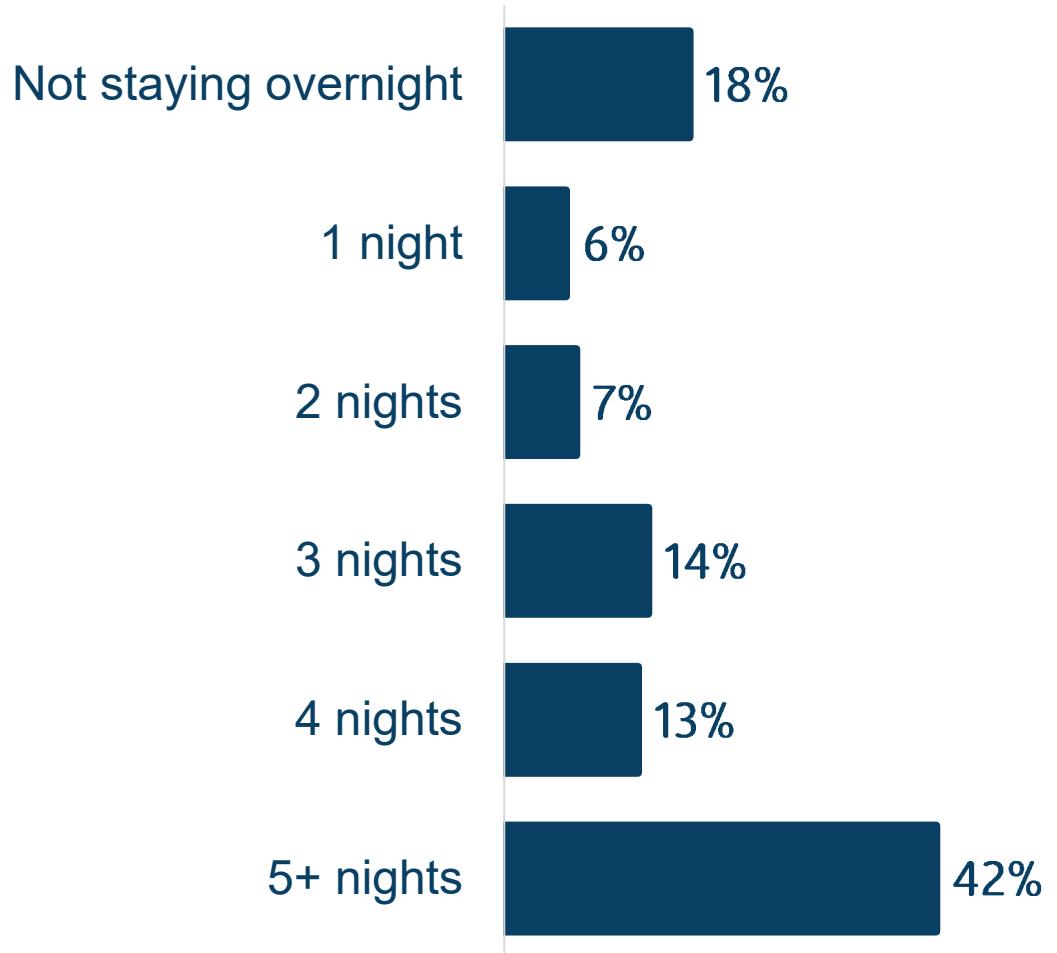
» Maine is a drive-market for most Canadian visitors, with **90%** choosing to travel by car over plane, motor coach/bus, or train (-3% points from 2023)



# NIGHTS STAYED

» 82% of Canadian visitors stayed one or more nights in Maine on their trip

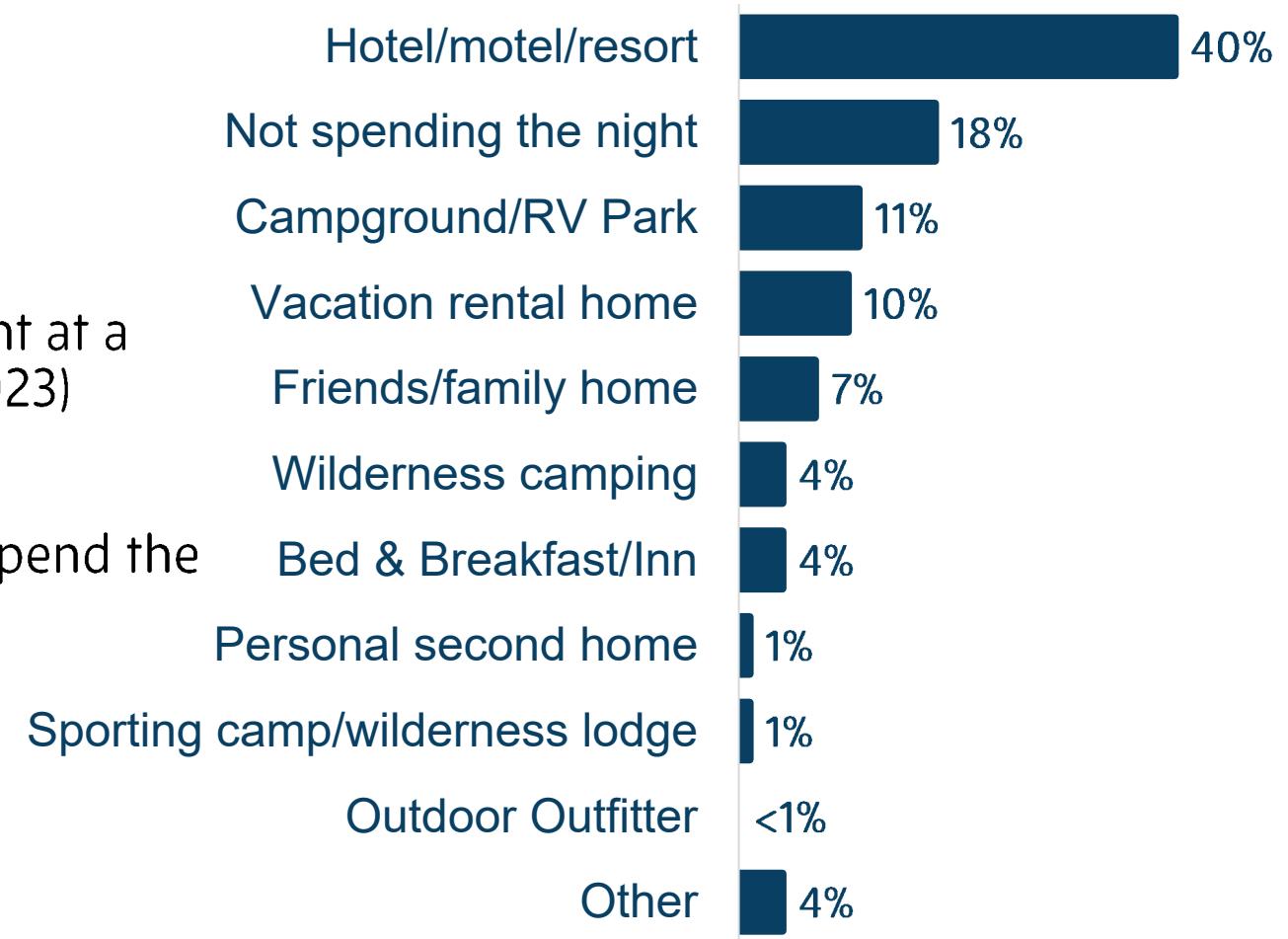
» Typical Canadian visitors stayed **4.3\*** nights in Maine on their trips



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

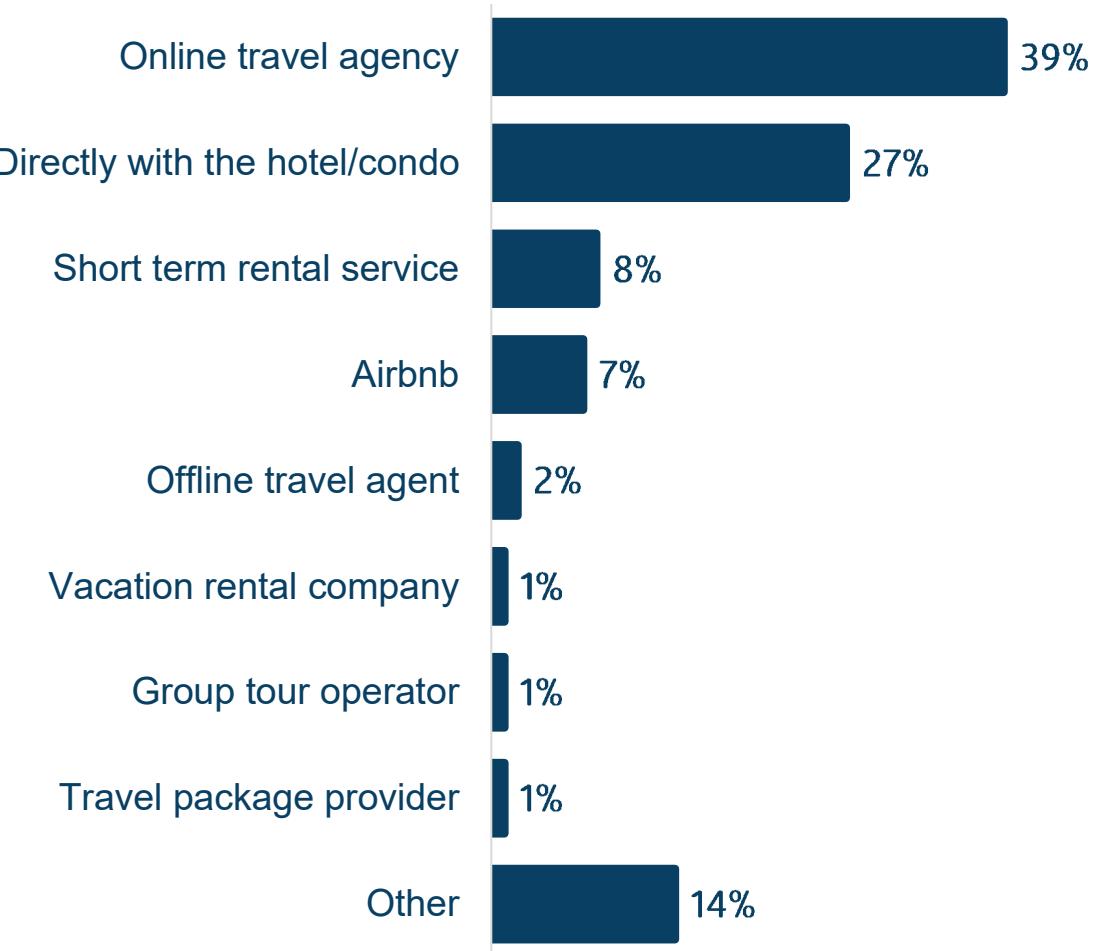
# ACCOMMODATIONS

- » **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)



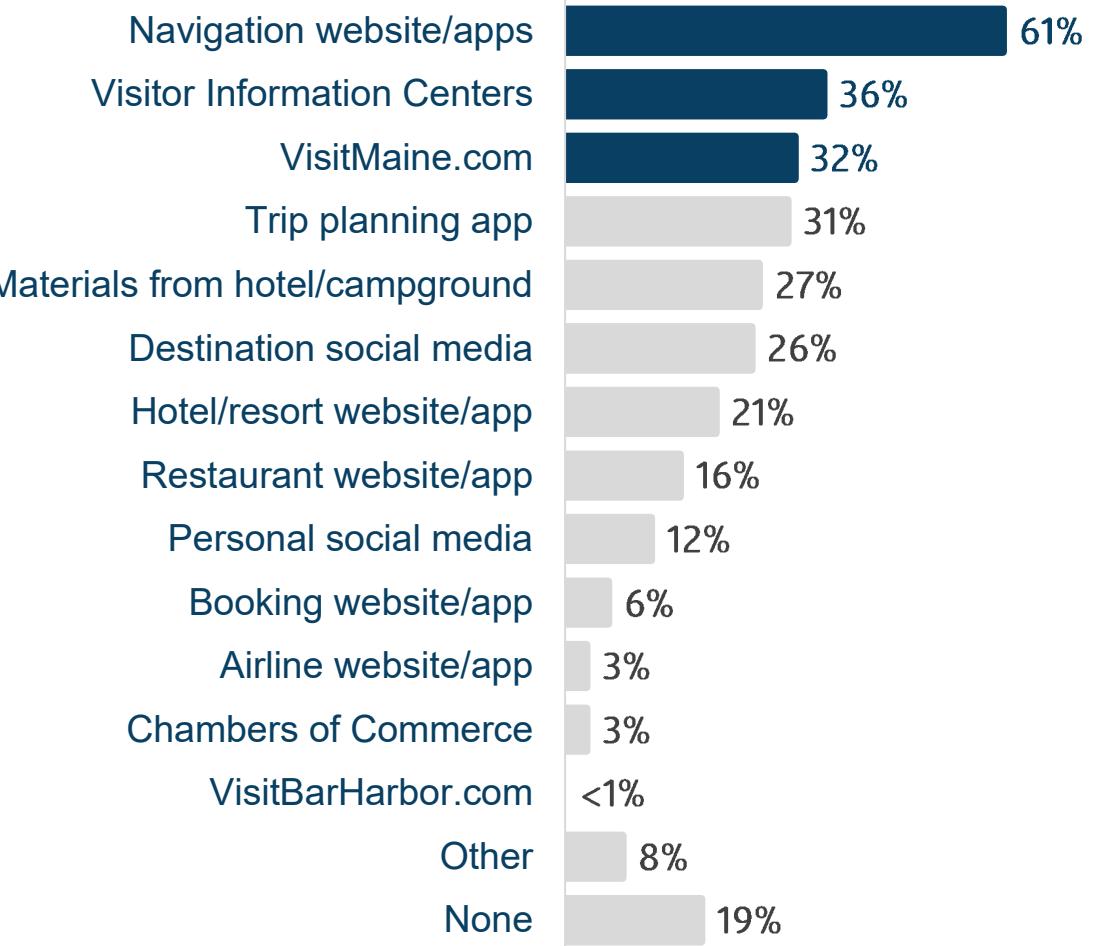
# BOOKING METHODS

» 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)



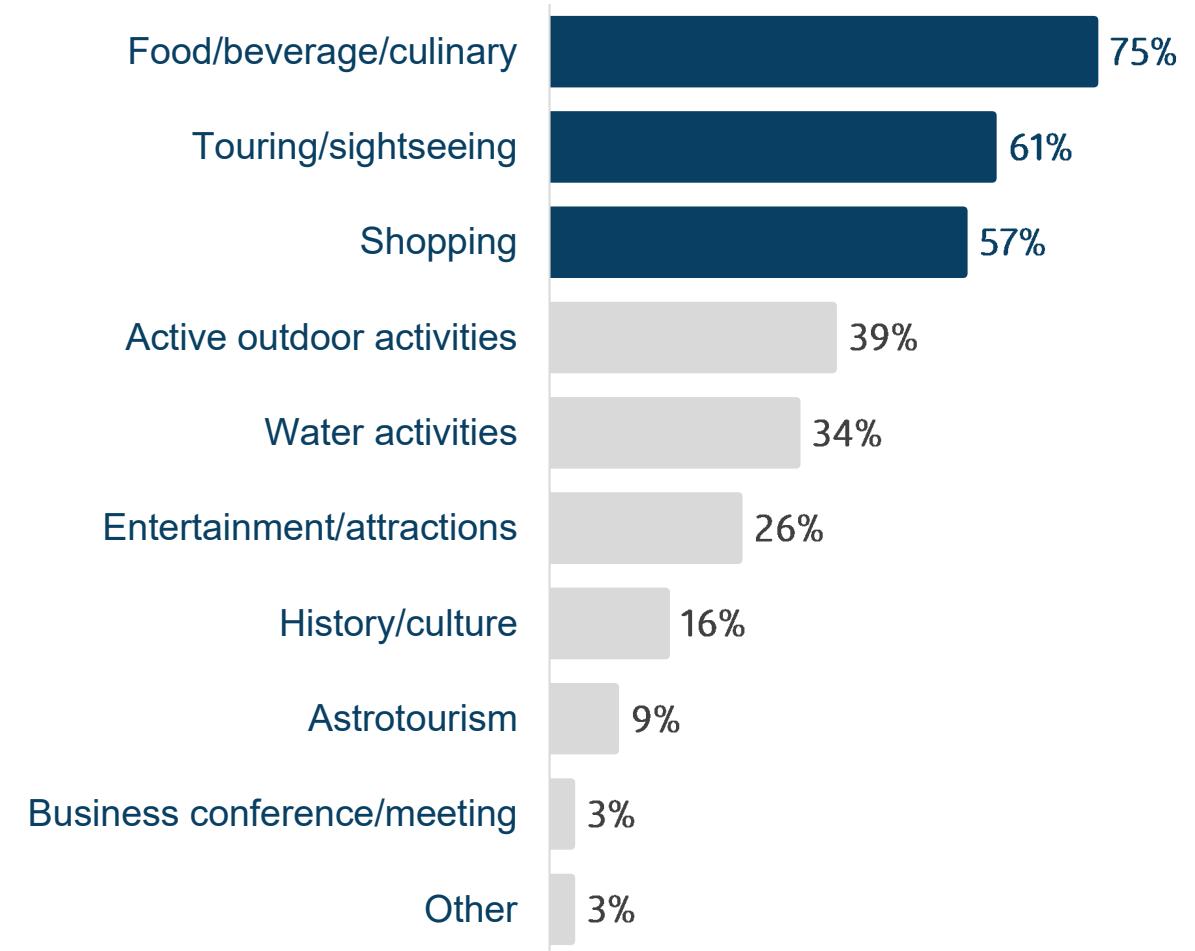
# IN-MARKET VISITOR RESOURCES\*

- » 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



\*Multiple responses permitted.

downs & st. germain  
RESEARCH

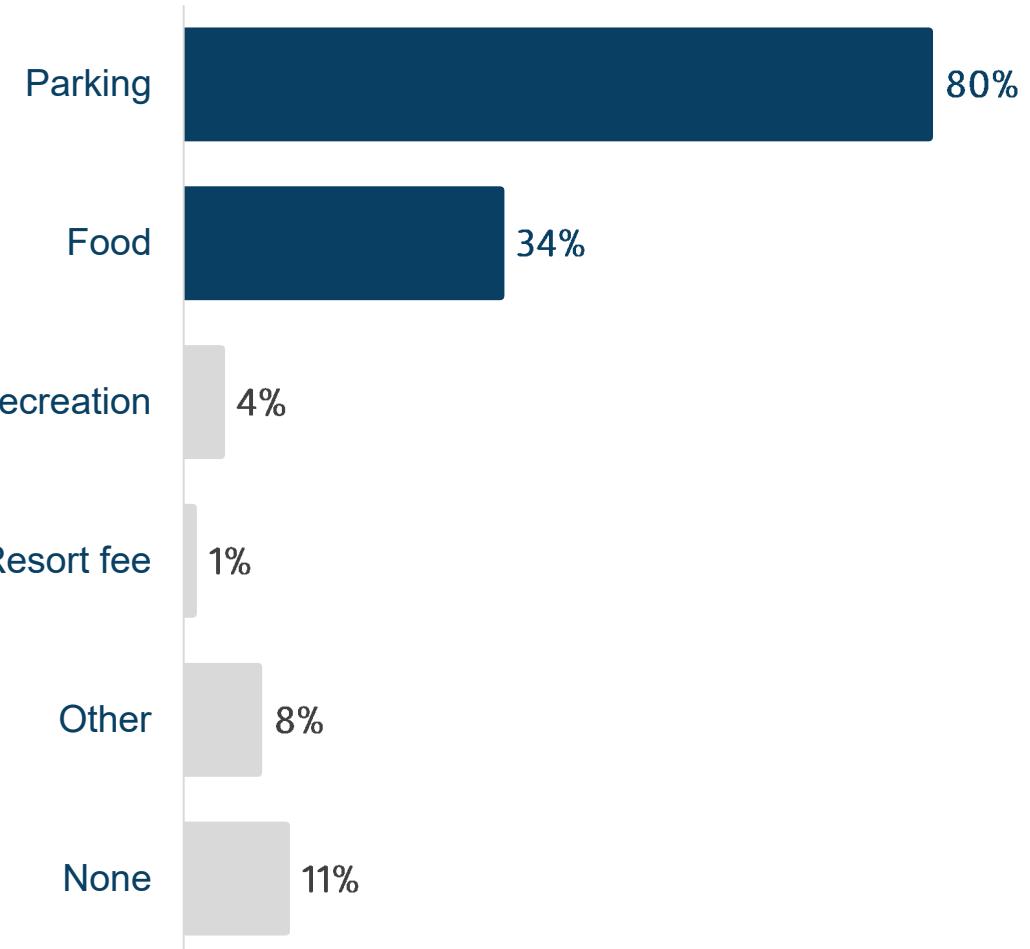
# DETAILED VISITOR ACTIVITIES\*

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/zoo	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.

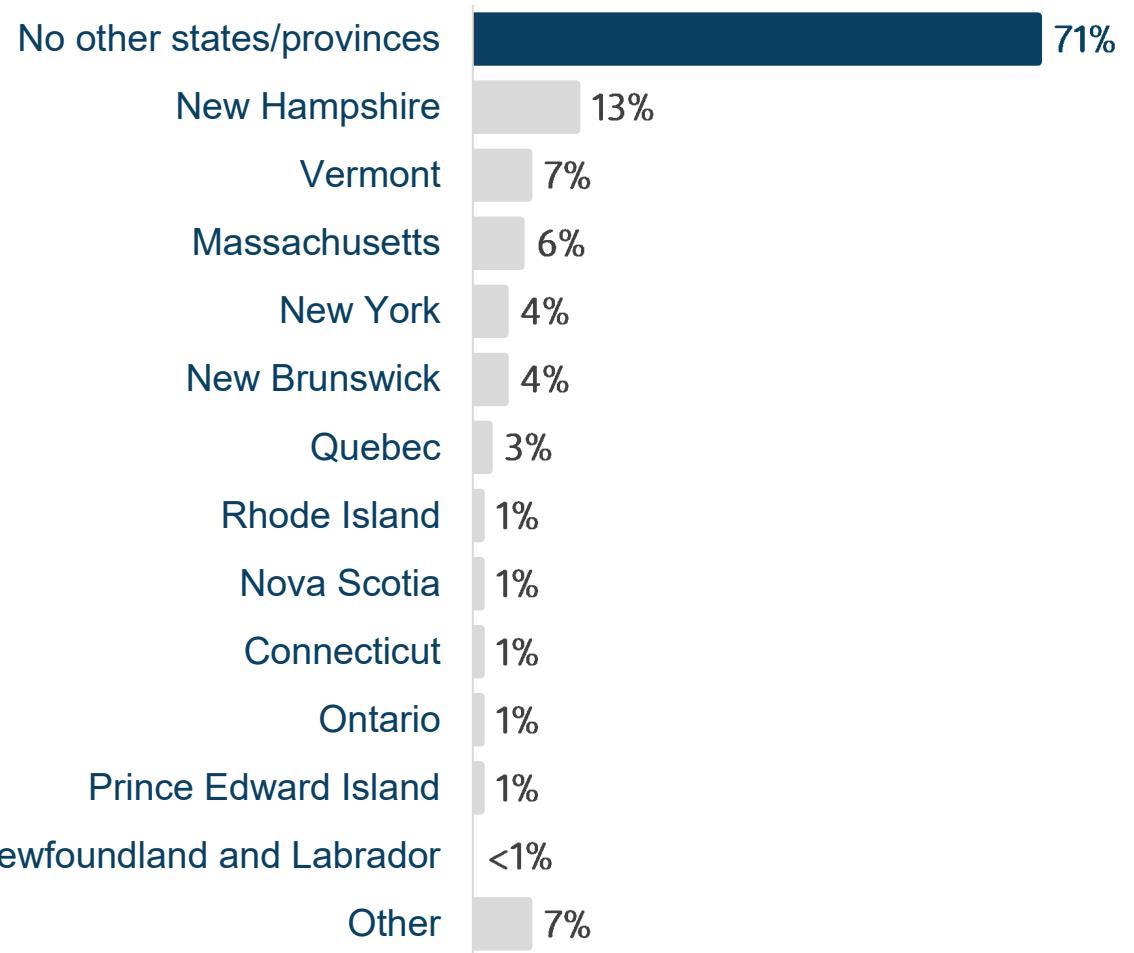
# LODGING AMENITIES\*

- » 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)



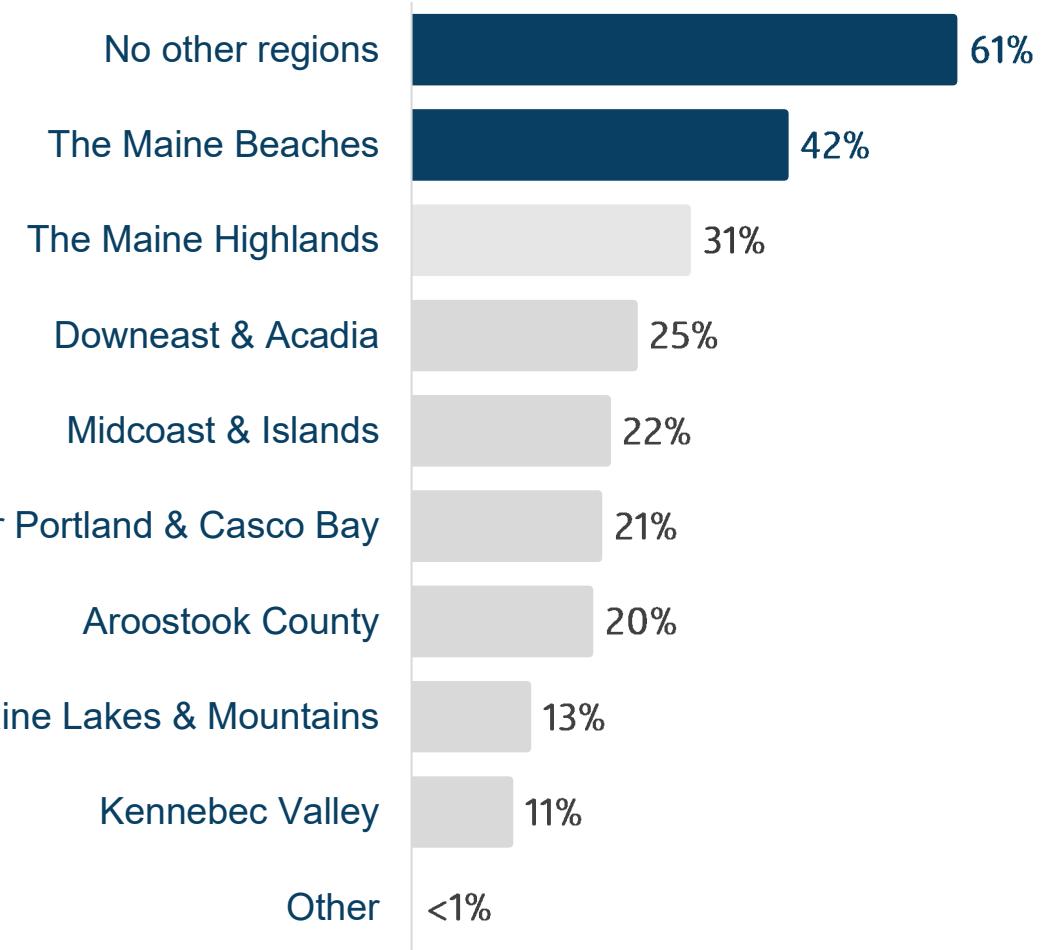
# OTHER STATES & PROVINCES VISITED\*

- » **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)



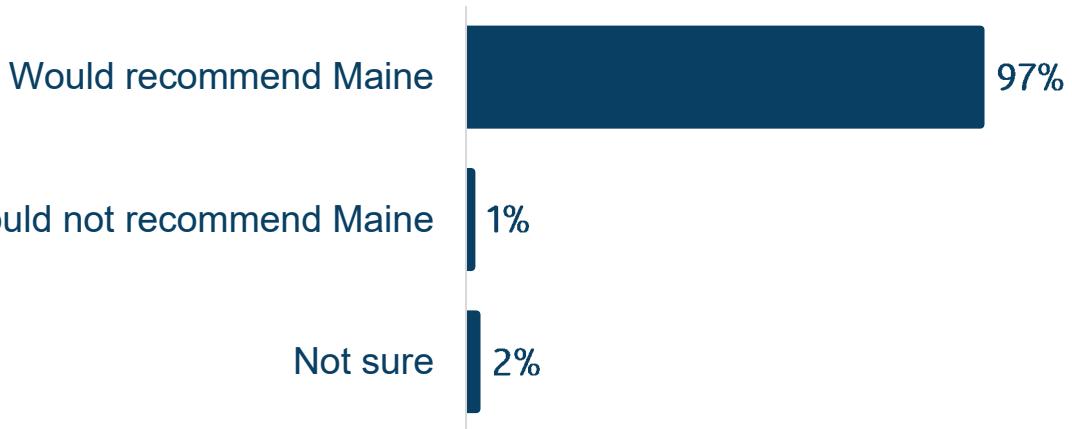
# VISITOR JOURNEY: POST-TRIP EVALUATION



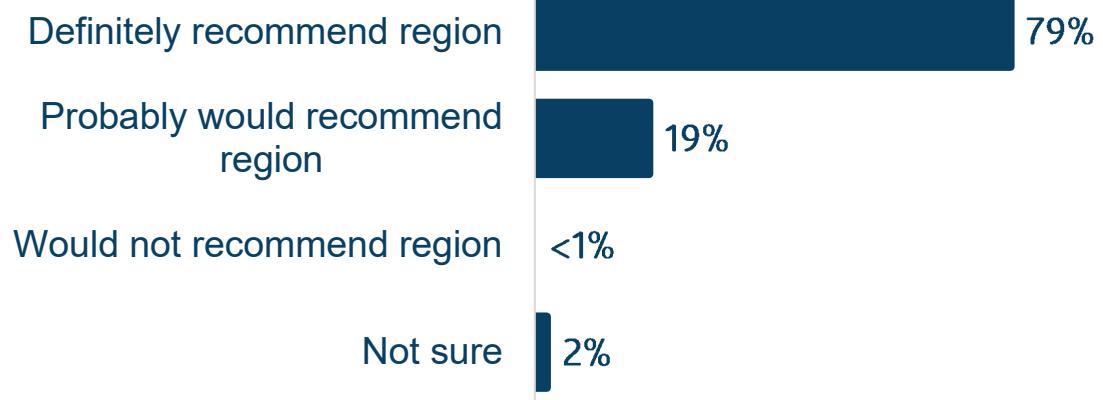
# RECOMMENDING MAINE & ITS REGIONS

- » 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

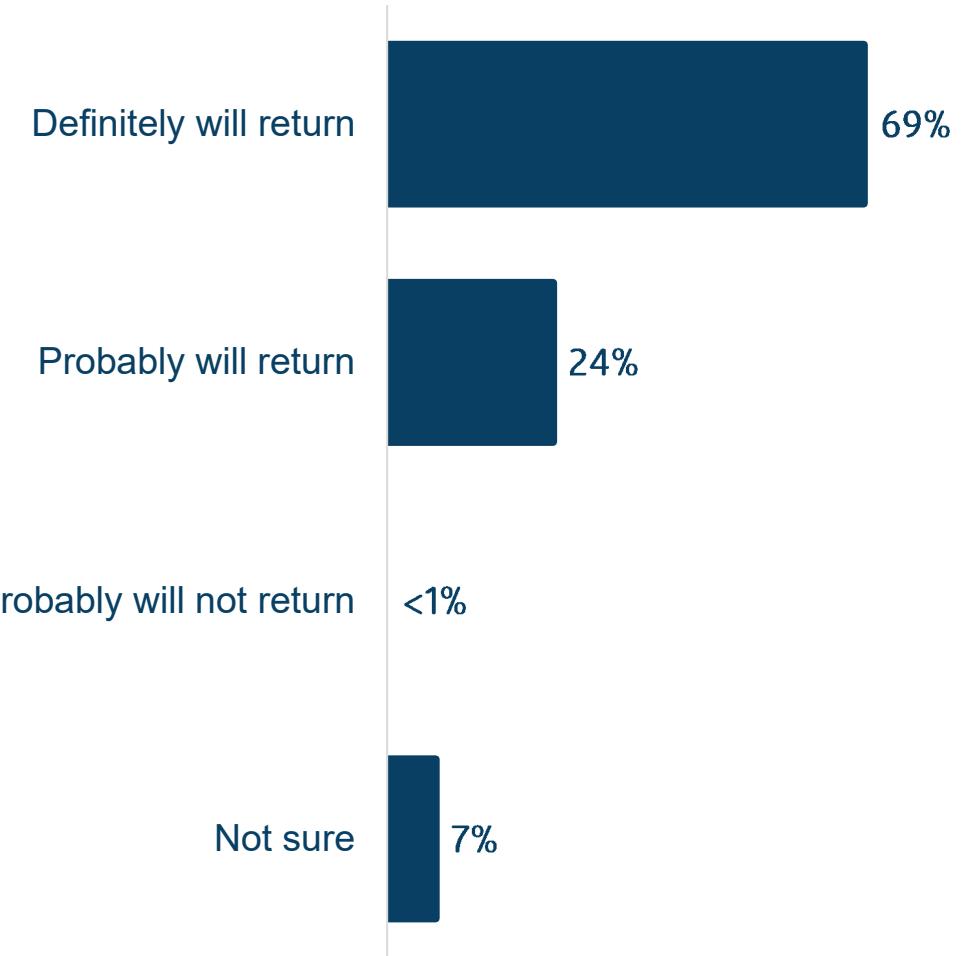


## Likelihood of Recommending Region Visited



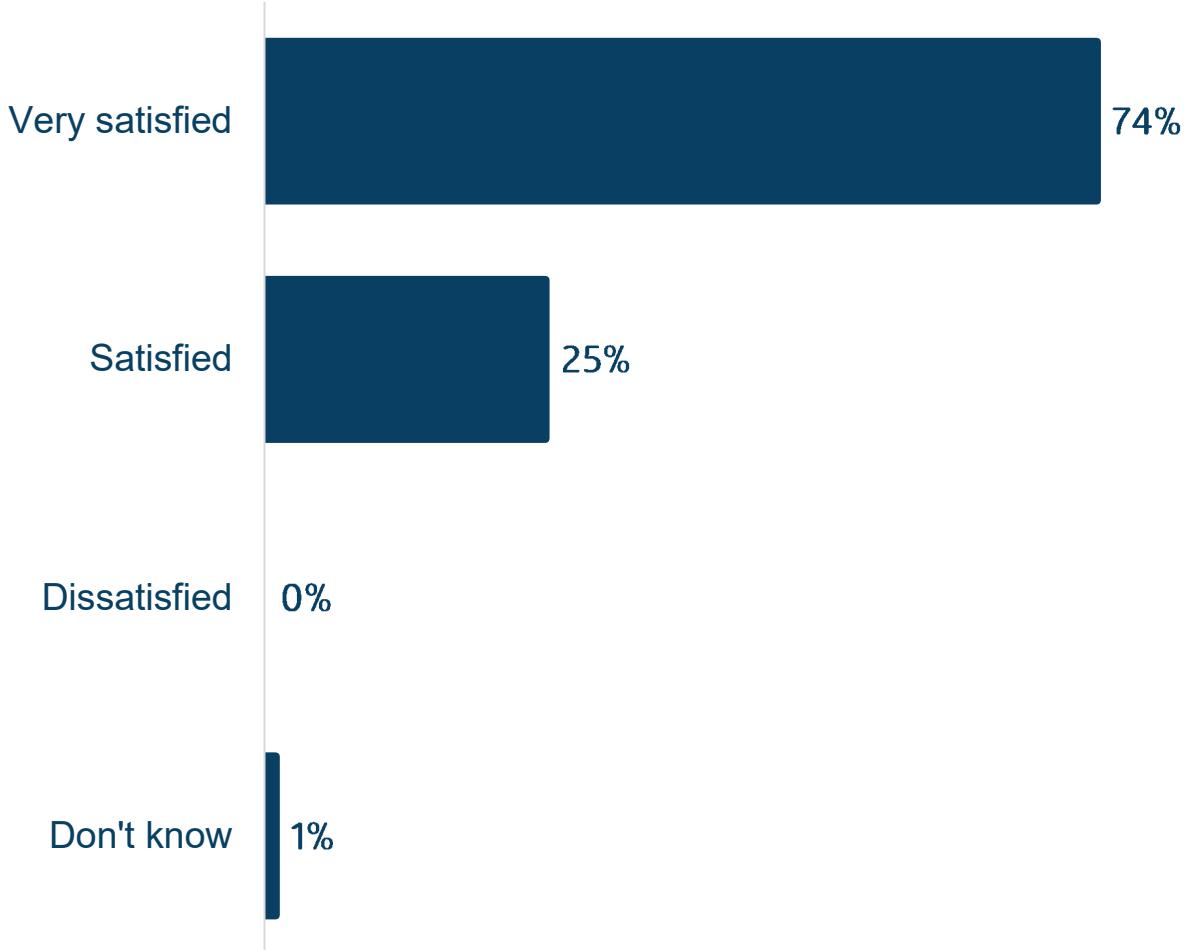
# LIKELIHOOD OF RETURNING TO MAINE

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

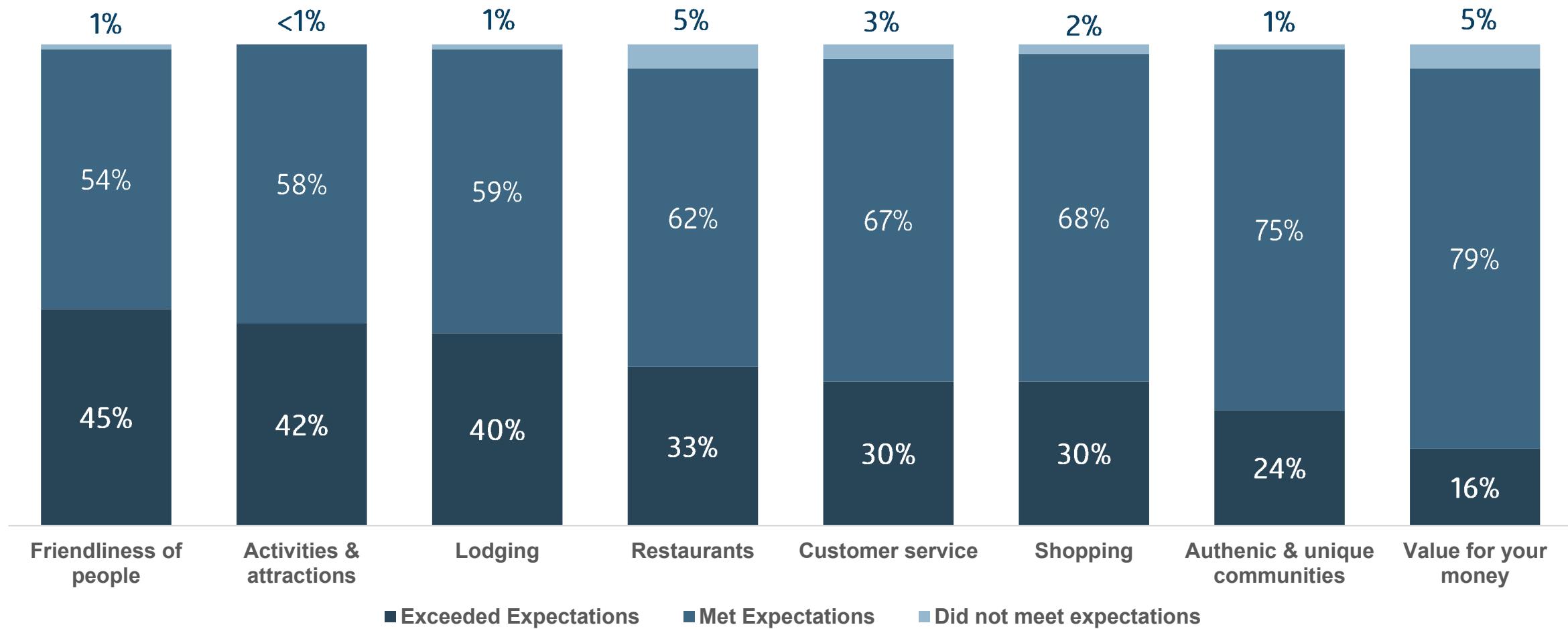


# SATISFACTION

- » **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)



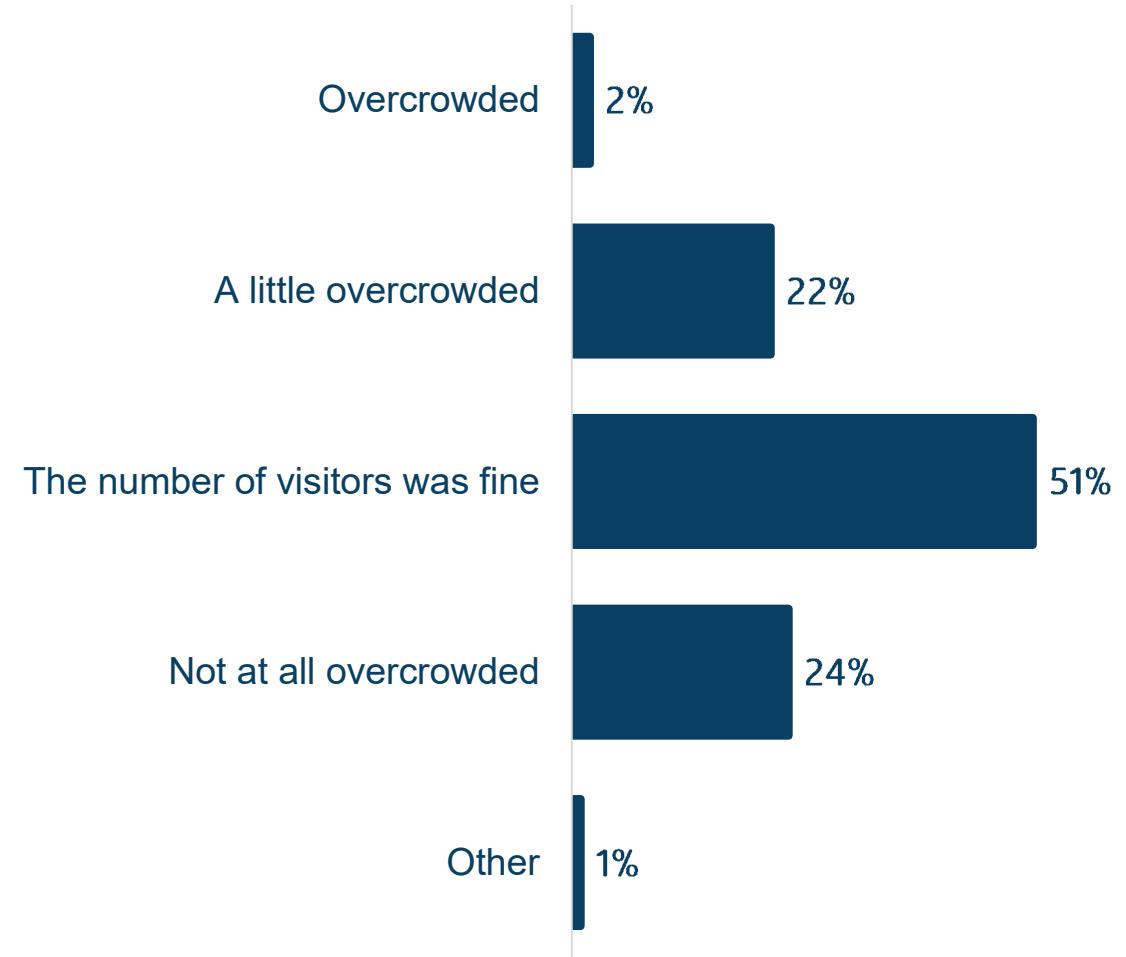
# TRIP RATINGS



# 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

Downs & St. Germain Research  
850 – 906 – 3111 | [contact@dsg-research.com](mailto:contact@dsg-research.com)  
[dsg-research.com](http://dsg-research.com)

