

# MAINE OFFICE OF TOURISM

2024 Economic Impact & Visitor Tracking Report

DECEMBER 2023 – NOVEMBER 2024



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# STUDY OBJECTIVES: VISITOR JOURNEY

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

## Pre-Visit

- 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

# ANNUAL SNAPSHOT

CY2024



8,201,900

PAID  
VISITORS

+2.0%



14,800,600

TOTAL  
VISITORS

- 3.1%



\$9,233,279,000

DIRECT  
SPENDING

+ 1.8%

vs. 2023

- » In 2024, there was an **increase in room nights (+0.8%)** and **visitor spending (+1.8%)**
  - » The accommodation spending increase was consistent with the increase in taxable lodging sales, but there was stronger growth in other spending areas such as restaurants and shopping
- » Compared to the previous year, occupancy remained level at 54.0%, and there was an **increase in room nights (+0.8%)** due to slightly **more visitors staying in paid accommodations (+2.0%)**
- » The share of visitors who came in Winter and Fall increased compared to 2023 (+8.0%)
- » The trip planning and booking window differ significantly across seasons as the windows for both are much shorter in Winter compared to Summer and Fall
- » More visitors flew to Maine (+2% points)
- » More visitors said they would definitely recommend the region they were visiting (+7% points) and more were very satisfied with their trip (+11% points)

# STRATEGIC PLAN GOALS

The 2023 Maine Office of Tourism Destination Management Plan listed a variety of measure of success. The table below shows how these measures of success changed from 2023 to 2024.

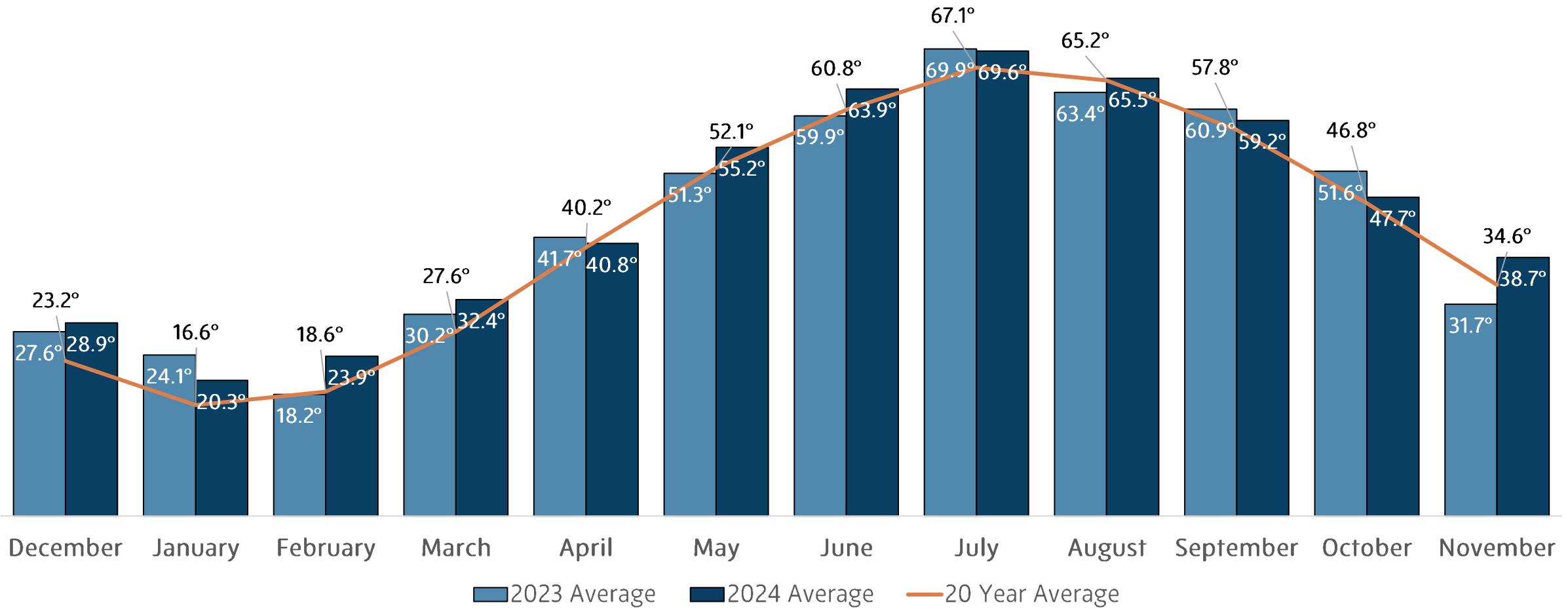
Strategic Goal	Data Point	2023 Metric	2024 Metric	% Change
Increase Length of Stay	Average Length of Stay	4.8	4.5	-6.3%
Increase Visitor Spend	Spend per visitor per trip	\$593	\$624	+5.0%
Increase Visitor Diversity	Race (Non-white)	11%	12%	+9.1%
Increase off-season visitation	Fall and Winter visitation share	44.1%	47.6%	+8.0%
Increase market share within New England*	Accommodation Revenue Share in New England	12%	10%	-16.7%
Increase visitor satisfaction	Satisfaction Score (Very satisfied)	62%	73%	+17.7%

\*Source: Smith Travel Research competitive set data. Last year the market share was based off of Travel Spending data from US Travel Association. This data is no longer available, so the market share metric has been updated to compare accommodation revenue.

# EXECUTIVE SUMMARY

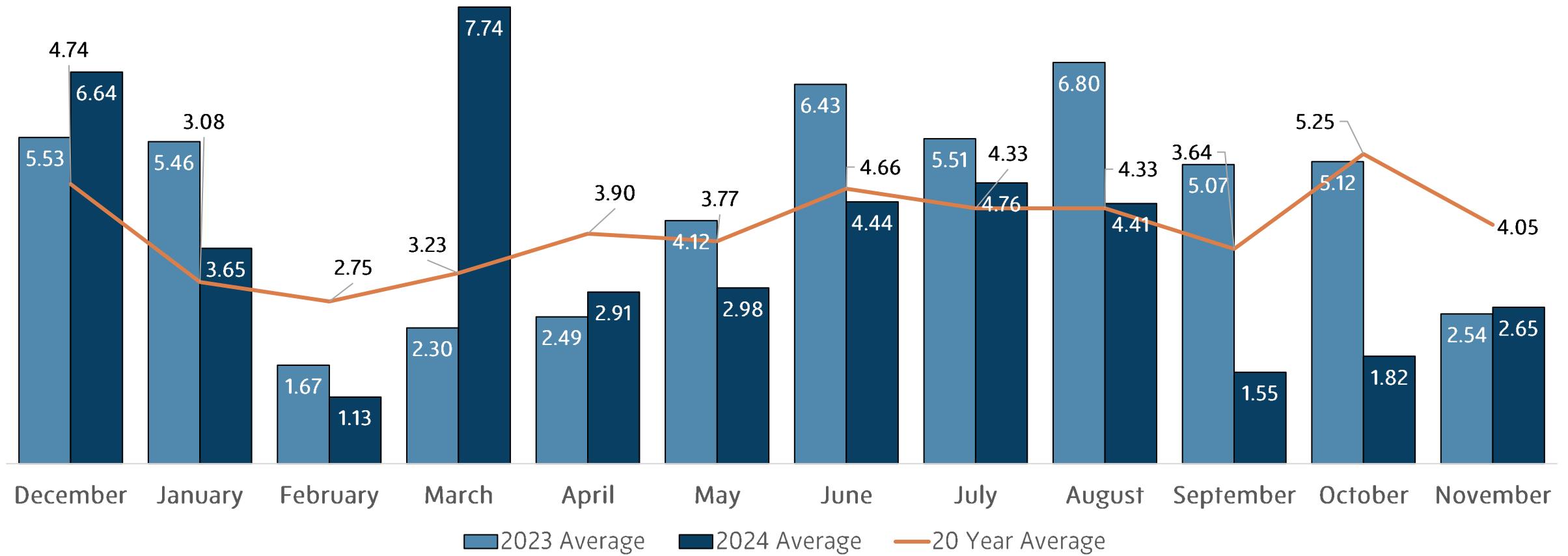


# TEMPERATURE



Source: NOAA.

# PRECIPITATION



Source: NOAA.

# VISITOR JOURNEY: IMPACT OF TOURISM



# ECONOMIC IMPACT\*

Visitor spending generated

**\$15,906,115,000**

in economic impact to Maine's economy,  
down 2.8% from 2023



\*Maine's economic impact multiplier changed from 1.80 in 2023 to 1.72 in 2024.

# DIRECT SPENDING\*

Visitors to Maine spent

**\$9,233,279,000**

throughout the state in 2024 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, up 1.8% from 2023



\*The inflation rate in 2024 was 2.9%. In 2023 it was 4.1%.

# VISITORS\*

Maine attracted  
**14,800,600**  
visitors in 2024, down 3.1% from 2023



\*There were fewer visitors staying in second homes or with friends/relatives in 2024 resulting in fewer visitors overall.

# VISITORS DAYS\*

All visitors to Maine spent

**67,267,400**

days in Maine throughout 2024, down 7.2%  
from 2023



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

# ROOM NIGHTS

Visitors to Maine generated

**12,360,200**

nights in Maine accommodations throughout  
2024, up 0.8% from 2023

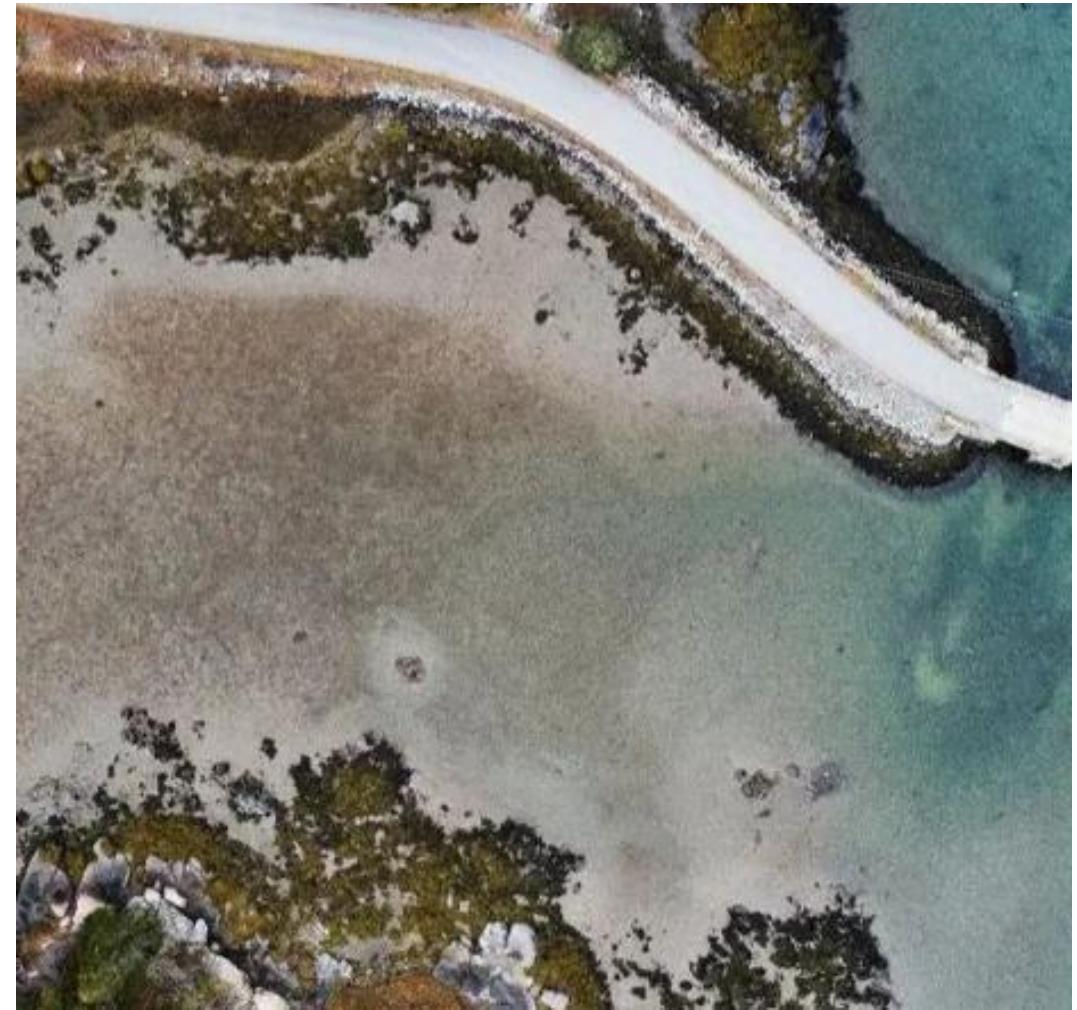


# JOB SUPPORTED

Visitors to Maine supported

**115,900**

jobs throughout Maine in 2024, up 0.5% from  
2023\*



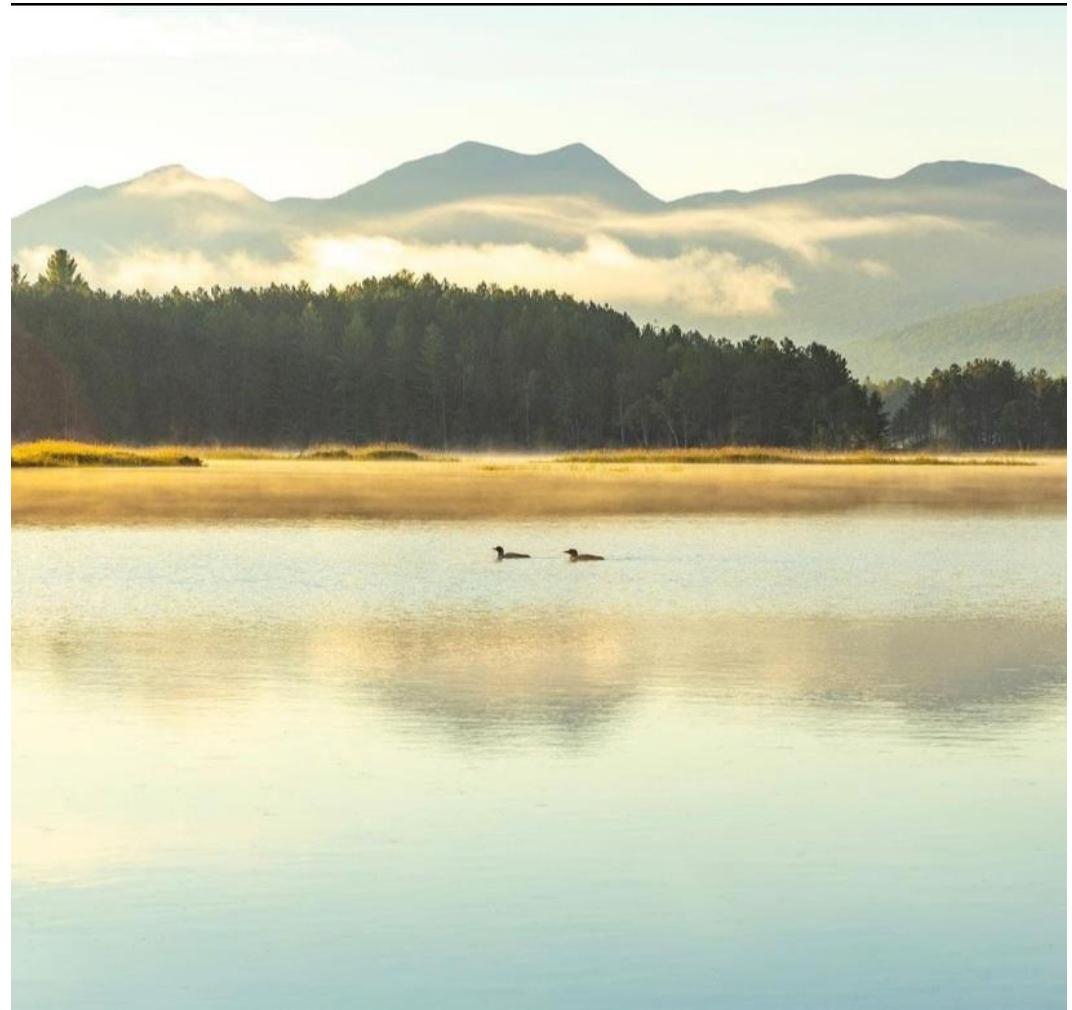
\* 2023 figure has been updated due to revised IMPLAN models.

# WAGES SUPPORTED

Visitors to Maine supported

**\$5,432,711,700**

in wages paid to Maine employees in 2024,  
up 1.9% from 2023\*



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

# VISITORS SUPPORT JOBS

Every  
**128**  
visitors supports a job in Maine



# HOUSEHOLD SAVINGS

Visitors to Maine saved local households

**\$2,290**

in state and local taxes in 2024



# LODGING METRICS\*

Occupancy Rate

**54.0%**

No Change from 2023

Average Daily Rate

**\$188.37**

- 0.4% from 2023

Revenue per Available Room

**\$101.72**

- 0.4% from 2023

\*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.

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# VISITOR JOURNEY: PRE-VISIT

Pre-Visit

Traveler  
Profile

Trip  
Experience

Post-Trip  
Evaluation

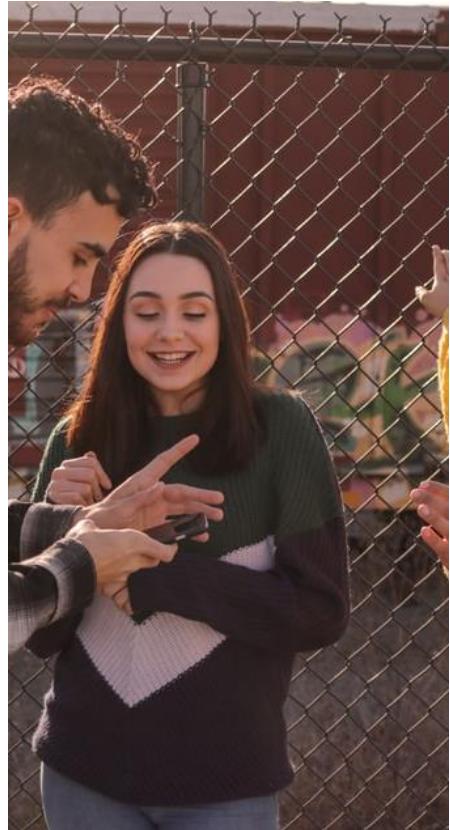
Impact of  
Tourism

# TRIP PLANNING CYCLE

- » **73%** of visitors started planning their trip a month or more in advance of their trip
- » **37%** of visitors have a booking window of more than 3 months



# TOP TRIP PLANNING SOURCES\*



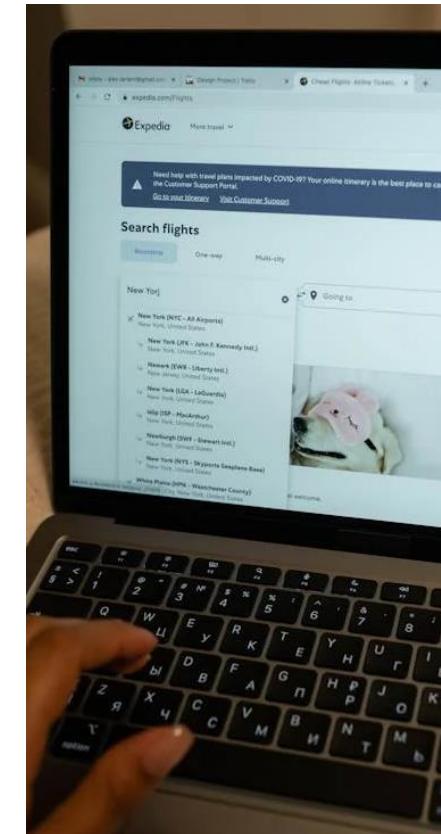
36% Advice from family/friends



26% Online search engines



21% VisitMaine.com

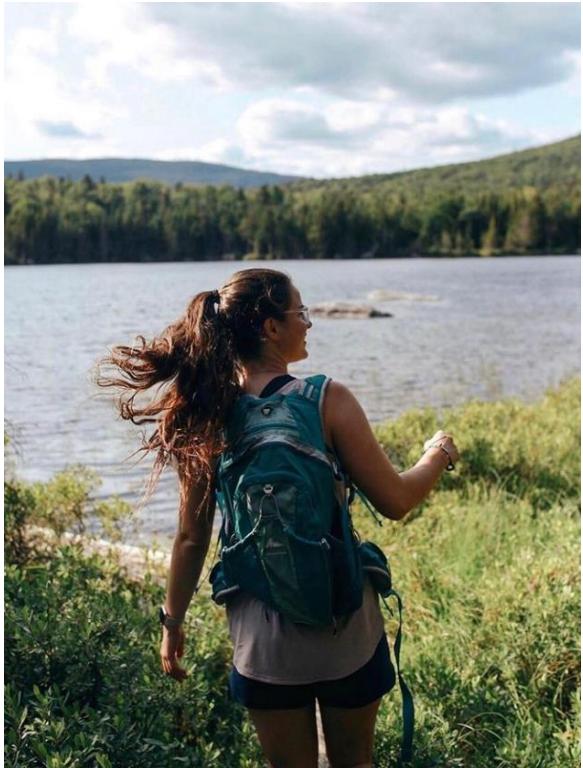


20% Online travel agency



20% Travel guides/brochures

# TOP REASONS FOR VISITING\*



33% Relax and unwind



33% Sightseeing and touring



26% Visit friends/family



20% Nature and bird watching

# TV SHOWS & FILM

- » **5%** of visitors said a TV show or film inspired their trip to Maine
- » **35%** of visitors who were inspired by a TV show/film visiting a location of a TV show/film was one of the activities they engaged in



# CONSIDERING MAINE AS A DESTINATION

- » Nearly **2 in 3** visitors considered visiting **ONLY** Maine while planning their trips (+1% point from 2023)
- » Nearly **1 in 5** visitors considered visiting New Hampshire while planning their trips
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



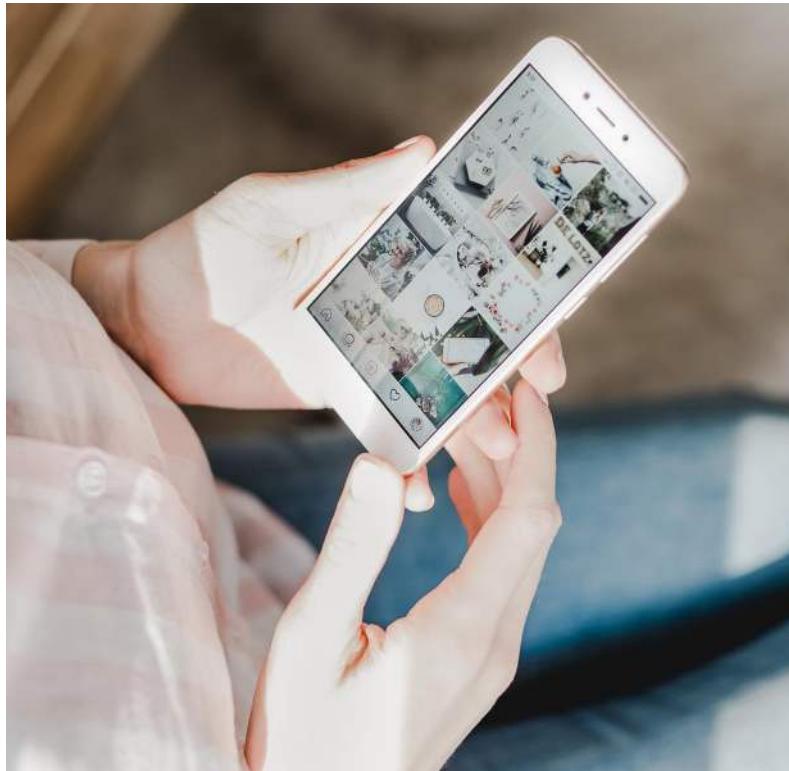
# PRE-TRIP EXPOSURE TO ADVERTISING

- » Nearly **half** of visitors noticed advertising or promotions for Maine prior to their trip (-3% points from 2023)
- » This information influenced **21% of all** visitors to visit Maine (-6% points from 2023)



# TOP SOURCES OF ADVERTISING EXPOSURE\*

Base: 46% of visitors who noticed advertising



47% Social media



32% Internet

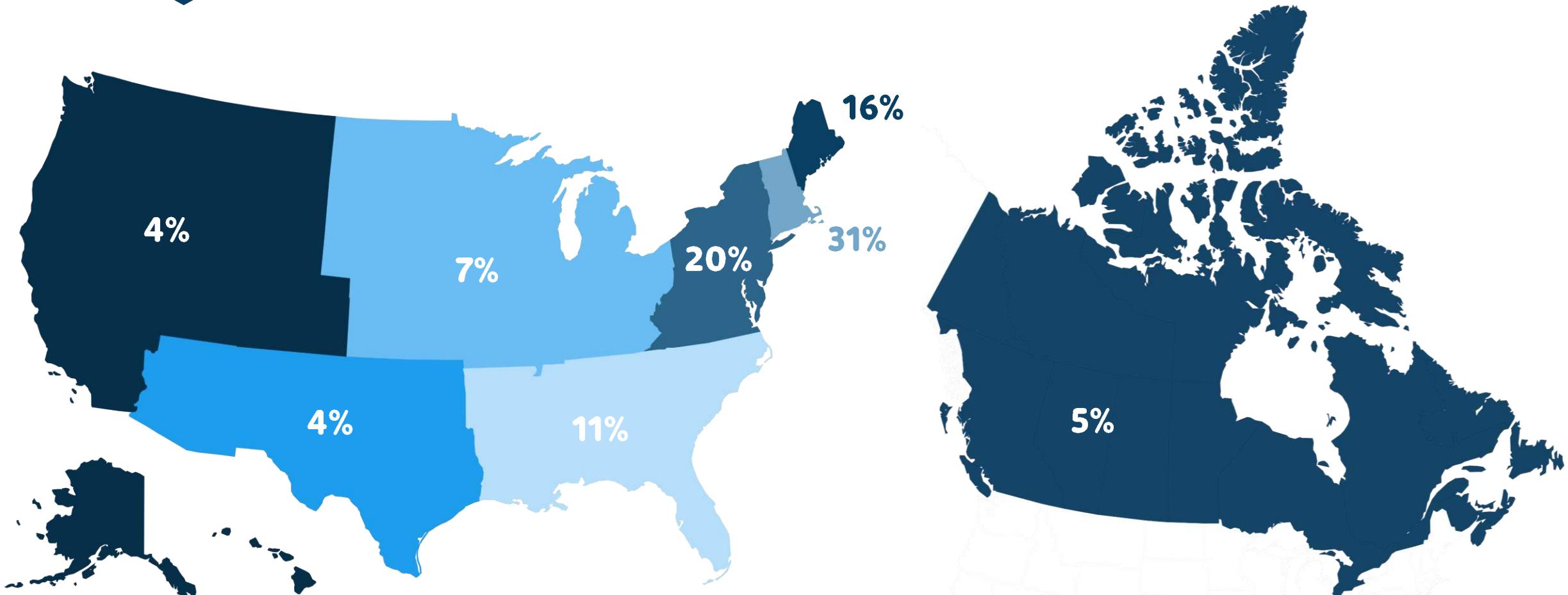


22% Magazine

# VISITOR JOURNEY: TRAVELER PROFILE



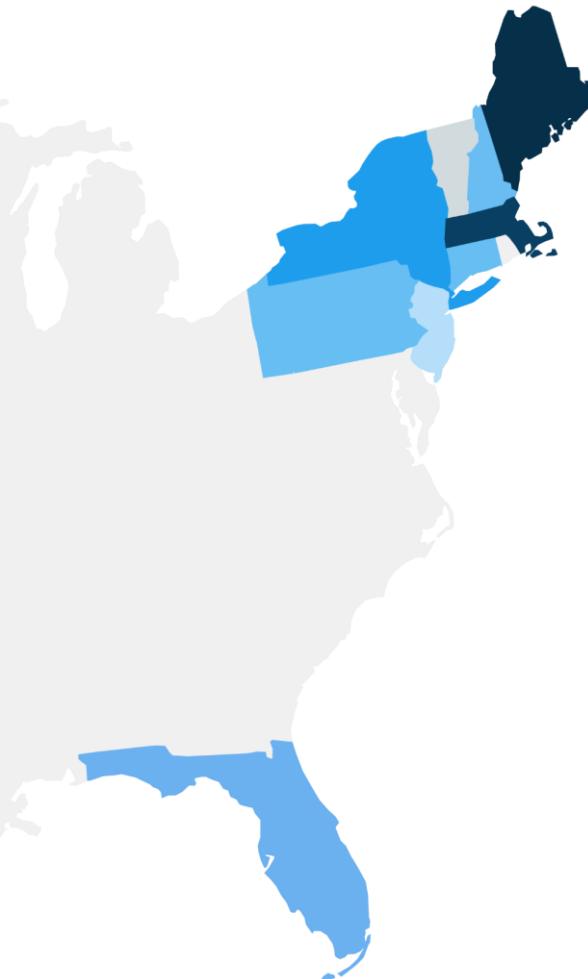
# REGIONS OF ORIGIN



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

5% of visitors came from Canada.

# TOP ORIGIN STATES & PROVINCES



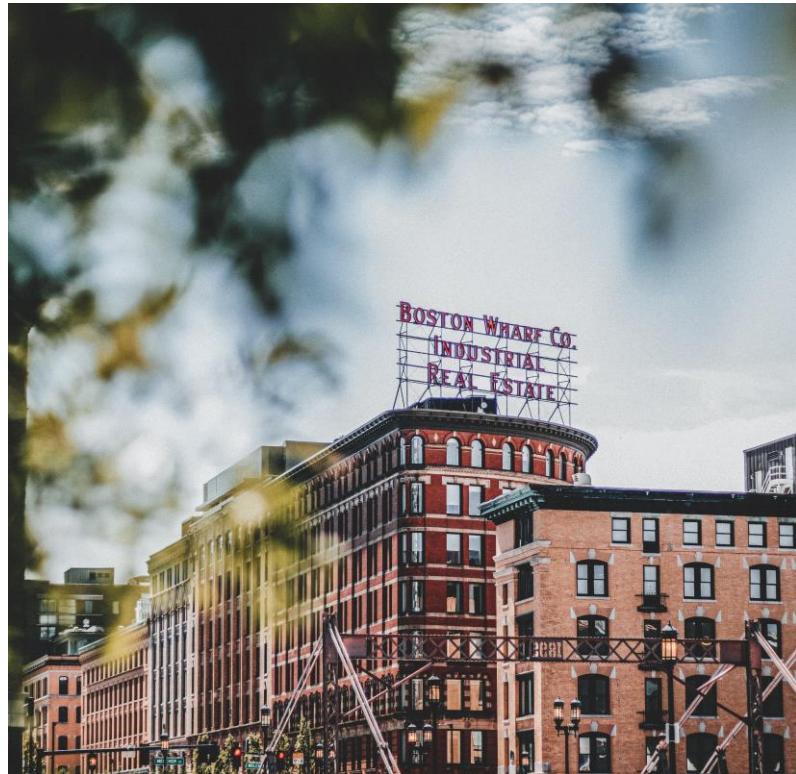
# 64%

of visitors traveled from 8 U.S. states, including from other regions of Maine.

- 16 % Maine
- 15 % Massachusetts
- 8 % New York
- 7 % New Hampshire

- 5 % Florida
- 5 % Connecticut
- 4 % Pennsylvania
- 4 % New Jersey

# TOP ORIGIN MARKETS



9% Boston



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



3% Washington DC – Baltimore<sup>2</sup>

<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

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



**19%** visitors traveled with at least one person under the age of 18 in their travel party



# NEW & RETURNING VISITORS

- » 20% of 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 visitors, with **80%** choosing to travel by car over plane, motor coach/bus, or train (-2% points from 2023)
- » Most visitors who flew to Maine arrived at the Portland International Jetport or Boston Logan International Airport



# NIGHTS STAYED

- » 81% of visitors stayed one or more nights in Maine on their trip (same as 2023)
- » Typical visitors stayed **4.5\*** 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\*



34%  
Hotel/motel/resort



19% Did not stay  
overnight



18% Friends/family  
home



11% Vacation rental  
home



7% Personal second  
home

\*Campground/RV Park (4%), B&B/Inn (4%), Wilderness camping (2%), Sporting camp/wilderness lodge (1%), Outdoor outfitter (<1%).

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# TOP IN-MARKET VISITOR RESOURCES\*



49% Navigation website/apps (e.g., Google or Apple Maps, etc.)



25% Restaurant website/app



25% Visitor information center

# TOP VISITOR ACTIVITIES\*



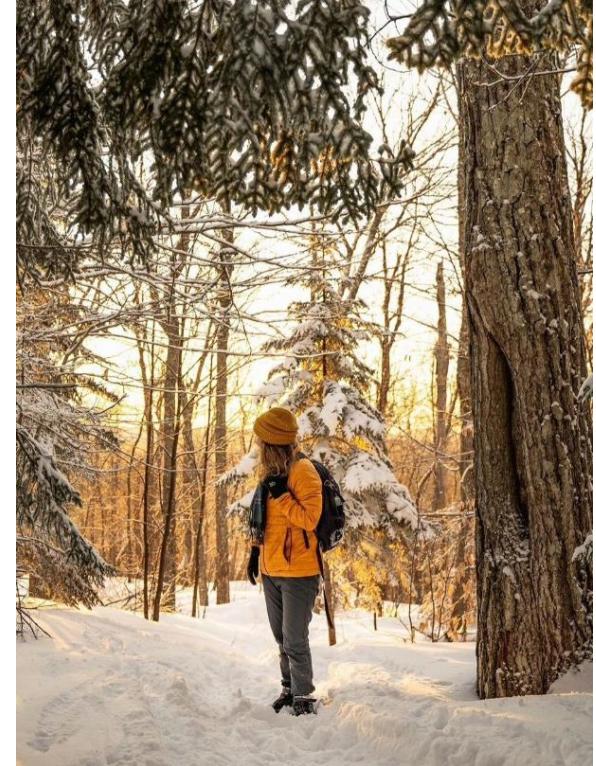
74%  
Food/beverage/culinary



56% Shopping



54% Touring/sightseeing



42% Active outdoor  
activities

# VISITING OTHER STATES & PROVINCES

- » Nearly **7 in 10** visitors did not visit any other U.S. state or Canadian province during their trip
- » Nearly **1 in 5** visitors went to New Hampshire during their trip to Maine
- » 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

- » **Half** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (-2% points from 2023)
- » **37%** of visitors visited The Maine Beaches in addition to their primary destination within Maine



# VISITOR JOURNEY : POST-TRIP EVALUATION



# RECOMMENDING MAINE & ITS REGIONS

- » 97% of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » 97% of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – 80% would definitely recommend



# LIKELIHOOD OF RETURNING TO MAINE

- » **94%** of visitors will return to Maine for a future visit or vacation
- » **78%** 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 **3 in 4** visitors were very satisfied with their trip to Maine



# OVERCROWDING

- » **51%** of visitors thought the number of visitors during their trip to Maine was fine
- » **25%** of visitors thought it was a little overcrowded



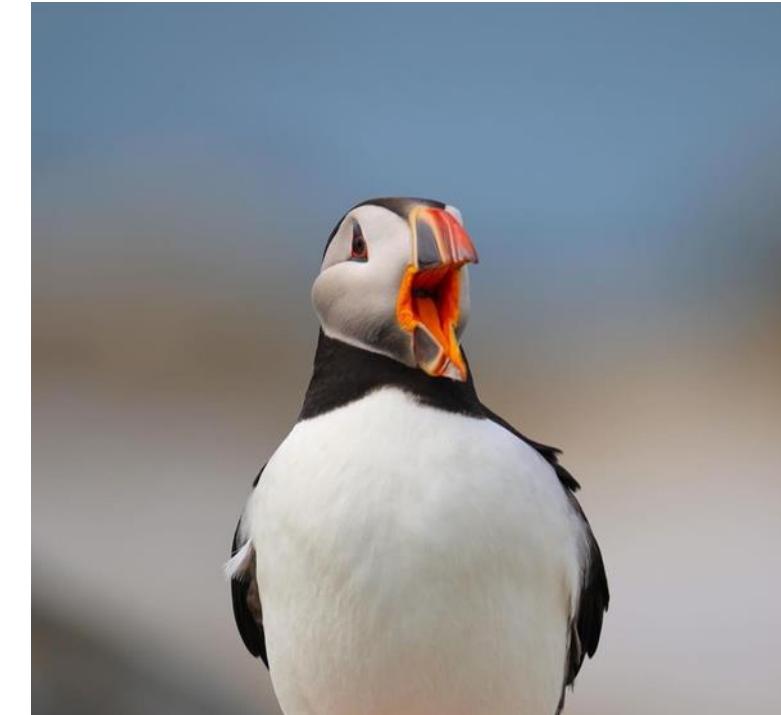
# UNIQUENESS



"The people here are so friendly and welcoming – and it isn't too crowded! Such a peaceful place to visit."



"It's an exemplary foodie destination. The freshness of the seafood, the organic farms, and the craft breweries set it apart from other destinations."



"Where else can you find golf courses with views of puffins, sailboats, and coastal islands?"



# DETAILED FINDINGS



# VISITOR JOURNEY: IMPACT OF TOURISM



# KEY PERFORMANCE INDICATORS

Economic Impact	2022	2023	2024	Δ% from '23
Number of Visitors	15,363,600	15,267,000	14,800,600	-3.1%
Visitor Days*	69,769,800	72,500,200	67,267,400	-7.2%
Room nights generated	12,138,100	12,263,300	12,360,200	+0.8%
Direct expenditures	\$8,644,145,000	\$9,066,613,300	\$9,233,279,000	+1.8%
<b>Total economic impact</b>	<b>\$15,851,046,200</b>	<b>\$16,356,981,700</b>	<b>\$15,906,115,000**</b>	<b>-2.8%</b>

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

\*\*Maine's economic impact multiplier changed from 1.80 in 2023 to 1.72 in 2024.

# NUMBER OF VISITORS

Visitors	2022	2023	2024	Δ% from '23
Out-of-State Visitors	12,423,900	12,606,400	12,500,500	-0.8%
Maine Residents	2,939,700	2,660,600	2,300,100	-13.5%
<b>Total Visitors</b>	<b>15,363,600</b>	<b>15,267,000</b>	<b>14,800,600</b>	<b>-3.1%</b>

# EMPLOYMENT IMPACTS

Maine Jobs	2022	2023	2024	Δ% from '23
Jobs generated (direct)	87,200	80,000*	80,400	+0.5%
Total employment impact	124,100	115,300*	115,900	+0.5%

Maine Wages	2022	2023	2024	Δ% from '23
Wages paid (direct)	\$3,320,530,400	\$3,195,229,100*	\$3,253,948,600	+1.8%
Total impact on wages	\$5,442,008,900	\$5,333,630,700*	\$5,432,711,700	+1.9%

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

# VISITOR PER JOB/TAX SAVINGS

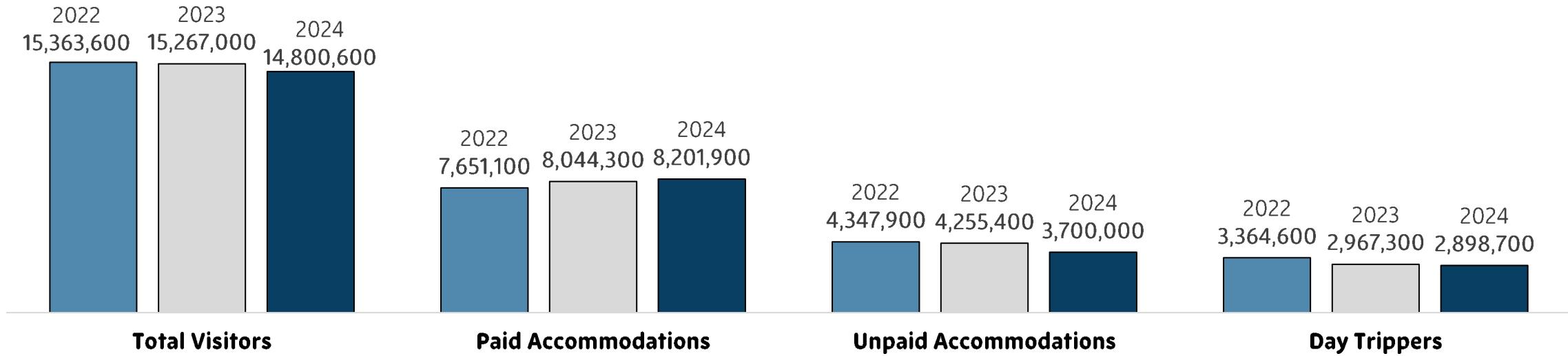
Visitor per Job/Tax savings	2022	2023	2024
Visitors per job supported	124	132*	128
Tax savings per household	\$2,170	\$2,390*	\$2,290

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

# LODGING METRICS

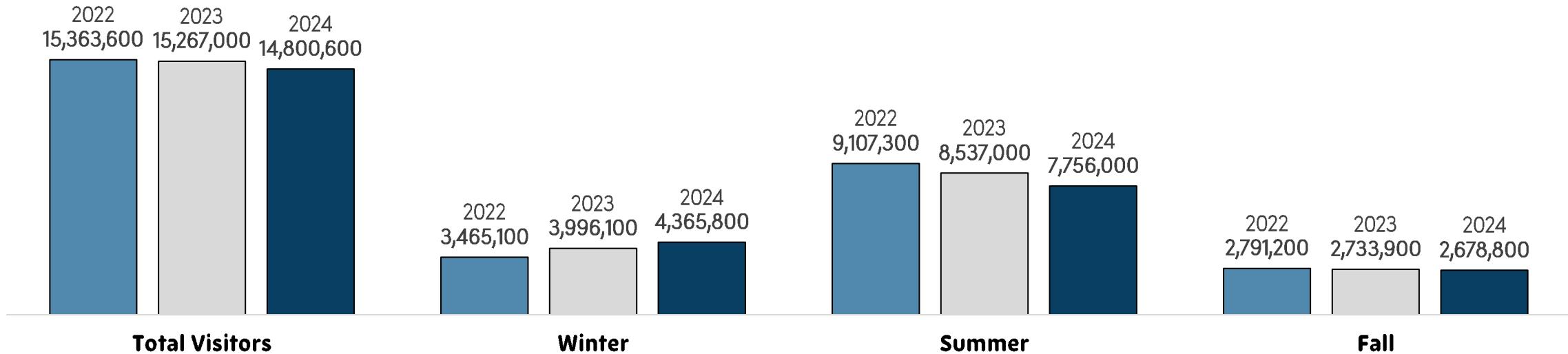
Lodging Metrics	2022	2023	2024	Δ% from '23
Occupancy Rate (%)	56.1%	54.0%	54.0%	0.0%
Average Daily Rate	\$197.84	\$189.06	\$188.37	-0.4%
RevPAR	\$110.99	\$102.09	\$101.72	-0.4%
Total Lodging Revenue	\$2,145,627,000	\$2,204,380,500	\$2,226,741,500	+1.0%

# VISITOR TYPE



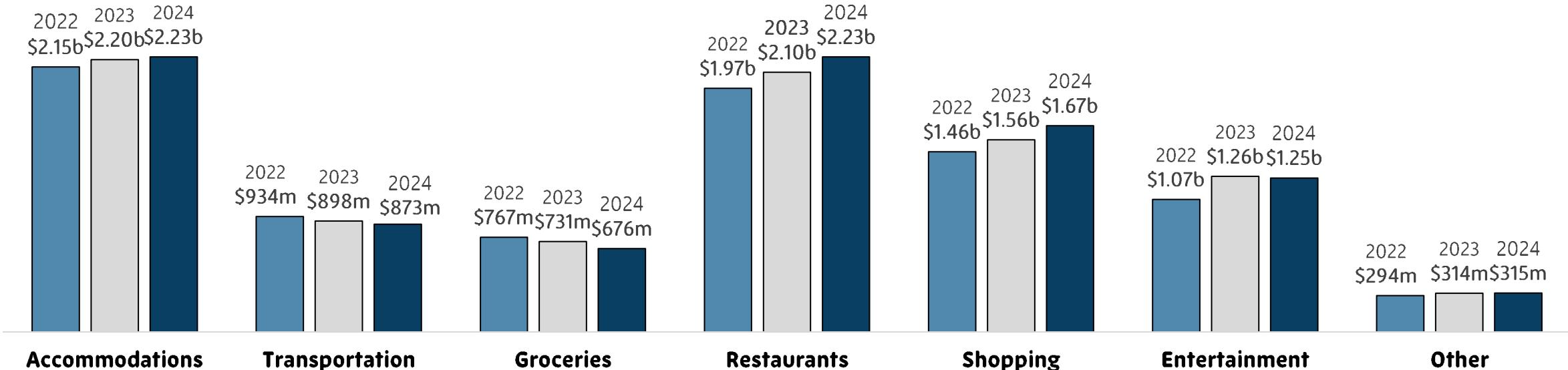
Visitor Type	2022	2023	2024	Δ% from '23
Paid Accommodations	7,651,100	8,044,300	8,201,900	+2.0%
Unpaid Accommodations	4,347,900	4,255,400	3,700,000	-13.1%
Day Trippers	3,364,600	2,967,300	2,898,700	-2.3%
<b>Total Visitors</b>	<b>15,363,600</b>	<b>15,267,000</b>	<b>14,800,600</b>	<b>-3.1%</b>

# VISITORS BY SEASON



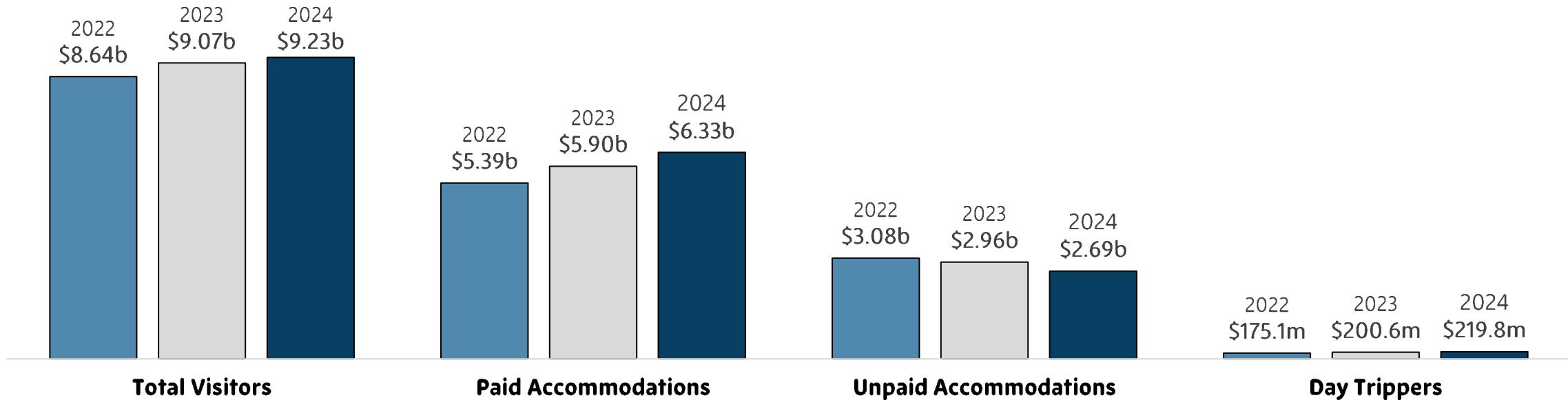
Season	2022	2023	2024	Δ% from '23
Winter	3,465,100	3,996,100	4,365,800	+9.3%
Summer	9,107,300	8,537,000	7,756,000	-9.1%
Fall	2,791,200	2,733,900	2,678,800	-2.0%
Total Visitors	15,363,600	15,267,000	14,800,600	-3.1%

# DIRECT SPENDING BY CATEGORY



Spending	2022	2023	2024	Δ% from '23
Accommodations	\$2,145,627,000	\$2,204,380,500	\$2,226,741,500	+1.0%
Transportation	\$934,373,400	\$898,320,100	\$872,926,700	-2.8%
Groceries	\$767,326,300	\$731,313,600	\$675,655,200	-7.6%
Restaurants	\$1,972,353,200	\$2,102,869,500	\$2,226,210,100	+5.9%
Shopping	\$1,458,303,100	\$1,555,630,000	\$1,670,396,500	+7.4%
Entertainment	\$1,072,157,000	\$1,260,061,200	\$1,246,528,900	-1.1%
Other	\$294,005,000	\$314,038,400	\$314,820,100	+0.2%
<b>Total Spending</b>	<b>\$8,644,145,000</b>	<b>\$9,066,613,300</b>	<b>\$9,233,279,000</b>	<b>+1.8%</b>

# DIRECT SPENDING BY VISITOR TYPE



Visitor Type	2023	2024	2024	Δ% from '23
Paid Accommodations	\$5,385,929,500	\$5,902,480,100	\$6,325,532,100	+7.2%
Unpaid Accommodations	\$3,083,103,300	\$2,963,497,800	\$2,687,899,100	-9.3%
Day Trippers	\$175,112,200	\$200,635,400	\$219,847,800	+9.6%
<b>Total Spending</b>	<b>\$8,644,145,000</b>	<b>\$9,066,613,300</b>	<b>\$9,233,279,000</b>	<b>+1.8%</b>

# VISITOR JOURNEY: PRE-VISIT

Pre-Visit

Traveler  
Profile

Trip  
Experience

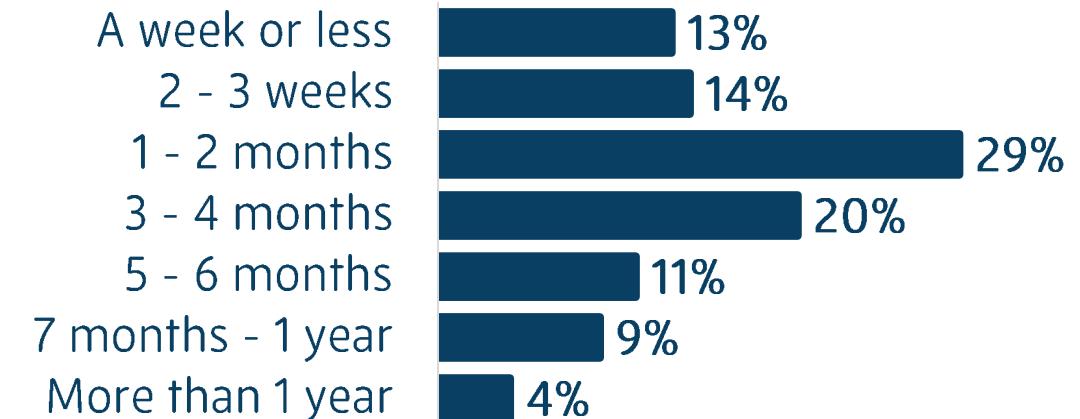
Post-Trip  
Evaluation

Impact of  
Tourism

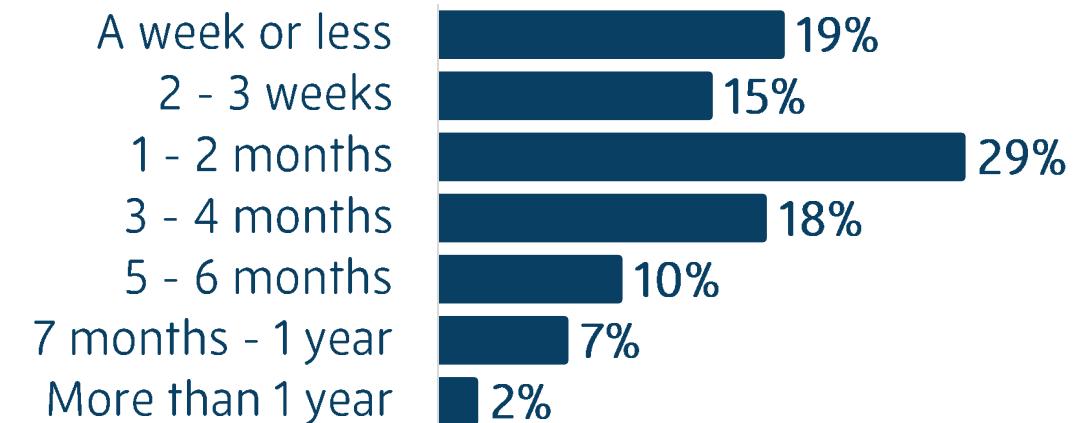
# TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **54 days** in advance (same number of days as 2023)
- » **73%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **47 days** in advance (+1 days from 2023)
- » **37%** of visitors have a booking window of more than 3 months

## Beginning of Trip Planning Cycle

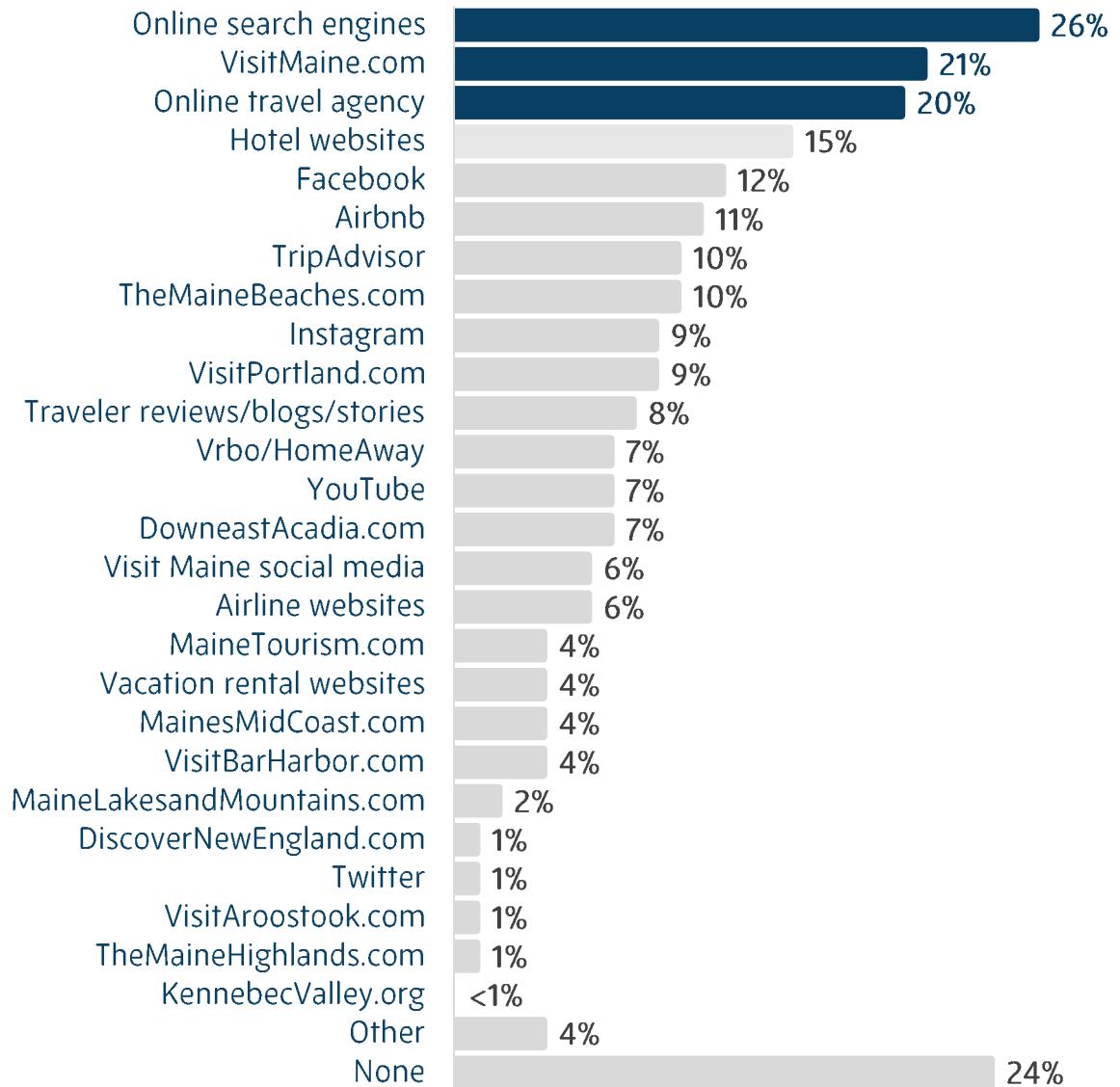


## Booked Accommodations/Made Trip Decisions



# ONLINE TRIP PLANNING SOURCES\*

- » Over 3 in 4 visitors used one or more online resources to help them plan their trip in Maine
- » Over 1 in 4 visitors used an online search engine, such as Google, to help plan their trip in Maine
- » Over 1 in 5 visitors used VisitMaine.com (+3% points from 2023)



\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

- » Over 1 in 3 visitors relied on advice from their friends and family to help them plan their trip in Maine
- » 1 in 5 visitors used travel guides/brochures to help plan their trip in Maine
- » Over 1 in 3 visitors did not use any other resources to help them plan their trip in Maine



# REASONS FOR VISITING\*

- » **1 in 3** visitors came to Maine to relax/unwind and for sightseeing/touring
- » **Over 1 in 4** visitors come to Maine to visit friends and family



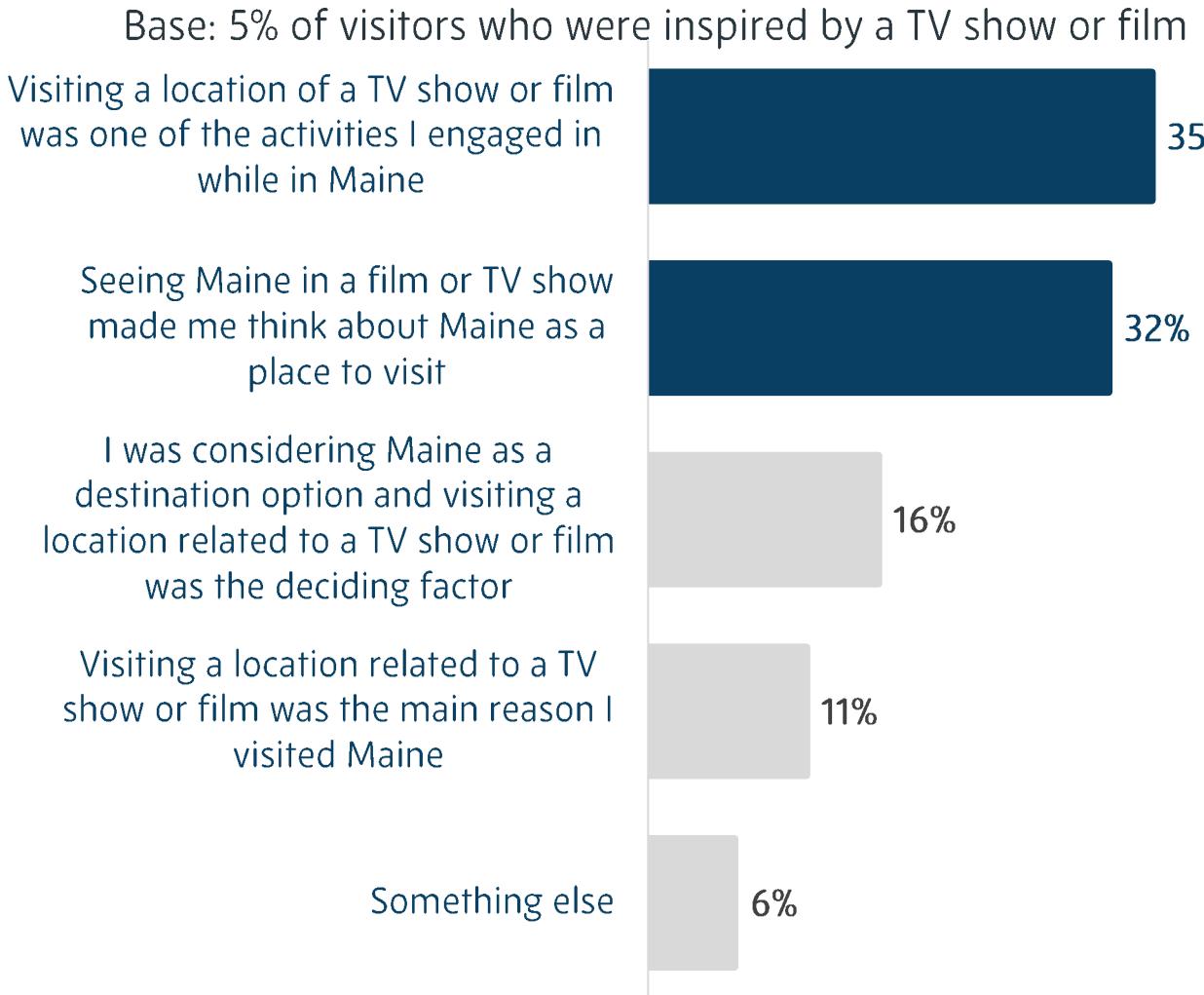
\*Multiple responses permitted.

\*\*Other reasons include coming to eat the seafood, to visit Acadia National Park, to prep home for the Winter, or for house/apt hunting.

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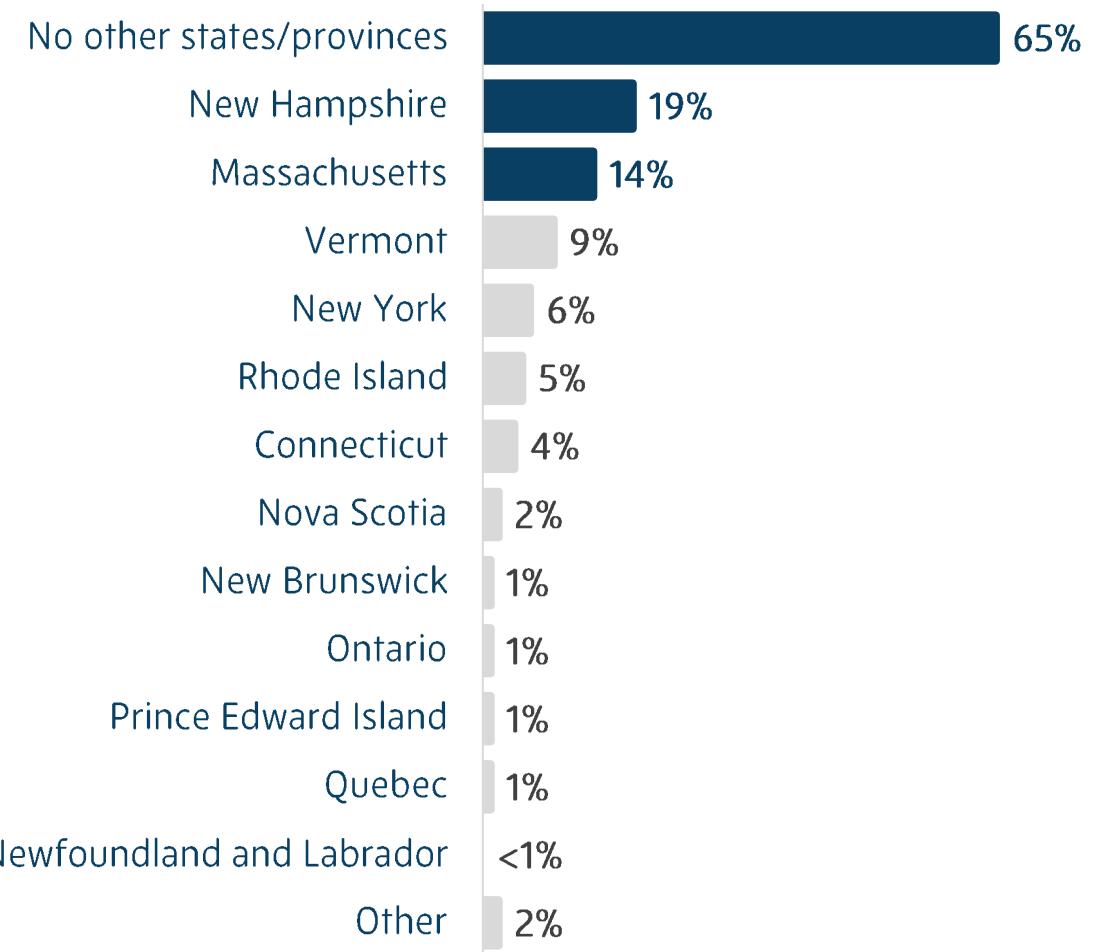
# TV SHOWS & FILM

- » **5%** of visitors said a TV show or film inspired their tip to Maine
- » **35%** of visitors who were inspired by a TV show or film said visiting a location of a TV show/film was one of the activities they engaged in
- » **6%** 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



# OTHER STATES & PROVINCES CONSIDERED\*

- » Nearly 2 in 3 visitors considered visiting **ONLY** Maine while planning their trips (+1% point from 2023)
- » Nearly 1 in 5 visitors considered visiting New Hampshire while planning their trips
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



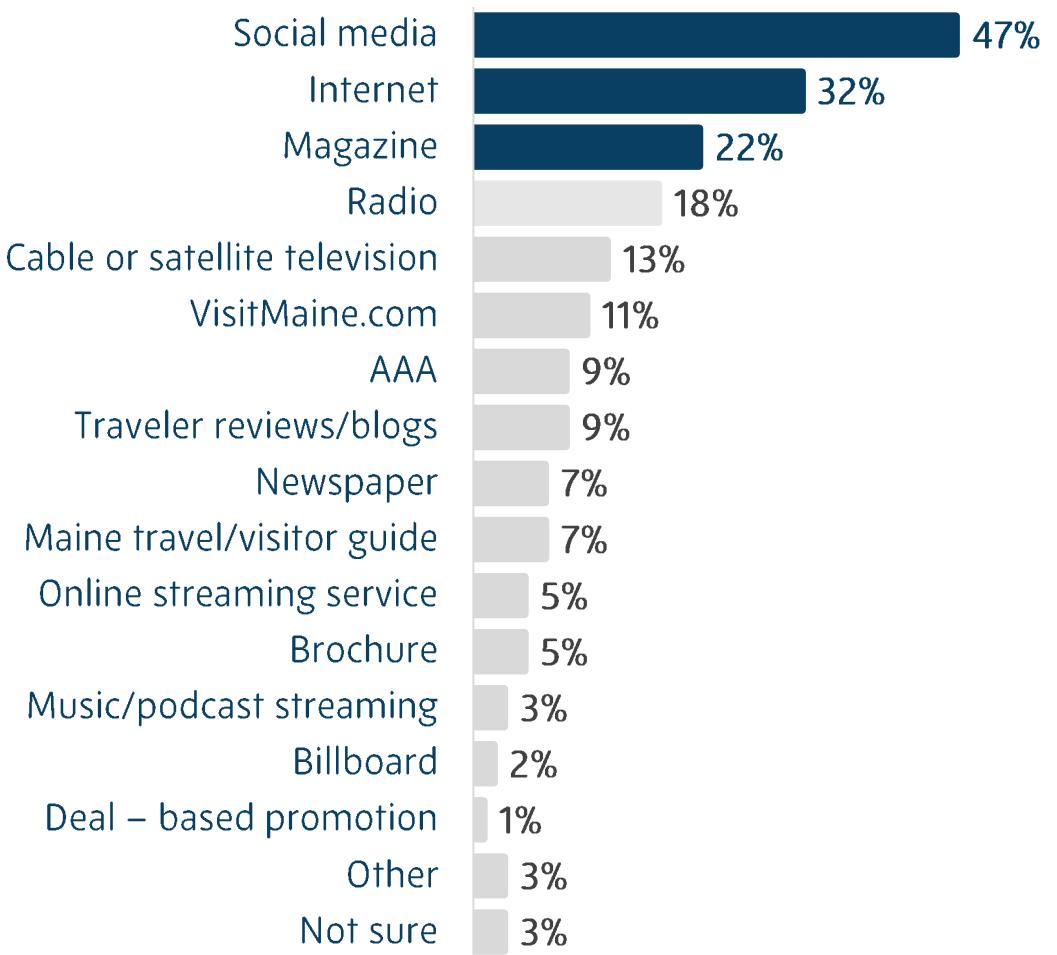
\*Multiple responses permitted.

downs & st. germain  
RESEARCH

# PRE-TRIP RECALL OF ADVERTISING\*

- » Nearly **half** of visitors noticed advertising or promotions for Maine prior to their trip (-3% points from 2023)
- » Visitors who recalled this advertising primarily saw it on social media (-4% points from 2023), the internet (-1% point from 2023), or a magazine (-1% point from 2023)
- » This information influenced **21% of all** visitors to visit Maine (-6% points from 2023)

Base: 46% of visitors who noticed advertising

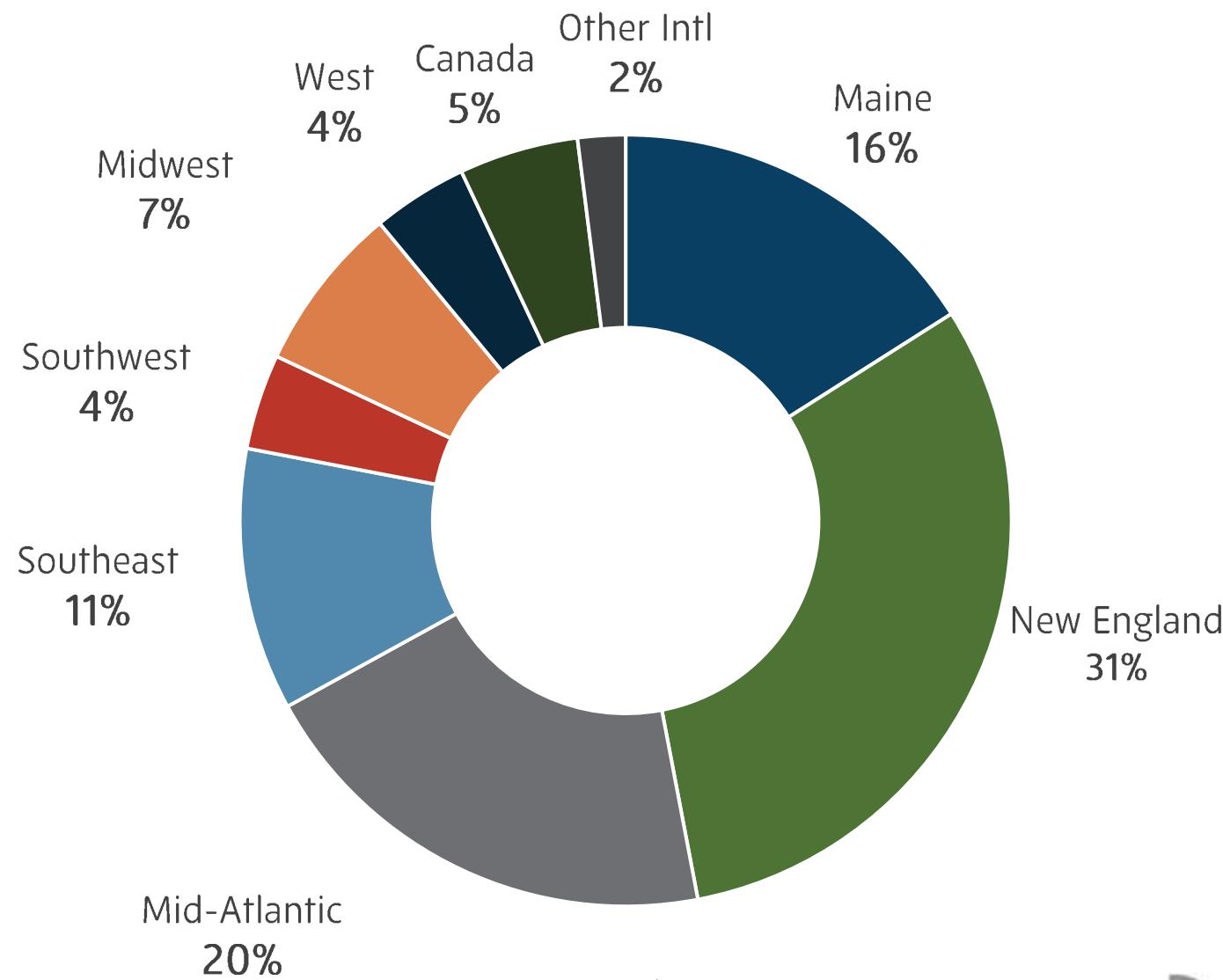


\*Multiple responses permitted.

# VISITOR JOURNEY: TRAVELER PROFILE



# VISITOR ORIGINS



# TOP ORIGIN STATES & PROVINCES

- » **80%** of visitors traveled to/within Maine from these 15 U.S. states and Canadian provinces
- » **1 in 6** visitors were residents of Maine traveling throughout the state (-1% point from 2023)

State	Percent
Maine	16%
Massachusetts	15%
New York	8%
New Hampshire	7%
Connecticut	5%
Florida	5%
New Jersey	4%
Pennsylvania	4%
Vermont	3%
Quebec	3%
Virginia	2%
Maryland	2%
Texas	2%
Rhode Island	2%
Ohio	2%

# TOP ORIGIN MARKETS

- » Over 1 in 3 visitors traveled from these 14 U.S. markets
- » 16% of visitors traveled to Maine from Boston or New York City

Market	Percent
Boston	9%
New York City <sup>1</sup>	7%
Washington DC - Baltimore <sup>2</sup>	3%
Portland	3%
Providence, RI	2%
Philadelphia	2%
Auburn - Lewiston	1%
Augusta	1%
Albany	1%
Atlanta	1%
Bangor	1%
Waterville	1%
Rochester - Portsmouth, NH	1%
Manchester, NH	1%

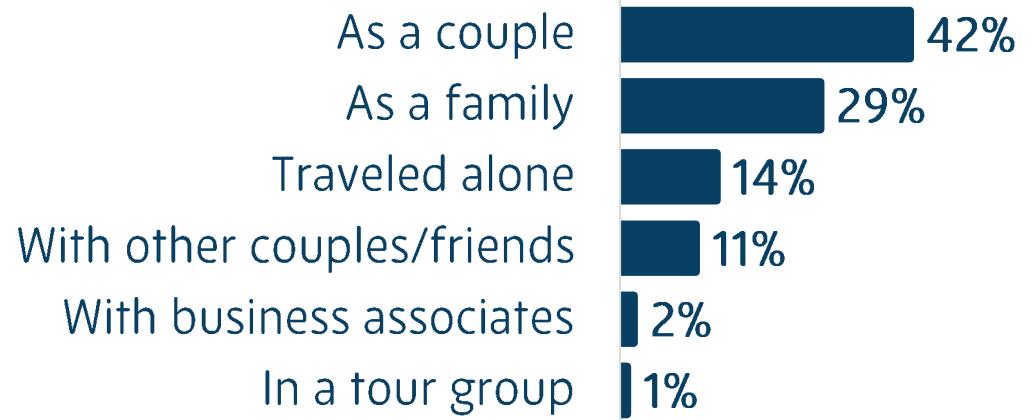
<sup>1</sup> Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

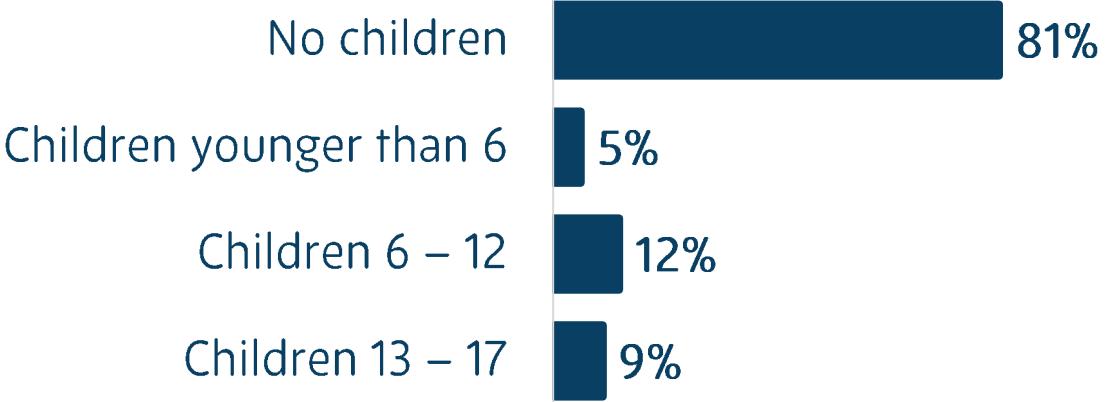
# TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.9** people
- » Over **2 in 5** visitors traveled as a couple
- » Nearly **3 in 10** traveled as a family
- » **19%** of visitors traveled with one or more children in their travel party

## Travel Party Composition



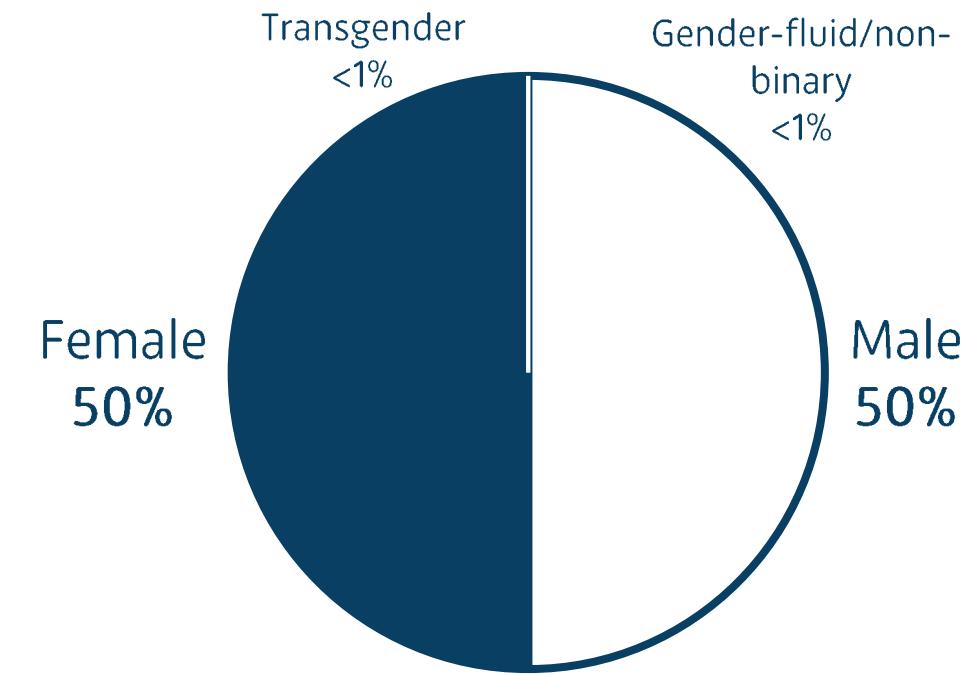
## Children in Travel Party\*



\*Multiple responses permitted.

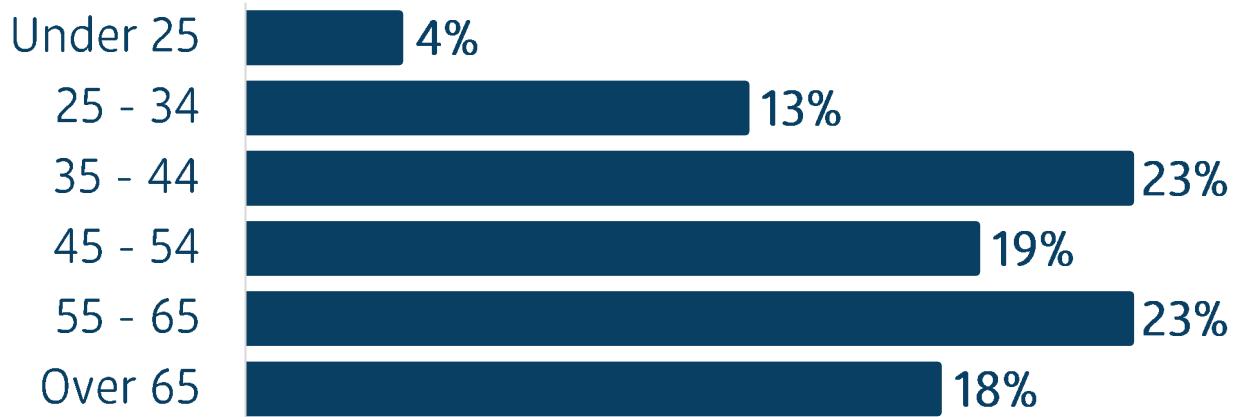
# GENDER\*

» Half of visitors to Maine interviewed were females



\*May be influenced by willingness to complete the survey on behalf of the travel party.  
The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

» The median age of visitors to Maine is 50 years old



\*Age of member of travel party surveyed.

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

Maine 2024 Statewide Report

# RACE & ETHNICITY\*

» Nearly 9 in 10 visitors to Maine were white

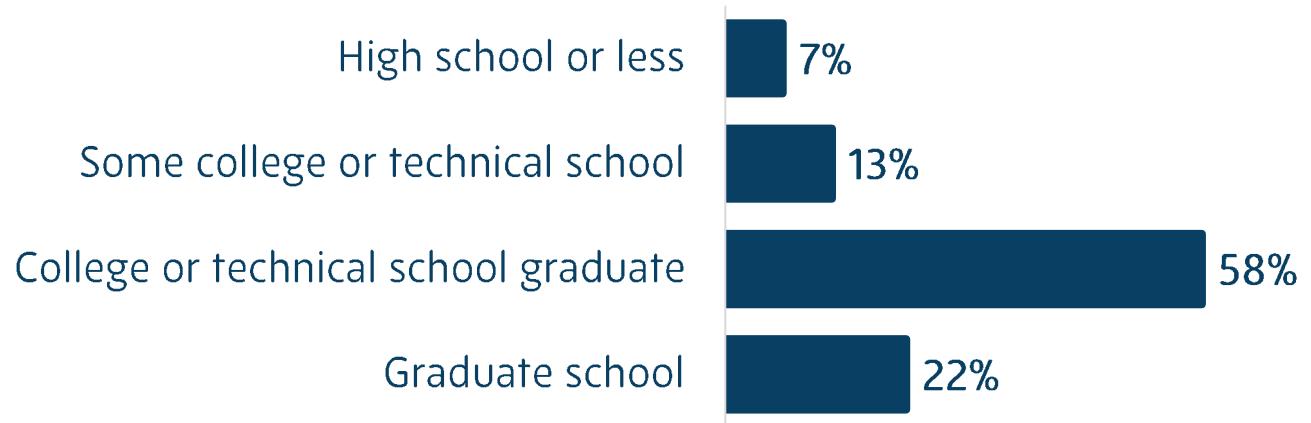


The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

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

# EDUCATIONAL ATTAINMENT\*

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

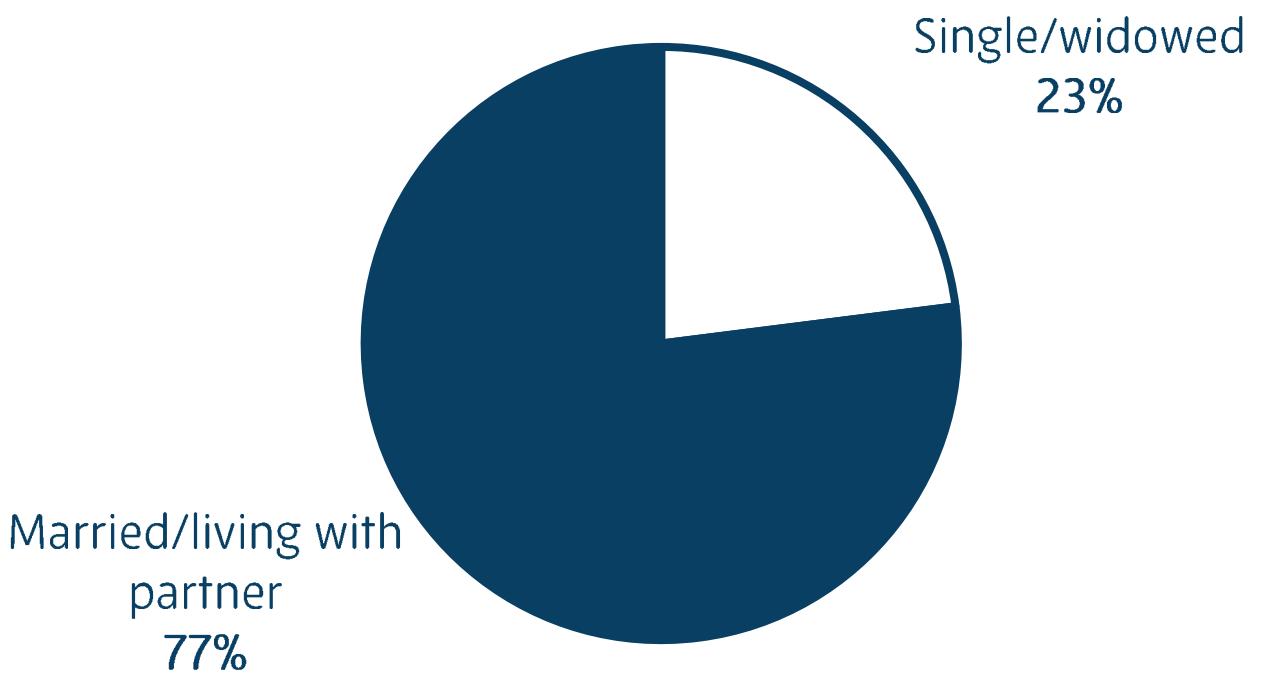


The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

\*Educational attainment of member of travel party surveyed.

# MARITAL STATUS\*

- » Over 3 in 4 visitors to Maine were married or living with their partner

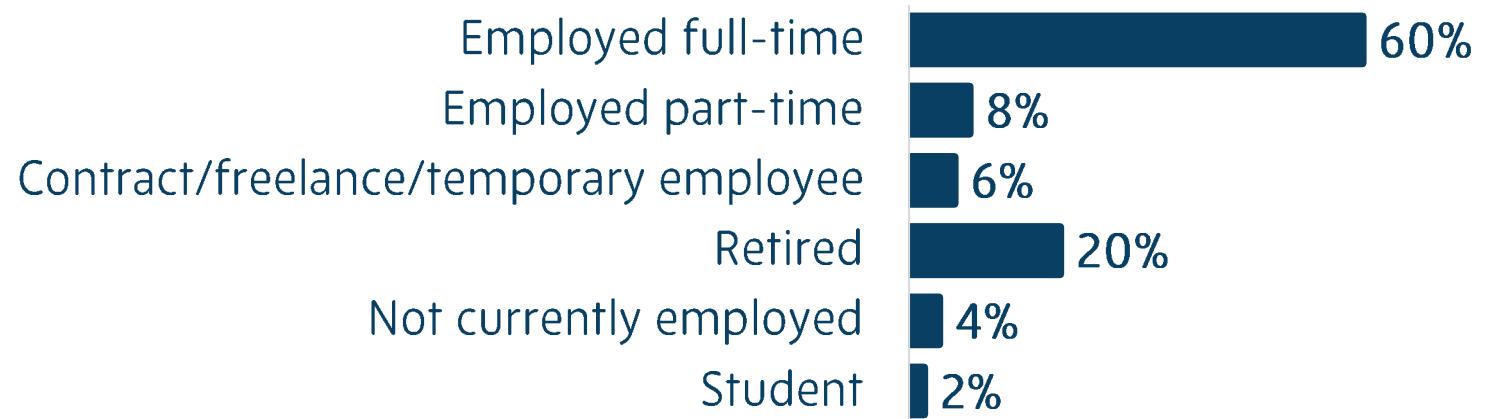


The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

\*Marital status of member of travel party surveyed.

# EMPLOYMENT STATUS\*

» Nearly 3 in 4 visitors to Maine were employed, most full-time

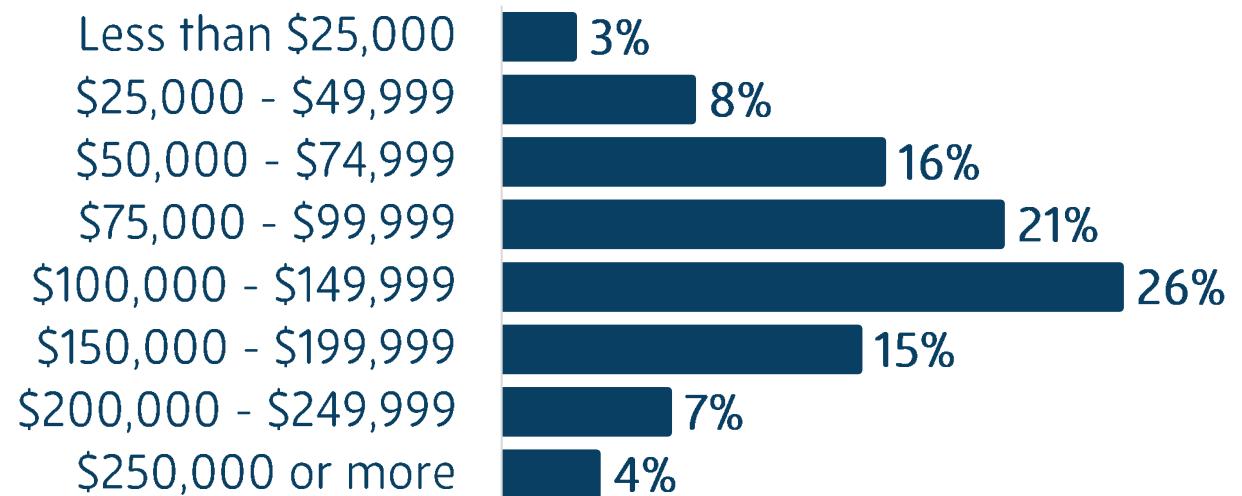


The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

\*Employment status of member of travel party surveyed.

# HOUSEHOLD INCOME

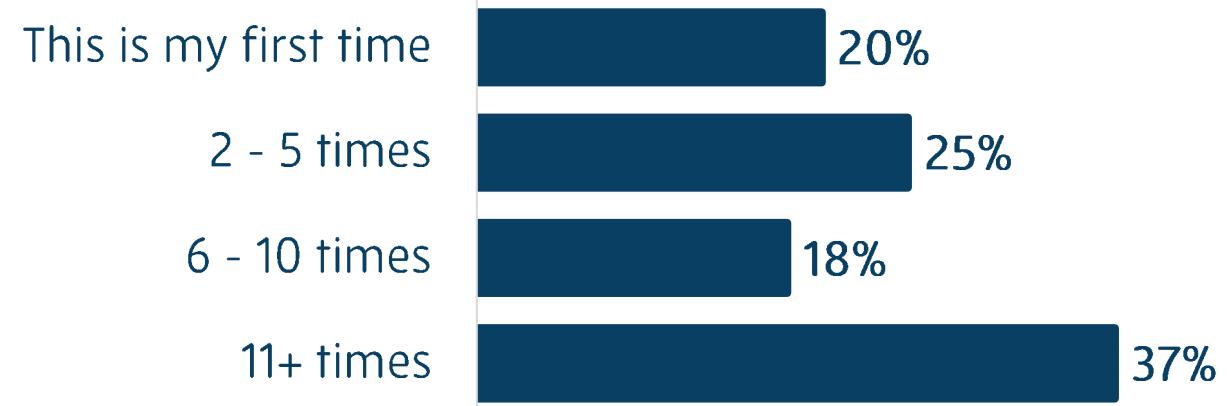
- » The median household income of visitors to Maine is **\$103,800** per year
- » **26%** of visitors to Maine earned more than \$150,000 per year



# NEW & RETURNING VISITORS

» 20% of 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

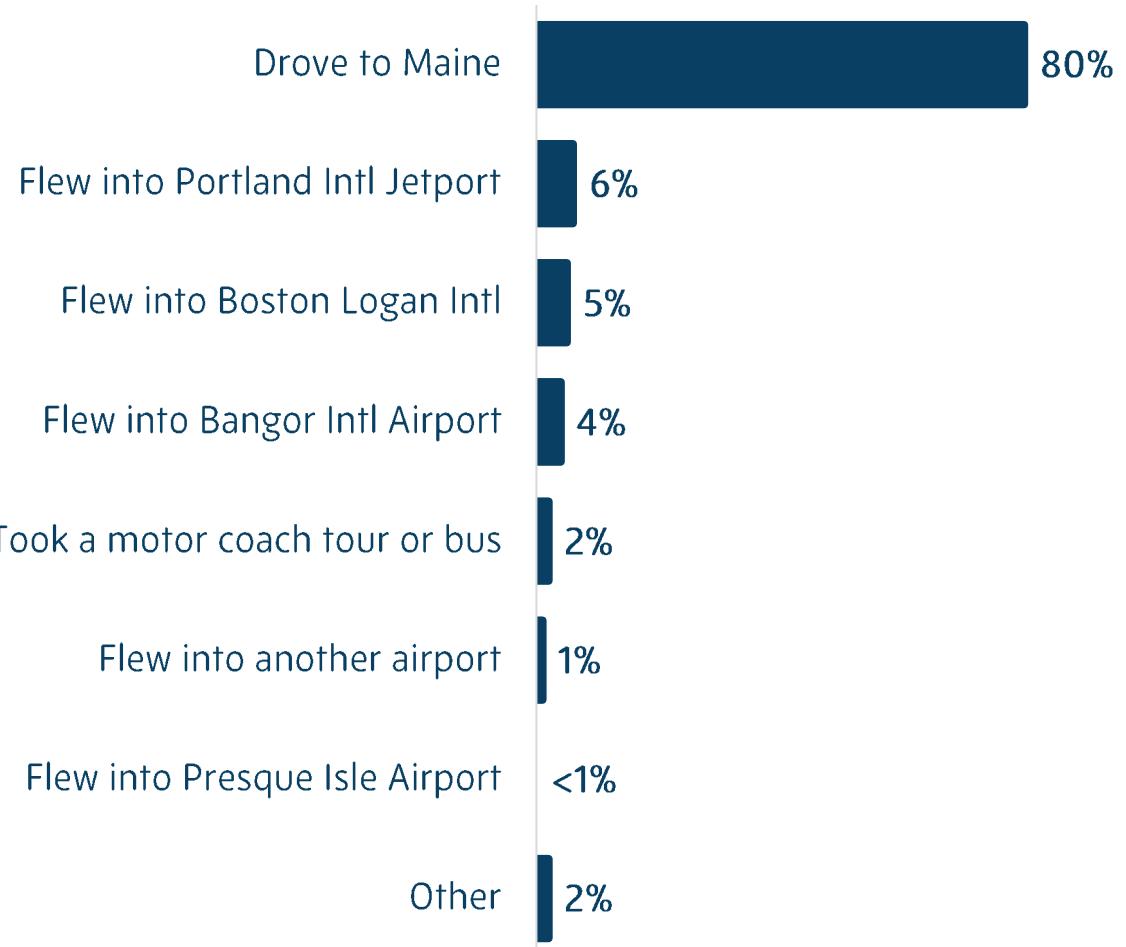


# VISITOR JOURNEY : TRIP EXPERIENCE



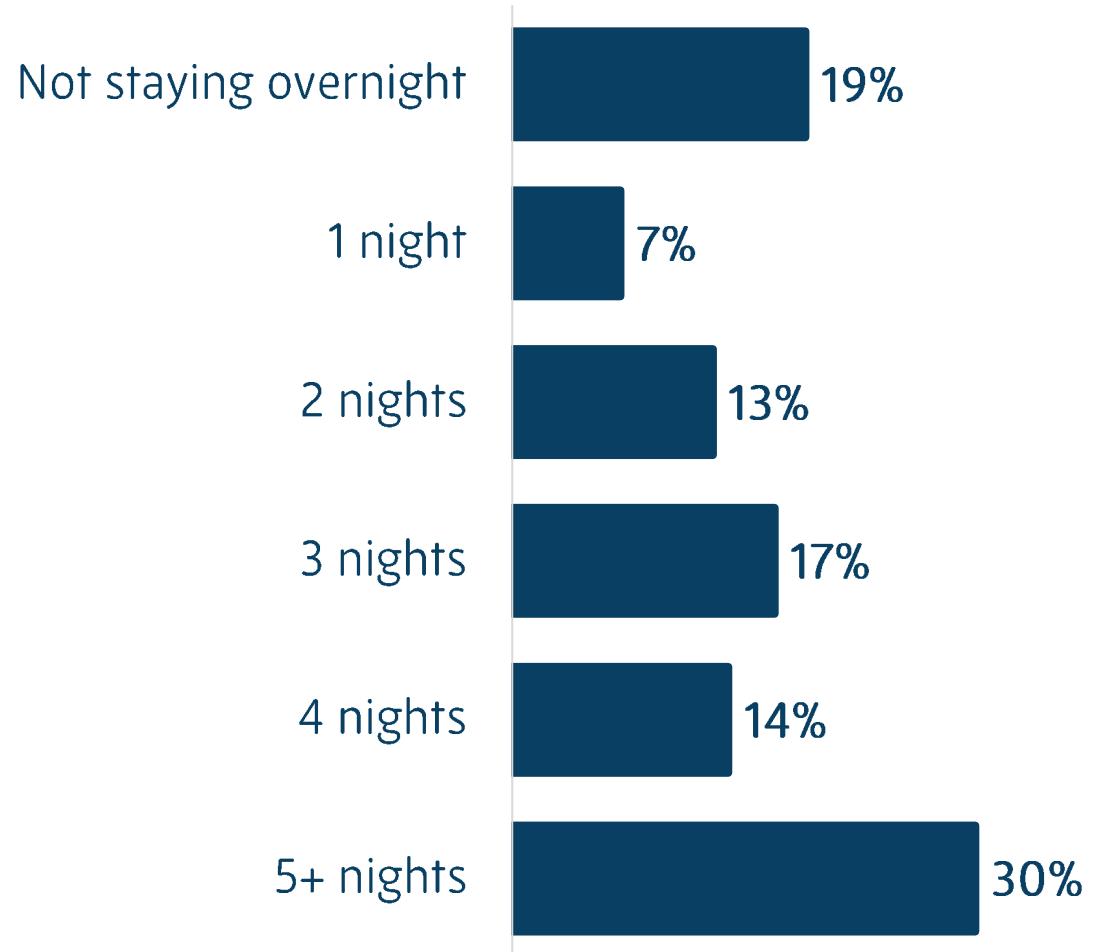
# MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **80%** choosing to travel by car over plane, motor coach/bus, or train (-2% points from 2023)
- » Most visitors who flew to Maine arrived at Portland International Jetport, Boston Logan International Airport, or Bangor International Airport



# NIGHTS STAYED

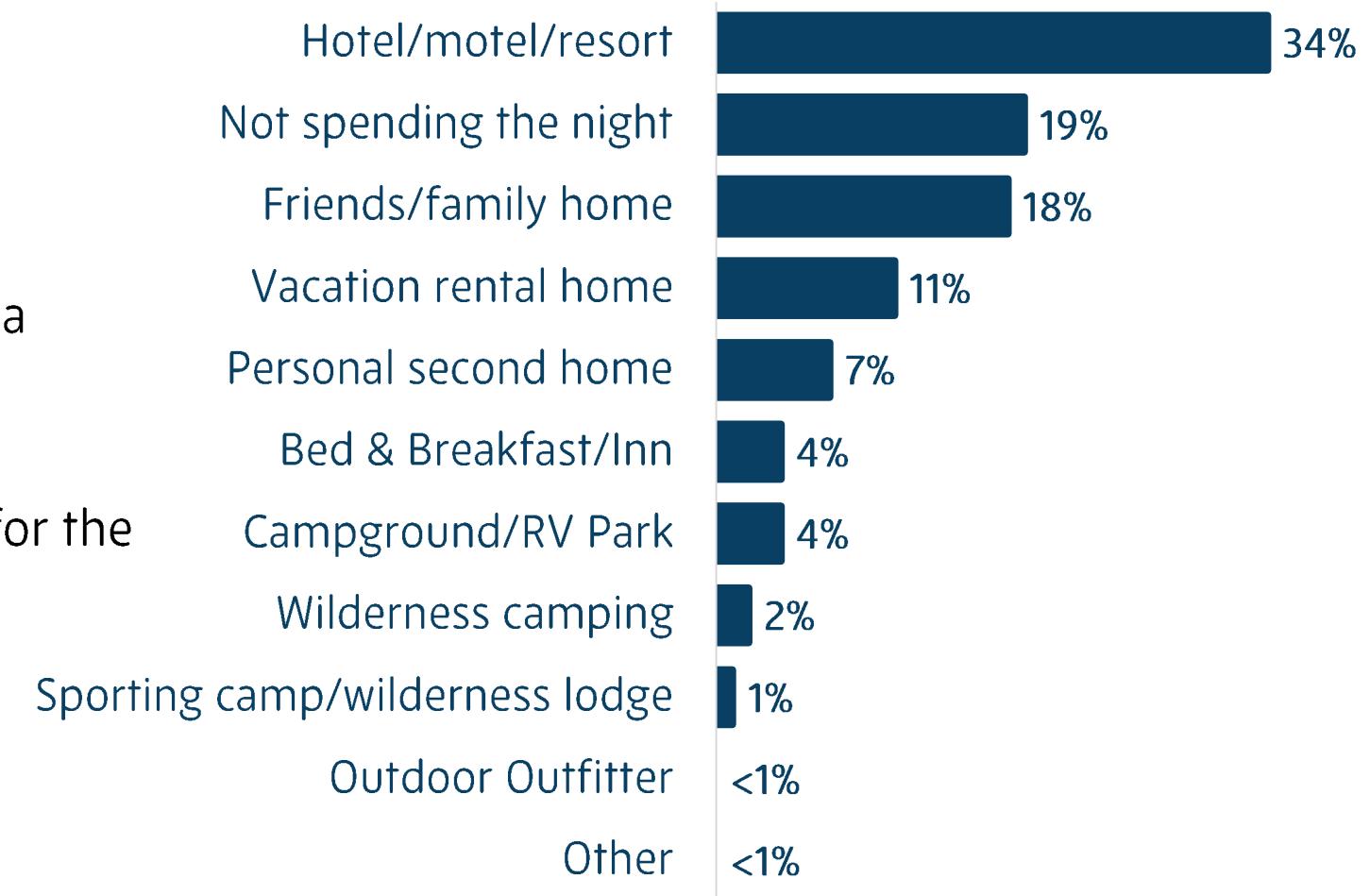
- » 81% of visitors stayed one or more nights in Maine on their trip (+3% points from 2023)
- » Typical visitors stayed **4.5\*** nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed **4.6** nights in Maine on their trips



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

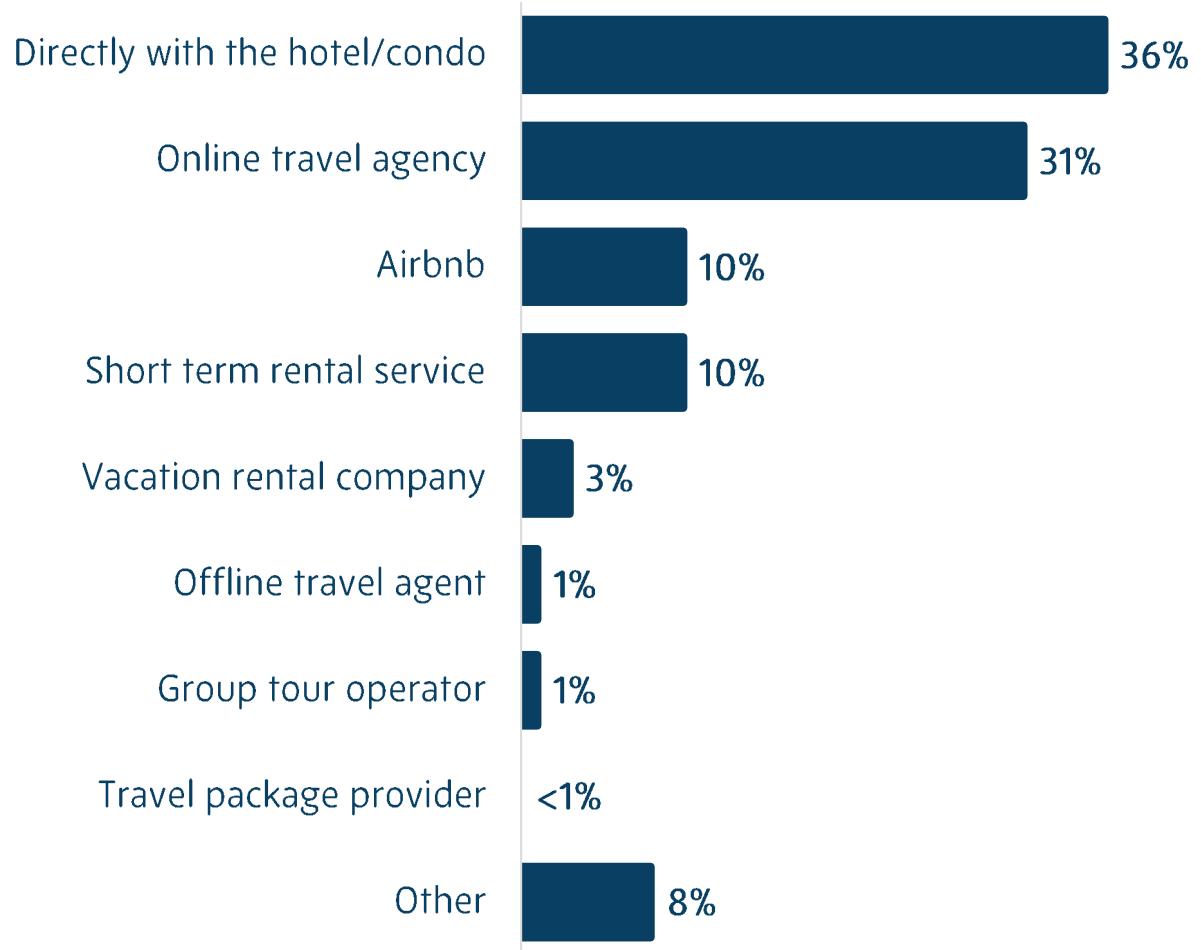
# ACCOMMODATIONS

- » Over 1 in 3 visitors stayed overnight at a hotel/motel/resort
- » Nearly 1 in 5 visitors were just visiting for the day or staying with friends/family



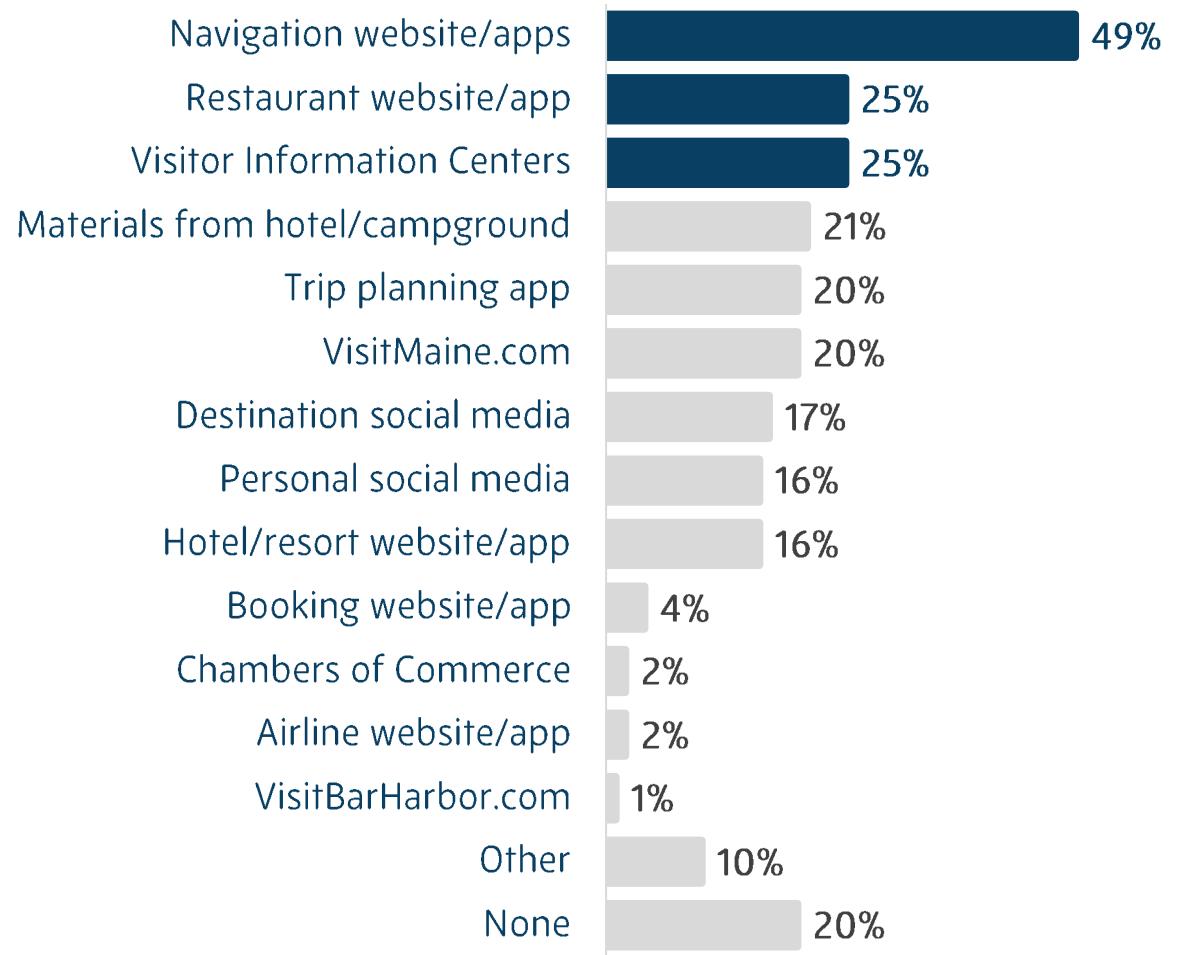
# BOOKING METHODS

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



# IN-MARKET VISITOR RESOURCES\*

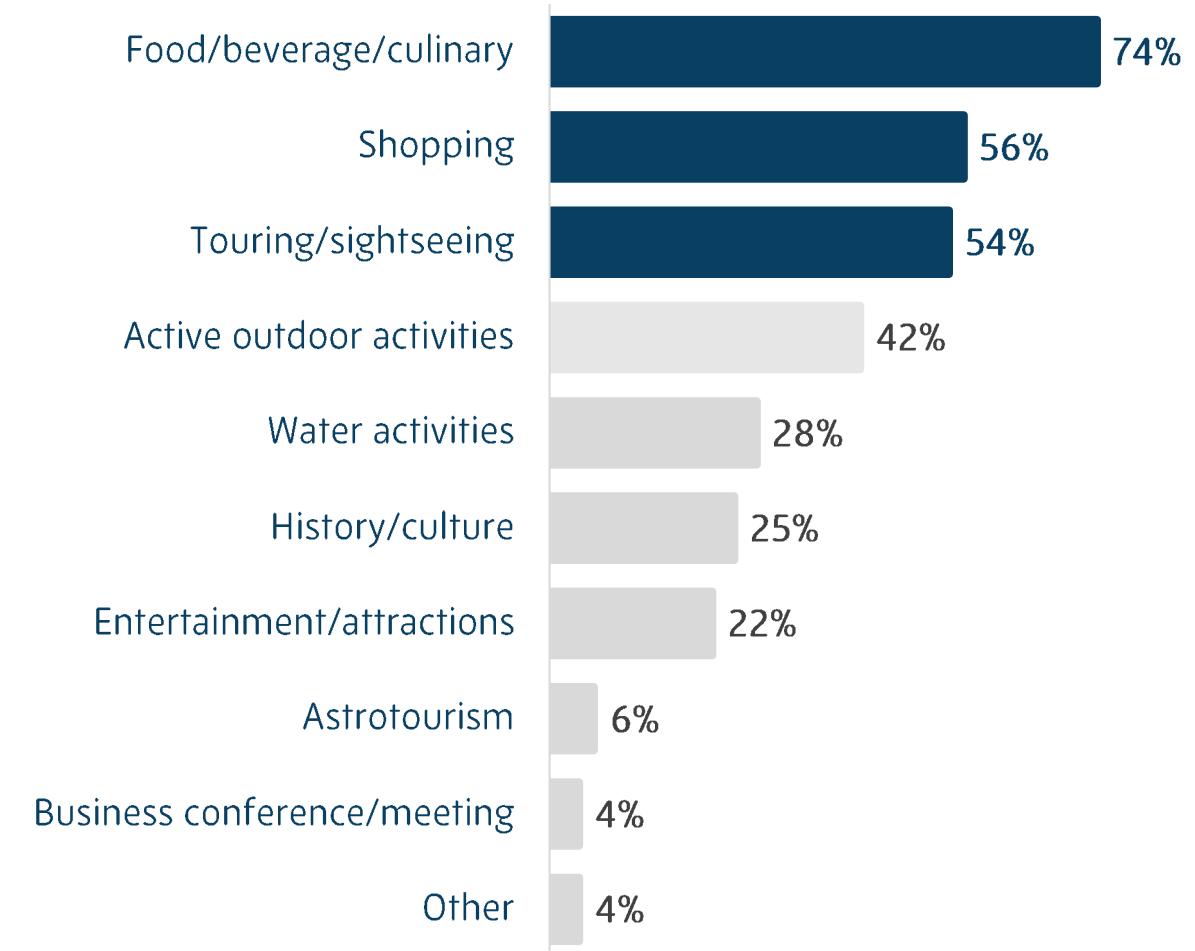
- » Visitors were more likely to rely on navigation websites/apps (e.g., Google or Apple Maps, etc.) to plan activities in-market
- » **1 in 4** visitors used restaurant websites/apps or went to visitor information centers
- » **1 in 5** visitors used materials from their hotel/campground, a trip planning app (e.g. TripAdvisor), or VisitMaine.com
- » Only other hand **1 in 5** visitors did not use any resources to plan activities while they were in-market



\*Multiple responses permitted.

# VISITOR ACTIVITIES\*

- » **74%** of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Nearly **3 in 5** visitors went shopping during their trip to Maine
- » Over **half** of visitors enjoyed touring/sightseeing



# DETAILED VISITOR ACTIVITIES\*

Activity	%	Activity	%	Activity	%
Ate lobster	44%	Enjoying local food at fairs/festivals	17%	Bicycling touring	4%
Enjoying the ocean views/rocky coast	42%	Fishing	17%	Riding all-terrain vehicles	4%
Sightseeing	41%	Visited Farmer's Markets	16%	Alpine skiing/snowboarding	4%
Going to local brew pubs/craft breweries	41%	Enjoyed high-end cuisine or five-star dining	16%	Outdoor fun centers	4%
Ate other local seafood	41%	Canoeing/kayaking	15%	Snowmobiling	3%
Driving for pleasure	34%	Exploring State and National Parks	15%	Amusement/theme parks	3%
Shopping in downtown areas	31%	Outdoor swimming	14%	Attend sporting events	3%
Outlet shopping	28%	Visit historic sites/museums	14%	Bars/nightlife	3%
Wildlife viewing/bird watching	27%	Pool swimming	11%	Hunting	2%
Photography	27%	Visit art museums/local artisan studios	11%	Nordic skiing	2%
Consumed other locally produced Maine foods	26%	Ate farm-to-table or organic cuisine	8%	Snowshoeing	2%
Hiking/climbing/backpacking	26%	Surfing	8%	Painting/drawing/sketching	2%
Nature cruises or tours	24%	Motor boating	8%	Agricultural fairs	2%
Shopping for gifts/souvenirs	23%	Viewing fall colors	7%	White water rafting	1%
Shopping for unique/locally produced goods	22%	Attend popular music concerts/events	7%	Water skiing/jet skiing	1%
Enjoying the mountain views	21%	Get to know the local people and/or culture	7%	Attend operas/classical music events	1%
Shopping for antiques/local arts and crafts	20%	Camping	6%	Animal parks/zoo	1%
Tours of communities/local architecture	19%	Shopping at malls	6%	Children's museums	1%
Going to the beach	19%	Mountain/Fat Biking	5%	Water parks	1%
Shopping for "Made in Maine" products	19%	Attend plays/musicals/theatrical events	5%	Summer camps	<1%
Enjoyed unique Maine food or beverages	18%	Sailing	4%	Horseback riding	<1%

\*Multiple responses permitted.

# DAILY TRAVEL PARTY SPENDING

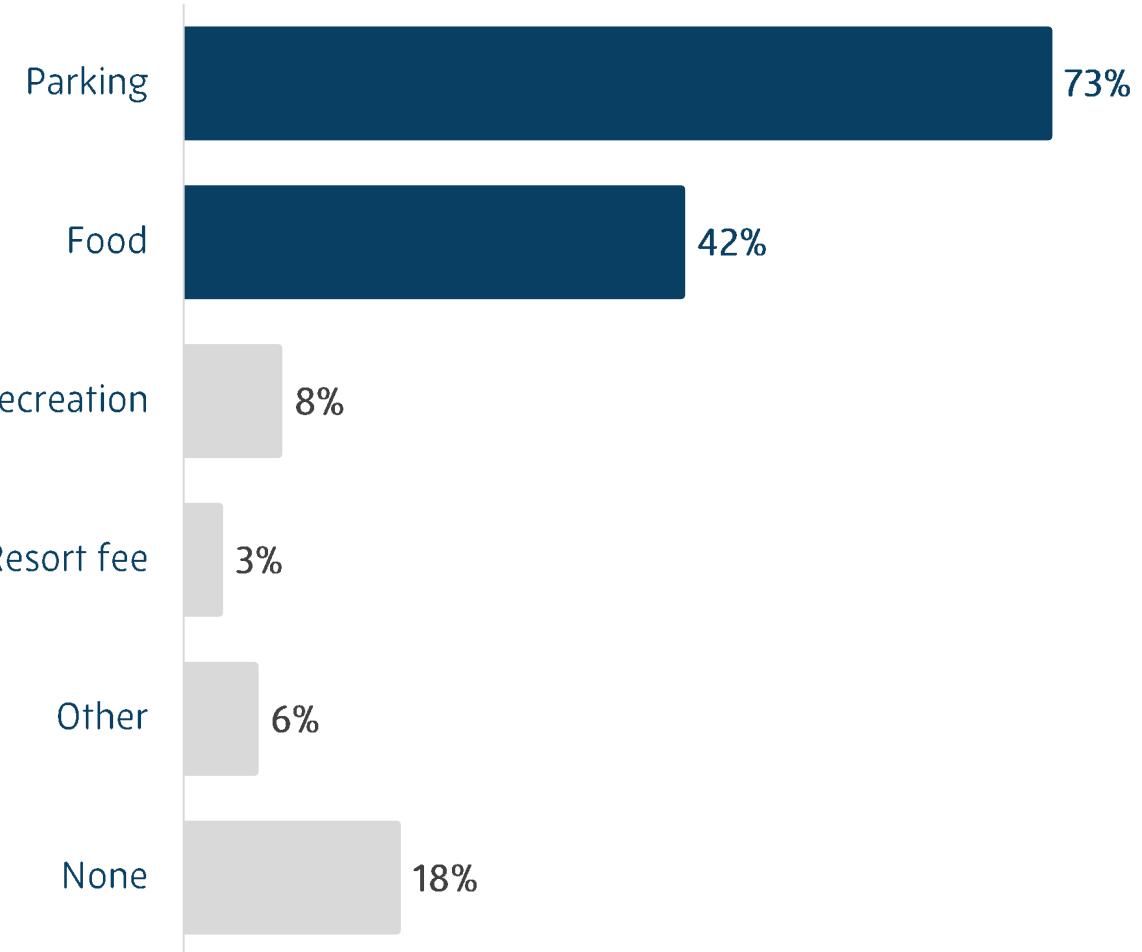
	<b>Paid Lodging</b>	<b>Unpaid Lodging</b>	<b>Day Trippers</b>
Accommodations	\$196	\$0	\$0
Restaurants	\$143	\$98	\$84
Groceries	\$36	\$38	\$16
Shopping	\$102	\$77	\$94
Activities & attractions	\$84	\$51	\$43
Transportation	\$52	\$41	\$35
Other	\$22	\$13	\$10
<b>Daily Spending</b>	<b>\$635</b>	<b>\$318</b>	<b>\$282</b>

# TOTAL TRAVEL PARTY SPENDING

	<b>Paid Lodging</b>	<b>Unpaid Lodging</b>	<b>Day Trippers</b>
Accommodations	\$902	\$0	\$0
Restaurants	\$657	\$706	\$84
Groceries	\$168	\$276	\$16
Shopping	\$469	\$555	\$94
Activities & attractions	\$385	\$364	\$43
Transportation	\$241	\$297	\$35
Other	\$99	\$95	\$10
<b>Trip Spending</b>	<b>\$2,921</b>	<b>\$2,293</b>	<b>\$282</b>

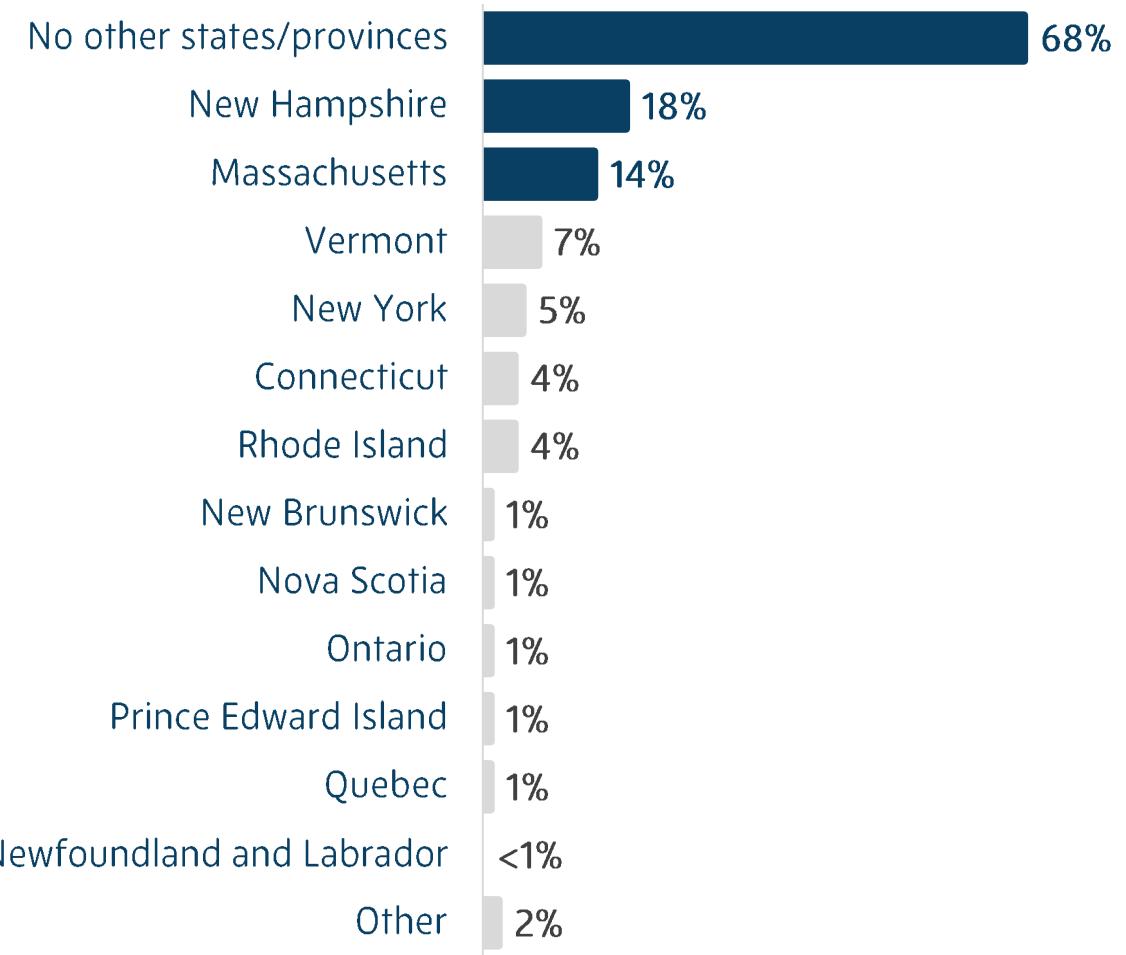
# LODGING AMENITIES\*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for over **4 in 5** visitors
- » Price for accommodations included parking for nearly **3 in 4** visitors
- » Food was included in accommodations' pricing for over **2 in 5** visitors



# OTHER STATES & PROVINCES VISITED\*

- » **Nearly 7 in 10** visitors did not visit any other U.S. state or Canadian province during their trip
- » **Nearly 1 in 5** visitors went to New Hampshire during their trip to Maine
- » Visitors continued to be more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip

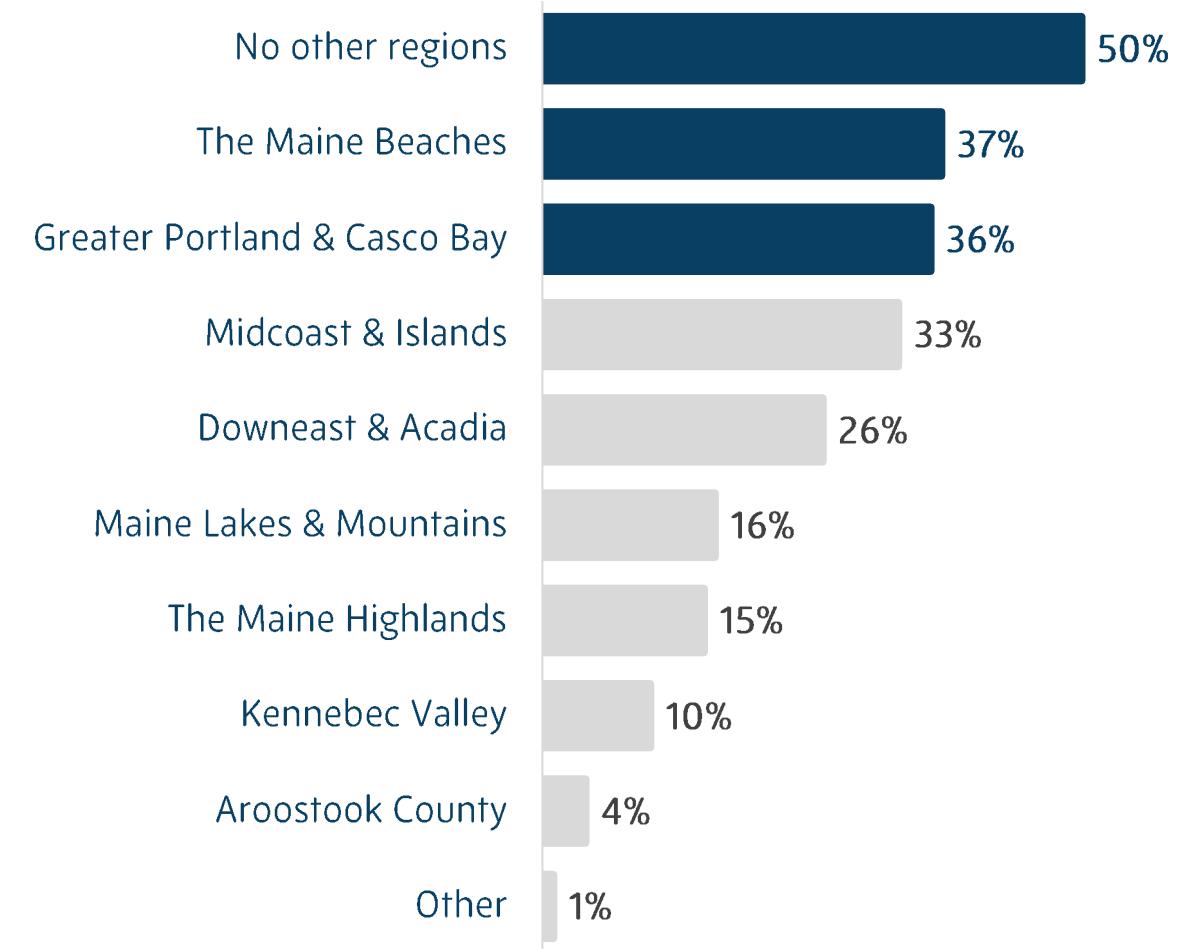


\*Multiple responses permitted.

downs & st. germain  
RESEARCH

# TRAVELING WITHIN MAINE\*

- » Half of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (-2% points from 2023)
- » Nearly 2 in 5 visitors visited the Maine Beaches and Greater Portland & Casco Bay in addition to their primary destination within Maine



# VISITOR JOURNEY : POST-TRIP EVALUATION



# UNIQUENESS

"Year-round festivals; delicious, sustainable seafood; excellent craft beer."



"Lupines, old shingled cottages, lovely inns, and blueberry farms – Maine is more than just its beaches!"



"It's the rich history of the state. We love exploring the forts, transportation museums, and historic ships!"



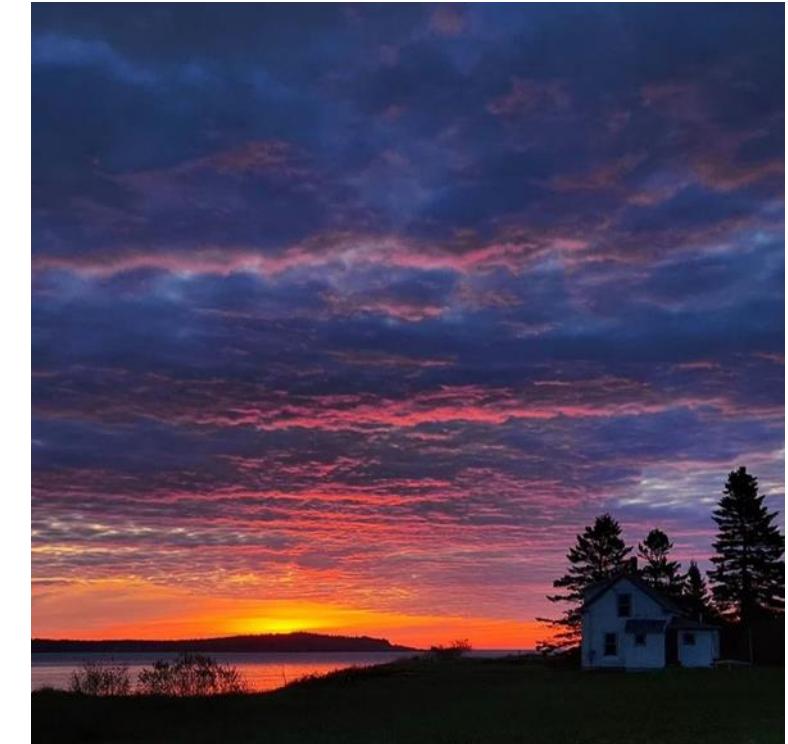
# UNIQUENESS



"There is a wonderful quaintness in Maine's sleepy towns and lifestyle I've not experienced elsewhere."



"Maine offers variety. In landscapes, events, cultures, and food!"



"It's beautiful in a way that doesn't call excessive attention to itself. Understated."



# HIGHLIGHTS

"Shopping and sightseeing in the unique, old-fashioned little towns."



"Watching our dinner come straight from the water!"



"We loved the winter sports – tubing, skiing, snowmobiling, and snowshoeing."



# HIGHLIGHTS



"Enjoying the little local Oktoberfests and the idyllic fall weather!"



"Walking around historic sites, museums, and art galleries to learn more about the area and its history."



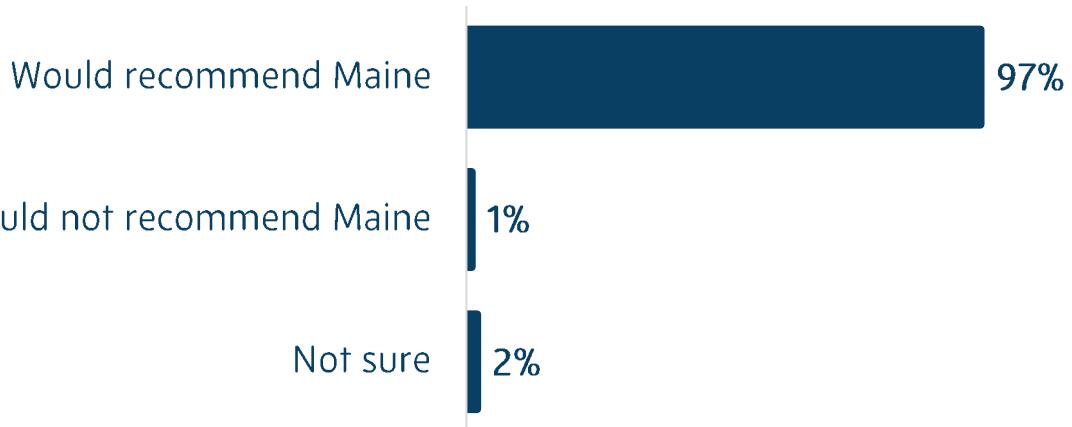
"I visited museums, art galleries, and old houses. I really enjoyed learning about the history and culture of the state!"



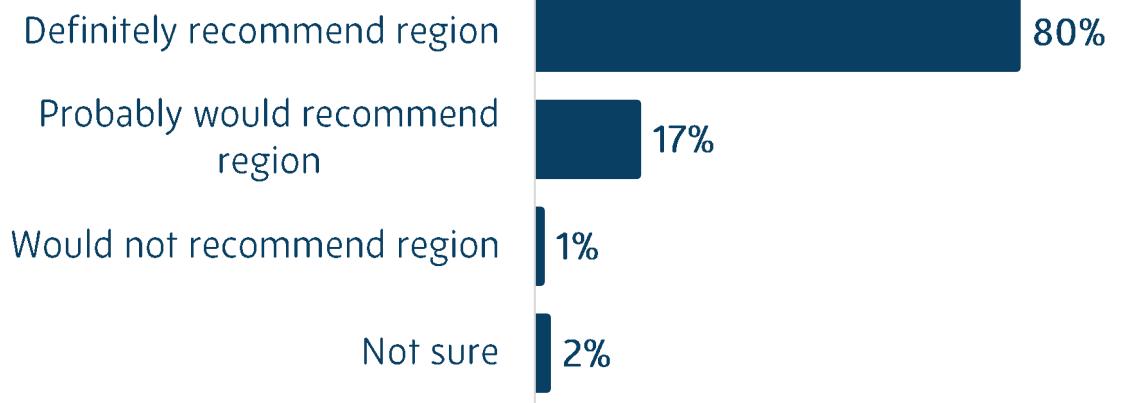
# RECOMMENDING MAINE & ITS REGIONS

- » 97% of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » 97% of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – 80% would definitely recommend

## Likelihood of Recommending Maine



## Likelihood of Recommending Region Visited



# LIKELIHOOD OF RETURNING TO MAINE

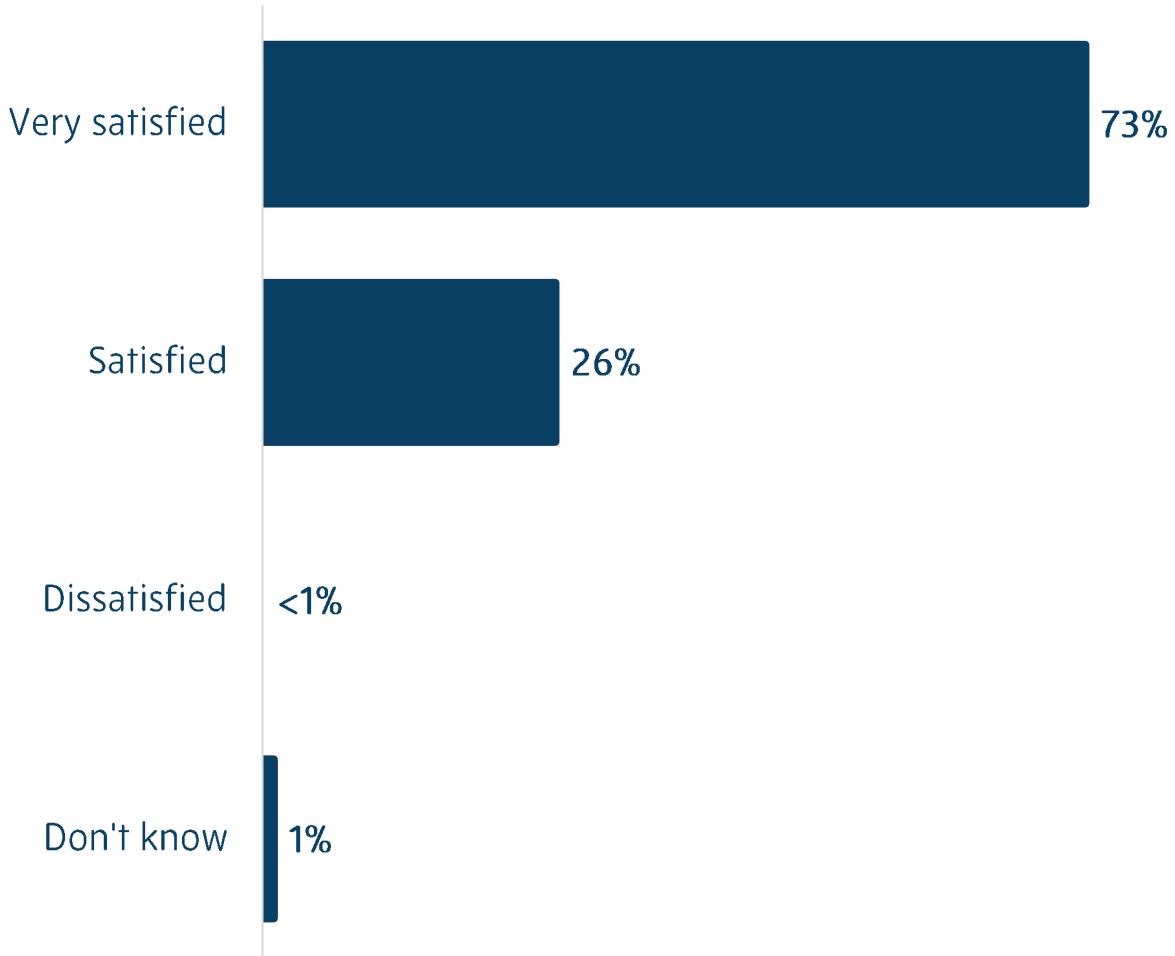
» 94% of visitors will return to Maine for a future visit or vacation (same as 2023)



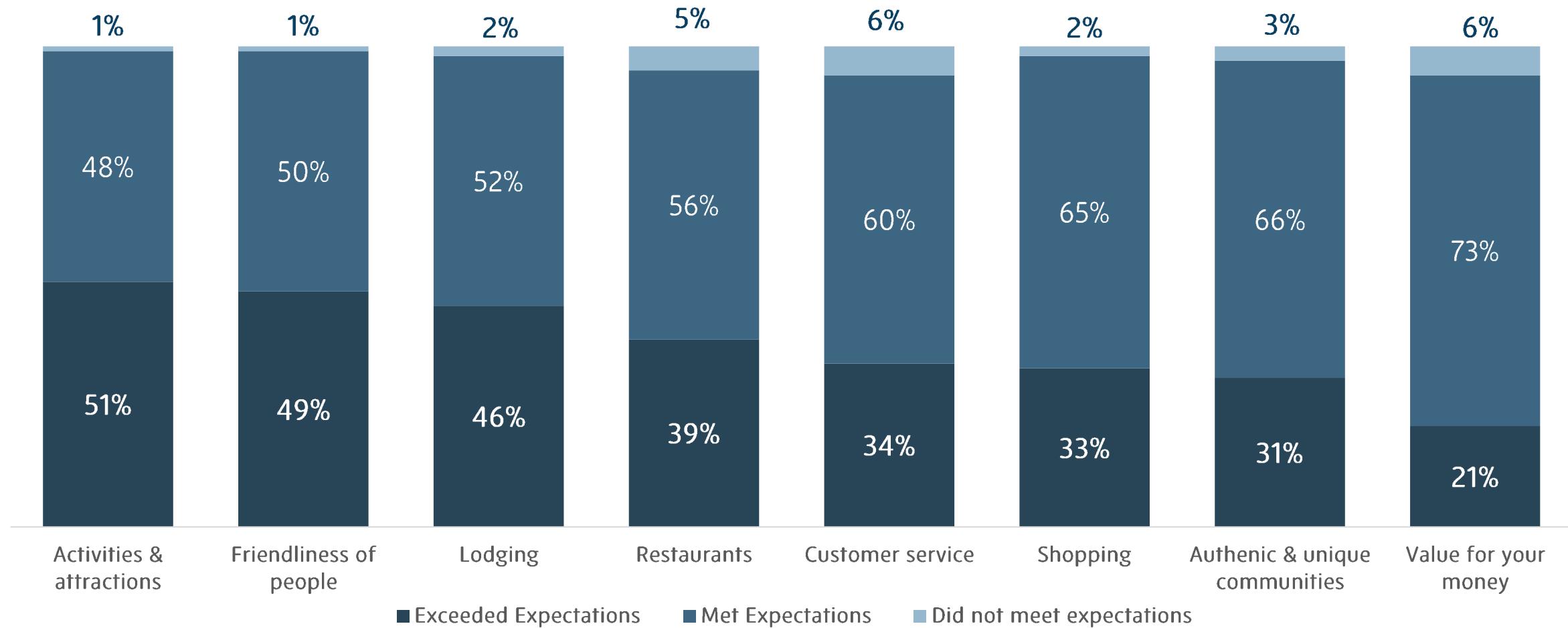
\*6% of all visitors are not sure or will probably not return to Maine for the following reasons:  
1. Prefer a variety of destinations 2. Traffic/difficult drive.

# SATISFACTION

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



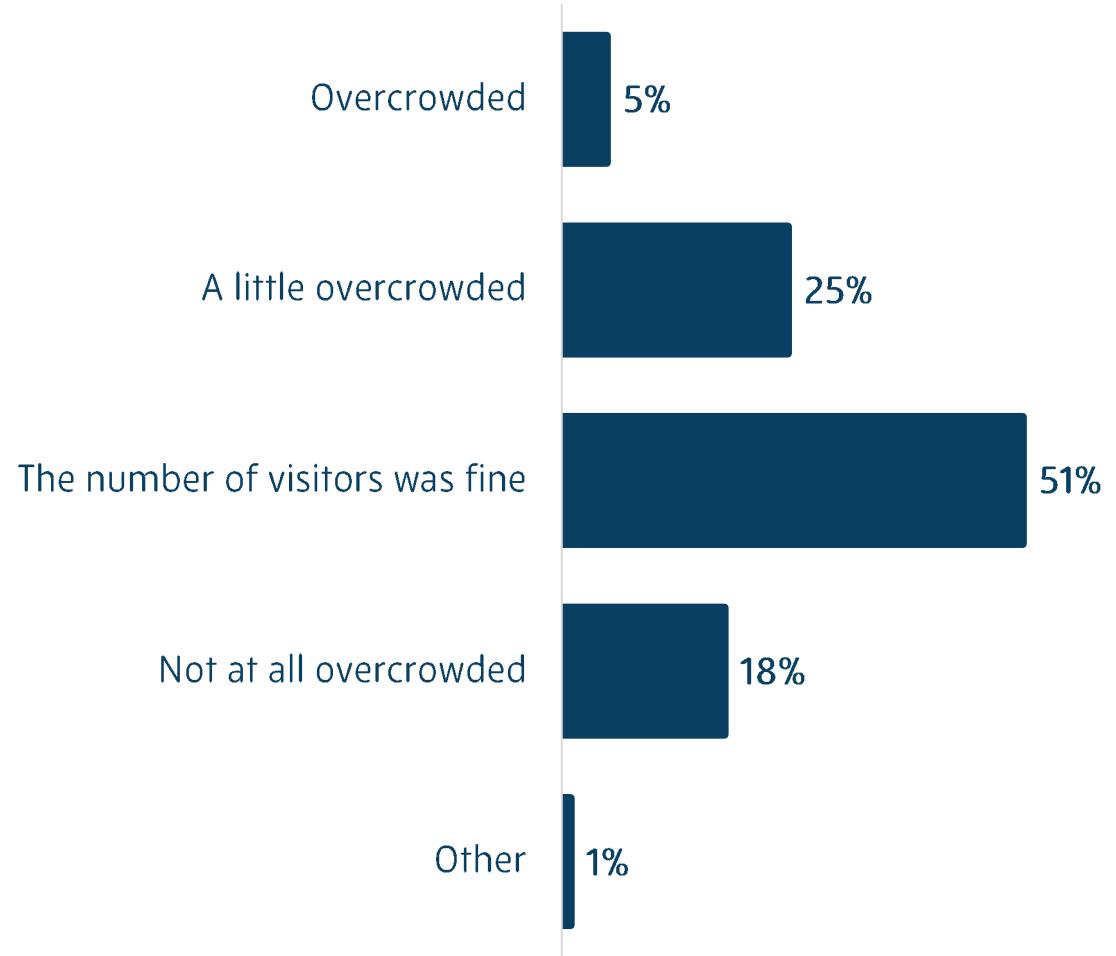
# TRIP RATINGS



# OVERCROWDING

» 51% of visitors thought the number of visitors during their trip to Maine was fine

» 25% of visitors thought it was a little overcrowded



# PERCEPTIONS



"If you want to truly appreciate the spirit of Maine, visit in the winter. Despite the cold, the people who live here have found a way to not just survive, but thrive."



"In Maine, you can press the pause button, escape the madness, and get back to small pleasures."

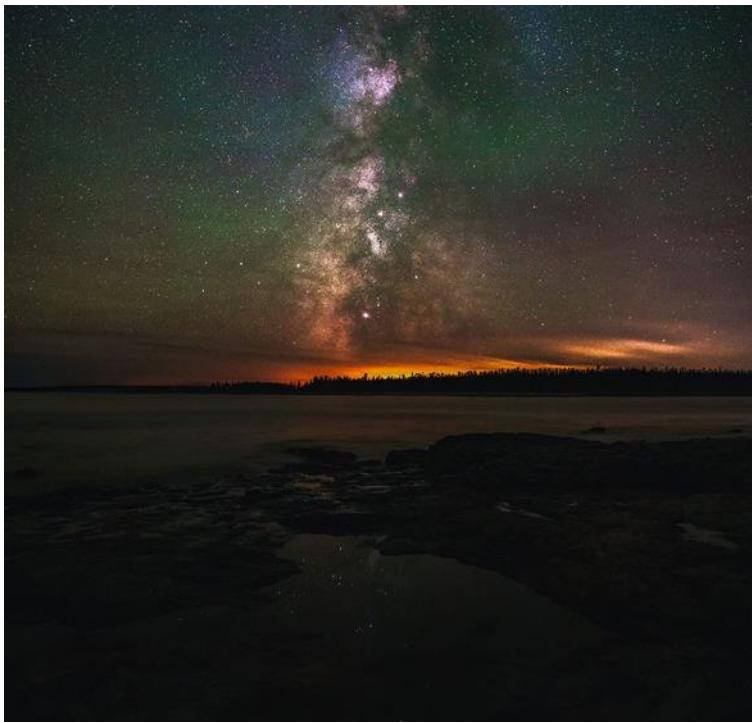


"The perfect destination for history buffs, fishermen, foodies, and everything in between!"

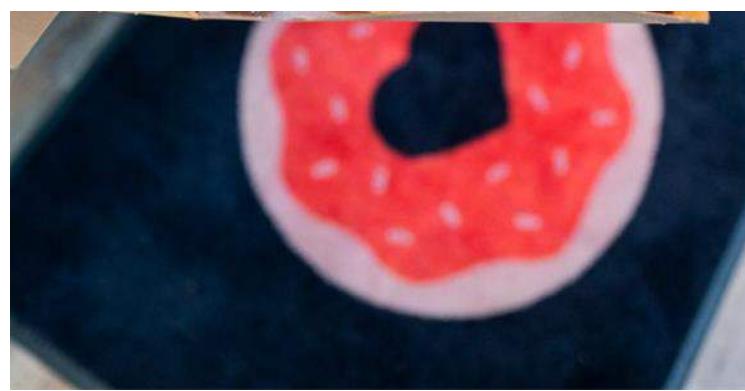


# PERCEPTIONS

"I felt like I had landed in Oz! I've decided to spend the rest of my life exploring new places in the Pine Tree State."



"Our family loves all the cute small-town festivals! Between the food, the shopping, and the beer, there's something for everyone."



"There is a palpable sense of community in Maine. You will feel welcome!"



# SEASONAL COMPARISONS



# TRIP PLANNING CYCLE : IMPACT OF TOURISM



# NUMBER OF VISITORS

Number of Visitors	Winter	Summer	Fall	2024
Out-of-State Visitors	3,449,000	6,747,700	2,303,800	12,500,500
Maine Residents	916,800	1,008,300	375,000	2,300,100
Total Visitors	4,365,800	7,756,000	2,678,800	14,800,600

Market Share	Winter	Summer	Fall	2024
Out-of-State Visitors	79%	87%	86%	84%
Maine Residents	21%	13%	14%	16%

# LODGING METRICS\*

Occupancy (%)	Winter	Summer	Fall	2024
Hotel Occupancy Rate	48.6%	69.7%	63.9%	61.1%
Vacation Rental Occupancy Rate	38.7%	55.9%	44.0%	46.5%
<b>Total Occupancy Rate</b>	<b>43.3%</b>	<b>63.1%</b>	<b>54.4%</b>	<b>54.0%</b>
Average Daily Rate	Winter	Summer	Fall	2024
Hotel ADR	\$127.49	\$209.71	\$183.43	\$175.15
Vacation Rental ADR	\$219.43	\$292.55	\$215.05	\$243.58
<b>Total ADR</b>	<b>\$156.32</b>	<b>\$224.39</b>	<b>\$180.64</b>	<b>\$188.37</b>
Revenue per Available Room	Winter	Summer	Fall	2024
Hotel RevPAR	\$61.94	\$146.12	\$117.15	\$107.02
Vacation Rental RevPAR	\$84.95	\$163.47	\$94.62	\$113.26
<b>Total RevPAR</b>	<b>\$67.70</b>	<b>\$141.51</b>	<b>\$98.27</b>	<b>\$101.72</b>

\*Accommodation metrics are estimated with data from STR, Key Data, and Downs & St. Germain Research.

Maine 2024 Statewide Report

# TRIP PLANNING CYCLE : PRE-VISIT



Pre-Visit

Traveler  
Profile

Trip  
Experience

Post-Trip  
Evaluation

Impact of  
Tourism

# TRIP PLANNING CYCLE

Trip Planning Cycle	Winter	Summer	Fall	2024
A week or less	20%	11%	10%	13%
2 - 3 weeks	19%	11%	13%	14%
1 - 2 months	36%	26%	27%	29%
3 - 4 months	14%	23%	22%	20%
5 - 6 months	5%	14%	13%	11%
7 months - 1 year	4%	11%	10%	9%
More than 1 year	2%	4%	5%	4%
<b>Days in Planning Cycle</b>	<b>39</b>	<b>63</b>	<b>60</b>	<b>54</b>

Booking Window	Winter	Summer	Fall	2024
A week or less	25%	15%	17%	19%
2 - 3 weeks	21%	11%	15%	15%
1 - 2 months	34%	27%	29%	29%
3 - 4 months	11%	22%	19%	18%
5 - 6 months	4%	13%	10%	10%
7 months - 1 year	4%	9%	7%	7%
More than 1 year	1%	3%	3%	2%
<b>Days in Booking Window</b>	<b>34</b>	<b>57</b>	<b>49</b>	<b>47</b>

# ONLINE TRIP PLANNING SOURCES\*

Online Trip Planning Sources	Winter	Summer	Fall	2024
Online search engines	26%	24%	34%	26%
VisitMaine.com	20%	22%	17%	21%
Online travel agency	23%	19%	19%	20%
Hotel websites	17%	13%	20%	15%
Facebook	14%	10%	16%	12%
Airbnb	11%	10%	12%	11%
TripAdvisor	8%	10%	13%	10%
TheMaineBeaches.com	7%	14%	6%	10%
Instagram	10%	8%	10%	9%
VisitPortland.com	10%	9%	6%	9%
Traveler reviews/blogs/stories	7%	7%	11%	8%
Vrbo/HomeAway	7%	7%	8%	7%
YouTube	7%	7%	9%	7%
DowneastAcadia.com	6%	7%	6%	7%
Visit Maine social media	6%	5%	9%	6%
Airline websites	8%	5%	7%	6%
MaineTourism.com	3%	3%	7%	4%
Vacation rental websites	3%	4%	5%	4%
MainesMidCoast.com	5%	4%	3%	4%
VisitBarHarbor.com	3%	5%	5%	4%
MaineLakesandMountains.com	3%	2%	2%	2%
DiscoverNewEngland.com	1%	1%	2%	1%
Twitter	1%	1%	1%	1%
VisitAroostook.com	1%	1%	1%	1%
TheMaineHighlands.com	2%	1%	1%	1%
KennebecValley.org	<1%	<1%	1%	<1%
Other	3%	4%	6%	4%
None	31%	21%	23%	24%

\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

Other Trip Planning Sources	Winter	Summer	Fall	2024
Advice from friends/family	37%	35%	39%	36%
Travel guides/brochures	17%	24%	14%	20%
Articles or travelogues	11%	13%	13%	12%
Called the Maine Office of Tourism	11%	13%	5%	11%
Travel books & magazines	6%	12%	9%	10%
Visit Maine e-newsletter	9%	11%	4%	9%
AAA	7%	8%	10%	8%
Travel planning apps	5%	7%	8%	7%
Visitor Guide	3%	5%	5%	4%
Called local Chambers of Commerce	2%	1%	1%	1%
Travel agent	2%	1%	2%	1%
Called another Tourism/Lodging Association	1%	1%	1%	1%
Called local convention and visitors bureaus	1%	<1%	1%	<1%
Other	3%	3%	4%	3%
None	37%	34%	34%	35%

# REASON FOR VISITING\*

Reasons for Visiting	Winter	Summer	Fall	2024
Relax and unwind	27%	35%	35%	33%
Sightseeing/touring	28%	33%	42%	33%
Visiting friends/relatives	30%	24%	28%	26%
Nature & bird watching	16%	21%	23%	20%
Beach	6%	24%	8%	16%
Shopping	17%	11%	13%	13%
Special occasion	11%	10%	12%	11%
Active outdoor activities	5%	10%	10%	9%
Attractions	3%	11%	11%	9%
Special event	9%	7%	8%	8%
Water activities	1%	13%	4%	8%
Culture/museums/history	6%	6%	6%	6%
Conference/meeting	7%	3%	5%	5%
Snow activities	14%	<1%	<1%	4%
April 8 <sup>th</sup> , 2024 Solar Eclipse	3%	0%	0%	1%
Sporting event	3%	2%	2%	2%
Astrotourism	1%	1%	1%	1%
Other	18%	15%	7%	14%

# TV SHOWS & FILM

Trip Inspiration From Film	Winter	Summer	Fall	2024
Yes	5%	5%	5%	5%
No	94%	93%	92%	93%
Don't know	1%	2%	3%	2%

How Film Inspired Trip*	Winter	Summer	Fall	2024
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	30%	39%	31%	35%
Seeing Maine in a film or TV show made me think about Maine as a place to visit	23%	33%	44%	32%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	21%	15%	8%	16%
Visiting a location related to a TV show or film was the main reason I visited Maine	20%	7%	7%	11%
Something else	6%	6%	10%	6%

Visited TV or Film Attractions**	Winter	Summer	Fall	2024
Yes	4%	6%	9%	6%
No	93%	89%	86%	90%
Don't know	3%	5%	5%	4%

\*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	Winter	Summer	Fall	2024
No other states/provinces	71%	65%	54%	65%
New Hampshire	16%	19%	24%	19%
Massachusetts	10%	14%	19%	14%
Vermont	7%	9%	13%	9%
New York	4%	6%	7%	6%
Rhode Island	3%	6%	5%	5%
Connecticut	3%	5%	5%	4%
Nova Scotia	1%	2%	4%	2%
New Brunswick	1%	1%	3%	1%
Ontario	1%	1%	1%	1%
Prince Edward Island	<1%	1%	2%	1%
Quebec	1%	1%	2%	1%
Newfoundland and Labrador	<1%	<1%	1%	<1%
Other	2%	2%	3%	2%

\*Multiple responses permitted.

# ADVERTISING/PROMOTIONS

Recalled Advertising	Winter	Summer	Fall	2024
Yes	51%	43%	49%	46%
No	39%	41%	32%	39%
Not sure	10%	16%	19%	15%

Influenced by Advertising	Winter	Summer	Fall	2024
Yes	21%	19%	23%	21%

# ADVERTISING/PROMOTIONS\*

Sources of Advertising Noticed*	Winter	Summer	Fall	2024
Social media	52%	45%	47%	47%
Internet	26%	35%	34%	32%
Magazine	22%	23%	21%	22%
Radio	24%	17%	9%	18%
Cable or satellite television	14%	13%	10%	13%
VisitMaine.com	9%	11%	13%	11%
AAA	8%	9%	9%	9%
Traveler reviews/blogs	6%	10%	11%	9%
Newspaper	8%	6%	6%	7%
Maine travel/visitor guide	5%	7%	11%	7%
Online streaming service	5%	5%	5%	5%
Brochure	3%	5%	7%	5%
Music/podcast streaming	3%	3%	2%	3%
Billboard	2%	2%	1%	2%
Deal – based promotion	1%	1%	1%	1%
Other	4%	3%	4%	3%
Not sure	1%	4%	3%	3%

\*Multiple responses permitted.

# TRIP PLANNING CYCLE : TRAVELER PROFILE



# ORIGIN REGION

Region of Origin	Winter	Summer	Fall	2024
Maine	21%	13%	14%	16%
New England	41%	29%	25%	31%
Mid-Atlantic	17%	22%	21%	20%
Southeast	7%	12%	14%	11%
Southwest	2%	4%	5%	4%
Midwest	4%	7%	12%	7%
West	3%	4%	5%	4%
Canada	4%	7%	3%	5%
Other International	1%	2%	1%	2%

# ORIGIN STATE/PROVINCE

Origin States & Provinces	Winter	Summer	Fall	2024
Maine	21%	13%	14%	16%
Massachusetts	22%	13%	12%	15%
New York	7%	8%	8%	8%
New Hampshire	9%	6%	4%	7%
Connecticut	6%	5%	5%	5%
Florida	4%	5%	5%	5%
New Jersey	4%	4%	4%	4%
Pennsylvania	3%	4%	5%	4%
Vermont	3%	3%	2%	3%
Quebec	1%	4%	1%	3%
Virginia	2%	2%	2%	2%
Maryland	1%	2%	1%	2%
Texas	1%	2%	3%	2%
Rhode Island	2%	1%	1%	2%
Ohio	1%	2%	2%	2%

# ORIGIN MARKET

Origin Markets	Winter	Summer	Fall	2024
Boston	13%	7%	7%	9%
New York City <sup>1</sup>	7%	7%	6%	7%
Washington DC - Baltimore <sup>2</sup>	2%	3%	2%	3%
Portland	4%	2%	2%	3%
Providence, RI	2%	1%	1%	2%
Philadelphia	1%	2%	2%	2%
Auburn - Lewiston	2%	1%	1%	1%
Augusta	1%	1%	1%	1%
Albany	1%	1%	1%	1%
Atlanta	1%	1%	2%	1%
Bangor	2%	1%	1%	1%
Waterville	1%	1%	1%	1%
Rochester - Portsmouth, NH	1%	1%	1%	1%
Manchester, NH	2%	1%	1%	1%

<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	Winter	Summer	Fall	2024
As a couple	42%	40%	49%	42%
As a family	24%	35%	19%	29%
Traveled alone	18%	12%	15%	14%
With other couples/friends	13%	10%	13%	11%
With business associates	3%	1%	1%	2%
In a tour group	<1%	1%	2%	1%
Other	<1%	1%	1%	1%
<b>Average Travel Party Size</b>	<b>2.5</b>	<b>3.2</b>	<b>2.7</b>	<b>2.9</b>

# TRAVEL WITH CHILDREN\*

Children in Travel Party	Winter	Summer	Fall	2024
No children	85%	75%	90%	81%
Children younger than 6	5%	6%	3%	5%
Children 6 – 12	8%	16%	5%	12%
Children 13 – 17	6%	13%	4%	9%
Gender	Winter	Summer	Fall	2024
Male	51%	51%	44%	50%
Female	49%	49%	56%	50%
Gender-fluid/non-binary	1%	<1%	1%	<1%
Transgender	<1%	<1%	<1%	<1%
Other	<1%	<1%	<1%	<1%

# DEMOGRAPHIC PROFILE

Age	Winter	Summer	Fall	2024
Under 25	5%	4%	2%	4%
25 – 34	16%	13%	10%	13%
35 – 44	23%	25%	16%	23%
45 – 54	20%	19%	18%	19%
55 – 65	22%	22%	27%	23%
Over 65	14%	17%	27%	18%
Median Age	48	49	56	50

Race/Ethnicity	Winter	Summer	Fall	2024
White	87%	86%	90%	88%
Asian	4%	5%	3%	4%
Hispanic	4%	5%	3%	4%
Black	3%	2%	2%	2%
Indigenous	1%	1%	1%	1%
Other	1%	1%	1%	1%

# LIFESTYLE PROFILE

Marital Status	Winter	Summer	Fall	2024
Single/widowed	28%	21%	23%	23%
Married/living with partner	72%	79%	77%	77%

Employment Status	Winter	Summer	Fall	2024
Employed full-time	62%	63%	53%	60%
Employed part-time	9%	7%	7%	8%
Contract/freelance/temporary employee	6%	6%	5%	6%
Retired	15%	19%	30%	20%
Not currently employed	5%	3%	4%	4%
Student	3%	2%	1%	2%

# LIFESTYLE PROFILE

Household Income	Winter	Summer	Fall	2024
Less than \$25,000	4%	2%	3%	3%
\$25,000 - \$49,999	9%	7%	8%	8%
\$50,000 - \$74,999	19%	14%	18%	16%
\$75,000 - \$99,999	23%	20%	21%	21%
\$100,000 - \$149,999	24%	28%	26%	26%
\$150,000 - \$199,999	12%	17%	13%	15%
\$200,000 - \$249,999	5%	8%	5%	7%
\$250,000 or more	4%	4%	6%	4%
Median Household Income	\$94,600	\$112,500	\$100,000	\$103,800

# LIFESTYLE PROFILE

Educational Attainment	Winter	Summer	Fall	2024
High school or less	8%	6%	7%	7%
Some college or technical school	15%	11%	13%	13%
College or technical school graduate	59%	60%	56%	58%
Graduate school	18%	23%	24%	22%

# NEW & RETURNING VISITORS

Previous Trips to Maine	Winter	Summer	Fall	2024
This is my first time	12%	22%	27%	20%
2 - 5 times	24%	25%	27%	25%
6 - 10 times	22%	17%	17%	18%
11+ times	42%	36%	29%	37%

# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# TRANSPORTATION

Means of Transportation	Winter	Summer	Fall	2024
Drove to Maine	87%	78%	74%	80%
Flew into Portland Intl Jetport	5%	6%	9%	6%
Flew into Boston Logan Intl	3%	6%	7%	5%
Flew into Bangor Intl Airport	3%	4%	3%	4%
Took a motor coach tour or bus	1%	2%	3%	2%
Flew into another airport	<1%	1%	2%	1%
Flew into Augusta State Airport	<1%	<1%	<1%	<1%
Flew into Knox County Regional Airport	<1%	<1%	<1%	<1%
Flew into Presque Isle Airport	<1%	<1%	<1%	<1%
Flew into Hancock County-Bar Harbor Airport	<1%	<1%	<1%	<1%
Flew into LaGuardia Intl Airport	<1%	<1%	<1%	<1%
Flew into Quebec City Jean Lesage Intl Airport	<1%	<1%	<1%	<1%
Flew into Fredericton Intl	<1%	<1%	<1%	<1%
Flew into St. John Airport	<1%	<1%	<1%	<1%
Flew into Montreal-Pierre Elliott Trudeau Intl Airport	<1%	<1%	<1%	<1%
Flew into Lebanon Municipal Airport	<1%	<1%	<1%	<1%
Flew into Manchester-Boston Regional Airport	<1%	<1%	<1%	<1%
Flew into Burlington Intl Airport	<1%	<1%	<1%	<1%
Traveled by train	<1%	<1%	<1%	<1%
Other	1%	3%	2%	2%

# LENGTH OF STAY

Nights Stayed	Winter	Summer	Fall	2024
Not staying overnight	12%	27%	10%	19%
1 night	10%	5%	6%	7%
2 nights	20%	10%	12%	13%
3 nights	20%	15%	16%	17%
4 nights	14%	13%	15%	14%
5+ nights	24%	30%	41%	30%
Average Length of Stay	4.1	4.6	4.9	4.5

# ACCOMMODATIONS

Accommodations	Winter	Summer	Fall	2024
Hotel/motel/resort	38%	28%	43%	34%
Not spending the night	12%	27%	10%	19%
Friends/family home	23%	15%	15%	18%
Vacation rental home	11%	10%	12%	11%
Personal second home	8%	8%	5%	7%
Bed & Breakfast/Inn	4%	3%	6%	4%
Campground/RV Park	1%	5%	4%	4%
Wilderness camping	1%	2%	2%	2%
Sporting camp/wilderness lodge	1%	1%	1%	1%
Outdoor Outfitter	<1%	<1%	<1%	<1%
Other	1%	1%	2%	<1%

# BOOKING

Booking Methods	Winter	Summer	Fall	2024
Directly with the hotel/condo	41%	32%	40%	36%
Online travel agency	33%	31%	28%	31%
Airbnb	10%	10%	10%	10%
Short term rental service	8%	11%	9%	10%
Vacation rental company	2%	3%	2%	3%
Offline travel agent	1%	1%	1%	1%
Group tour operator	<1%	1%	2%	1%
Travel package provider	1%	<1%	1%	<1%
Other	4%	11%	7%	8%

# IN-MARKET RESOURCES\*

In-Market Resources	Winter	Summer	Fall	2024
Navigation website/apps (Google maps, etc.)	41%	52%	51%	49%
Restaurant website/app	26%	23%	29%	25%
Visitor Information Centers	17%	31%	21%	25%
Materials from hotel/campground	15%	25%	20%	21%
Trip planning app	11%	26%	15%	20%
VisitMaine.com	16%	24%	15%	20%
Destination social media	14%	19%	18%	17%
Personal social media	17%	14%	19%	16%
Hotel/resort website/app	17%	17%	14%	16%
Booking website/app	4%	4%	6%	4%
Chambers of Commerce	2%	2%	3%	2%
Airline website/app	2%	2%	3%	2%
VisitBarHarbor.com	1%	1%	1%	1%
Other	11%	10%	7%	10%
None	23%	19%	19%	20%

# ACTIVITIES\*

Activities	Winter	Summer	Fall	2024
Food/beverage/culinary	72%	74%	77%	74%
Shopping	52%	58%	55%	56%
Touring/sightseeing	45%	57%	60%	54%
Active outdoor activities	45%	42%	36%	42%
Water activities	5%	45%	19%	28%
History/culture	21%	26%	27%	25%
Entertainment/attractions	12%	28%	19%	22%
Astrotourism	6%	6%	7%	6%
Business conference/meeting	6%	3%	4%	4%
Other	5%	3%	4%	4%

\*Multiple responses permitted.

# DETAILED VISITOR ACTIVITIES\*

Activity	Winter	Summer	Fall	2024
Ate lobster	33%	49%	47%	44%
Enjoying the ocean views/rocky coast	30%	45%	51%	42%
Sightseeing	30%	44%	50%	41%
Going to local brew pubs/craft breweries	46%	40%	38%	41%
Ate other local seafood	32%	46%	43%	41%
Driving for pleasure	28%	36%	39%	34%
Shopping in downtown areas	31%	31%	32%	31%
Outlet shopping	25%	30%	27%	28%
Wildlife viewing/bird watching	22%	32%	22%	27%
Photography	19%	30%	29%	27%
Consumed other locally produced Maine foods	21%	28%	29%	26%
Hiking/climbing/backpacking	18%	29%	30%	26%
Nature cruises or tours	13%	32%	21%	24%
Shopping for gifts/souvenirs	23%	22%	26%	23%
Shopping for unique/locally produced goods	18%	23%	25%	22%
Enjoying the mountain views	11%	23%	31%	21%
Shopping for antiques/local arts and crafts	17%	23%	15%	20%
Tours of communities/local architecture	14%	23%	18%	19%
Going to the beach	3%	30%	14%	19%
Shopping for "Made in Maine" products	18%	20%	20%	19%
Enjoyed unique Maine food or beverages	15%	19%	21%	18%

\*Multiple responses permitted.

# DETAILED VISITOR ACTIVITIES CONT\*

Activity	Winter	Summer	Fall	2024
Enjoying local food at fairs/festivals	14%	19%	16%	17%
Fishing	4%	25%	13%	17%
Enjoyed high-end cuisine or five-star dining	12%	17%	20%	16%
Visited Farmer's Markets	14%	18%	15%	16%
Canoeing/kayaking	1%	24%	10%	15%
Exploring State and National Parks	9%	17%	18%	15%
Outdoor swimming	1%	25%	6%	14%
Visit historic sites/museums	9%	14%	20%	14%
Pool swimming	1%	18%	5%	11%
Visit art museums/local artisan studios	8%	12%	14%	11%
Ate farm-to-table or organic cuisine	5%	9%	10%	8%
Motor boating	1%	11%	9%	8%
Surfing	0%	14%	2%	8%
Viewing fall colors	2%	1%	34%	7%
Attend popular music concerts/events	7%	8%	5%	7%
Get to know the local people and/or culture	6%	8%	7%	7%
Camping	2%	8%	6%	6%
Shopping at malls	8%	4%	6%	6%
Mountain/Fat Biking	2%	8%	3%	5%
Attend plays/musicals/theatrical events	5%	5%	3%	5%
Sailing	1%	5%	6%	4%

\*Multiple responses permitted.

# DETAILED VISITOR ACTIVITIES CONT\*

Activity	Winter	Summer	Fall	2024
Bicycling touring	2%	6%	4%	4%
Riding all-terrain vehicles	2%	5%	4%	4%
Alpine skiing/snowboarding	12%	<1%	1%	4%
Outdoor fun centers	2%	5%	2%	4%
Snowmobiling	10%	<1%	1%	3%
Attend sporting events	2%	4%	2%	3%
Amusement/theme parks	2%	3%	2%	3%
Bars/nightlife	2%	4%	4%	3%
Hunting	1%	1%	5%	2%
Nordic skiing	6%	<1%	<1%	2%
Snowshoeing	7%	<1%	1%	2%
Painting/drawing/sketching	1%	2%	4%	2%
Agricultural fairs	1%	2%	3%	2%
White water rafting	<1%	2%	1%	1%
Water skiing/jet skiing	<1%	2%	1%	1%
Attend operas/classical music events	2%	1%	1%	1%
Children's museums	2%	1%	1%	1%
Animal parks/zoo	1%	1%	1%	1%
Water parks	1%	1%	<1%	1%
Summer camps	<1%	<1%	<1%	<1%
Horseback riding	1%	<1%	<1%	<1%

# OTHER STATES/PROVINCES VISITED\*

Other States/Provinces Visited	Winter	Summer	Fall	2024
No other states/provinces	75%	67%	57%	68%
New Hampshire	15%	18%	25%	18%
Massachusetts	10%	15%	20%	14%
Vermont	4%	7%	11%	7%
New York	3%	5%	11%	5%
Connecticut	3%	4%	7%	4%
Rhode Island	2%	5%	4%	4%
New Brunswick	1%	1%	2%	1%
Nova Scotia	1%	1%	2%	1%
Ontario	<1%	1%	1%	1%
Prince Edward Island	<1%	1%	1%	1%
Quebec	1%	1%	1%	1%
Newfoundland and Labrador	<1%	<1%	1%	<1%
Other	2%	2%	2%	2%

# TRAVELING IN MAINE\*

Maine Regions Visited	Winter	Summer	Fall	2024
No other regions	53%	50%	43%	50%
The Maine Beaches	30%	42%	35%	37%
Greater Portland & Casco Bay	37%	35%	38%	36%
Midcoast & Islands	32%	33%	36%	33%
Downeast & Acadia	18%	29%	30%	26%
Maine Lakes & Mountains	18%	16%	15%	16%
The Maine Highlands	16%	14%	18%	15%
Kennebec Valley	13%	9%	8%	10%
Aroostook County	6%	3%	3%	4%
Other	<1%	1%	1%	1%

# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

Recommendation	Winter	Summer	Fall	2024
Would recommend Maine	97%	97%	97%	97%
Would not recommend Maine	1%	1%	<1%	1%
Not sure	2%	2%	3%	2%

Recommendation	Winter	Summer	Fall	2024
Definitely recommend region	78%	81%	82%	80%
Probably would recommend region	20%	15%	15%	17%
Would not recommend region	1%	1%	<1%	1%
Not sure	1%	3%	3%	2%

# SATISFACTION

Satisfaction	Winter	Summer	Fall	2024
Very satisfied	69%	75%	72%	73%
Satisfied	30%	24%	25%	26%
Dissatisfied	<1%	<1%	1%	<1%
Don't know	1%	1%	2%	1%

# RETURNING TO MAINE

Returning to Maine	Winter	Summer	Fall	2024
Definitely will return	83%	79%	72%	78%
Probably will return	15%	15%	19%	16%
Probably will not return	<1%	1%	1%	1%
Not sure	2%	5%	8%	5%

# TRIP EXPECTATIONS

Exceeded Expectations	Winter	Summer	Fall	2024
Activities & attractions	44%	54%	51%	51%
Friendliness of people	47%	52%	44%	49%
Lodging	44%	50%	37%	46%
Authentic & unique communities	27%	31%	36%	31%
Customer service	34%	35%	32%	34%
Restaurants	35%	43%	37%	39%
Shopping	30%	36%	27%	33%
Value for your money	21%	20%	22%	21%

# OVERCROWDING

Overcrowding	Winter	Summer	Fall	2024
Overcrowded	1%	7%	3%	5%
A little overcrowded	8%	35%	24%	25%
The number of visitors was fine	62%	46%	50%	51%
Not at all overcrowded	29%	11%	22%	18%
Other	<1%	1%	1%	1%

# 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	14%	13%
2 - 3 weeks	14%	14%
1 - 2 months	27%	29%
3 - 4 months	20%	20%
5 - 6 months	12%	11%
7 months - 1 year	9%	9%
More than 1 year	4%	4%
<b>Days in Planning Cycle</b>	<b>54</b>	<b>54</b>
Booking Window	2023	2024
A week or less	19%	19%
2 - 3 weeks	16%	15%
1 - 2 months	28%	29%
3 - 4 months	17%	18%
5 - 6 months	11%	10%
7 months - 1 year	7%	7%
More than 1 year	2%	2%
<b>Days in Booking Window</b>	<b>46</b>	<b>47</b>

# ONLINE TRIP PLANNING SOURCES\*

Online Trip Planning Sources	2023	2024
Online search engines	31%	26%
VisitMaine.com	18%	21%
Online travel agency	18%	20%
Hotel websites	17%	15%
Facebook	14%	12%
Airbnb	9%	11%
TripAdvisor	13%	10%
TheMaineBeaches.com	6%	10%
Instagram	8%	9%
VisitPortland.com	4%	9%
Traveler reviews/blogs/stories	10%	8%
Vrbo/HomeAway	8%	7%
YouTube	7%	7%
DowneastAcadia.com	5%	7%
Airline websites	5%	6%
Visit Maine social media	7%	6%
Vacation rental websites	4%	4%
MainesMidCoast.com	3%	4%
MaineTourism.com	5%	4%
VisitBarHarbor.com	2%	4%
MaineLakesandMountains.com	2%	2%
DiscoverNewEngland.com	1%	1%
VisitAroostook.com	1%	1%
TheMaineHighlands.com	1%	1%
Twitter	1%	1%
KennebecValley.org	1%	<1%
Other	5%	4%
None	28%	24%

\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

Other Trip Planning Sources	2023	2024
Advice from friends/family	37%	36%
Travel guides/brochures	15%	20%
Articles or travelogues	16%	12%
Called the Maine Office of Tourism	10%	11%
Travel books & magazines	6%	10%
Visit Maine e-newsletter	7%	9%
AAA	10%	8%
Travel planning apps	6%	7%
Visitor Guide	5%	4%
Called local Chambers of Commerce	1%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Travel agent	1%	1%
Called local convention and visitors bureaus	1%	<1%
Other	3%	3%
None	36%	35%

# REASON FOR VISITING\*

Reasons for Visiting	2023	2024
Relax and unwind	33%	33%
Sightseeing/touring	32%	33%
Visiting friends/relatives	28%	26%
Nature & bird watching	19%	20%
Beach	15%	16%
Shopping	11%	13%
Special occasion	11%	11%
Attractions	7%	9%
Active outdoor activities	8%	9%
Special event	9%	8%
Water activities	8%	8%
Culture/museums/history	5%	6%
Conference/meeting	5%	5%
Snow activities	4%	4%
Sporting event	2%	2%
Astrotourism	1%	1%
Other	15%	14%

\*Multiple responses permitted.

# TV SHOWS & FILM

Trip Inspiration From Film	2023	2024
Yes	4%	5%
No	95%	93%
Don't know	1%	2%
How Film Inspired Trip*	2023	2024
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	35%	35%
Seeing Maine in a film or TV show made me think about Maine as a place to visit	34%	32%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	13%	16%
Visiting a location related to a TV show or film was the main reason I visited Maine	10%	11%
Something else	8%	6%
Visited TV or Film Attractions**	2023	2024
Yes	5%	6%
No	93%	90%
Don't know	2%	4%

\*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	64%	65%
New Hampshire	18%	19%
Massachusetts	15%	14%
Vermont	8%	9%
New York	5%	6%
Rhode Island	5%	5%
Connecticut	4%	4%
Nova Scotia	2%	2%
New Brunswick	2%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	1%	<1%
Other	2%	2%

# ADVERTISING/PROMOTIONS

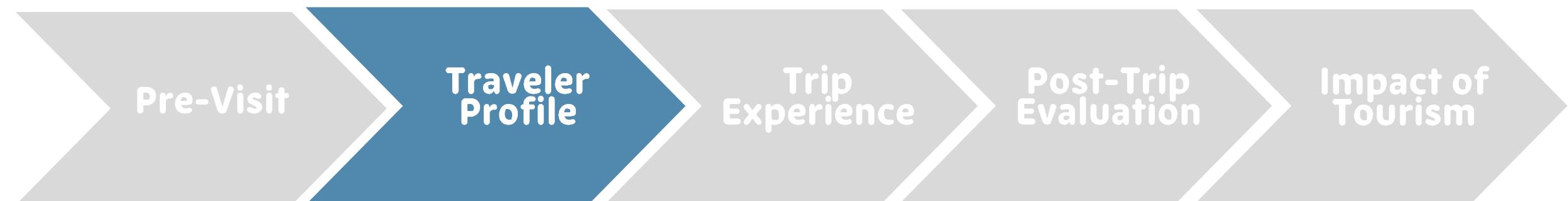
Recalled Advertising	2023	2024
Yes	49%	46%
No	40%	39%
Not sure	11%	15%
Influenced by Advertising	2023	2024
Yes	27%	21%

# ADVERTISING/PROMOTIONS\*

<b>Sources of Advertising Noticed*</b>	<b>2023</b>	<b>2024</b>
Social media	51%	47%
Internet	33%	32%
Magazine	23%	22%
Radio	16%	18%
Cable or satellite television	17%	13%
VisitMaine.com	9%	11%
Traveler reviews/blogs	7%	9%
AAA	10%	9%
Maine travel/visitor guide	6%	7%
Newspaper	8%	7%
Online streaming service	5%	5%
Brochure	4%	5%
Music/podcast streaming	3%	3%
Billboard	2%	2%
Deal – based promotion	2%	1%
Other	4%	3%
Not sure	2%	3%

\*Multiple responses permitted.

# VISITOR JOURNEY : TRAVELER PROFILE



# ORIGIN REGION

Region of Origin	2023	2024
Maine	17%	16%
New England	31%	31%
Mid-Atlantic	21%	20%
Southeast	11%	11%
Southwest	3%	4%
Midwest	7%	7%
West	3%	4%
Canada	5%	5%
Other International	2%	2%

# ORIGIN STATE/PROVINCE

## Origin States & Provinces

2023

2024

Origin State/Province	2023	2024
Maine	17%	16%
Massachusetts	15%	15%
New York	8%	8%
New Hampshire	7%	7%
Connecticut	5%	5%
Florida	5%	5%
New Jersey	4%	4%
Pennsylvania	4%	4%
Vermont	3%	3%
Quebec	2%	3%
Virginia	2%	2%
Maryland	2%	2%
Texas	2%	2%
Rhode Island	1%	2%
Ohio	2%	2%
California	2%	1%
North Carolina	2%	1%
Georgia	2%	1%
Illinois	1%	1%
New Brunswick	2%	1%

# ORIGIN MARKET

## Origin Markets

2023

2024

Boston	9%	9%
New York City <sup>1</sup>	7%	7%
Washington DC - Baltimore <sup>2</sup>	3%	3%
Portland	2%	3%
Providence, RI	2%	2%
Philadelphia	2%	2%
Auburn - Lewiston	1%	1%
Augusta	1%	1%
Albany	1%	1%
Atlanta	1%	1%
Bangor	1%	1%
Waterville	1%	1%
Rochester - Portsmouth, NH	1%	1%
Manchester, NH	1%	1%
Tampa - Clearwater - St. Petersburg	1%	1%
Chicago	1%	1%
Miami - Ft. Lauderdale	1%	1%
Buffalo - Rochester	1%	1%
Montreal, CAN	1%	1%
Lowell, MA	1%	1%
Worcester, MA	1%	1%
Pittsburgh	<1%	1%
Orlando	1%	1%
Hartford, CT	1%	1%
Dallas - Ft. Worth	1%	1%
Belfast	1%	1%

<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	44%	42%
As a family	27%	29%
Traveled alone	14%	14%
With other couples/friends	12%	11%
With business associates	2%	2%
In a tour group	1%	1%
Other	<1%	1%
<b>Average Travel Party Size</b>	<b>2.9</b>	<b>2.9</b>

# TRAVEL WITH CHILDREN\*

Children in Travel Party*	2023	2024
No children	83%	81%
Children younger than 6	5%	5%
Children 6 – 12	10%	12%
Children 13 – 17	8%	9%
Gender	2023	2024
Male	44%	50%
Female	56%	50%
Gender-fluid/non-binary	NA	<1%
Transgender	NA	<1%
Other	NA	<1%

\*Multiple responses permitted.

# DEMOGRAPHIC PROFILE

Age	2023	2024
Under 25	4%	4%
25 – 34	12%	13%
35 – 44	21%	23%
45 – 54	20%	19%
55 – 65	25%	23%
Over 65	18%	18%
Median Age	52	50
Race/Ethnicity	2023	2024
White	89%	88%
Asian	4%	4%
Hispanic	3%	4%
Black	2%	2%
Indigenous	1%	1%
Other	1%	1%

# LIFESTYLE PROFILE

Marital Status	2023	2024
Single/widowed	22%	23%
Married/living with partner	78%	77%
Employment Status	2023	2024
Employed full-time	56%	60%
Employed part-time	10%	8%
Contract/freelance/temporary employee	6%	6%
Retired	20%	20%
Not currently employed	5%	4%
Student	3%	2%

# LIFESTYLE PROFILE

Household Income	2023	2024
Less than \$25,000	4%	3%
\$25,000 - \$49,999	9%	8%
\$50,000 - \$74,999	19%	16%
\$75,000 - \$99,999	22%	21%
\$100,000 - \$149,999	24%	26%
\$150,000 - \$199,999	12%	15%
\$200,000 - \$249,999	6%	7%
\$250,000 or more	4%	4%
Median Household Income	\$95,500	\$103,800

# LIFESTYLE PROFILE

Educational Attainment	2023	2024
High school or less	8%	7%
Some college or technical school	13%	13%
College or technical school graduate	56%	58%
Graduate school	23%	22%

# NEW & RETURNING VISITORS

## Previous Trips to Maine

2023

2024

This is my first time	19%	20%
2 - 5 times	27%	25%
6 - 10 times	18%	18%
11+ times	36%	37%

# VISITOR JOURNEY : TRIP EXPERIENCE



# TRANSPORTATION

Means of Transportation	2023	2024
Drove to Maine	82%	80%
Flew into Portland Intl Jetport	6%	6%
Flew into Boston Logan Intl	6%	5%
Flew into Bangor Intl Airport	2%	4%
Took a motor coach tour or bus	2%	2%
Flew into another airport	<1%	1%
Flew into Augusta State Airport	<1%	<1%
Flew into Knox County Regional Airport	<1%	<1%
Flew into Presque Isle Airport	<1%	<1%
Flew into Hancock County-Bar Harbor Airport	<1%	<1%
Flew into LaGuardia Intl Airport	<1%	<1%
Flew into Quebec City Jean Lesage Intl Airport	<1%	<1%
Flew into Fredericton Intl	<1%	<1%
Flew into St. John Airport	<1%	<1%
Flew into Montreal-Pierre Elliott Trudeau Intl Airport	<1%	<1%
Flew into Lebanon Municipal Airport	<1%	<1%
Flew into Manchester-Boston Regional Airport	<1%	<1%
Flew into Burlington Intl Airport	<1%	<1%
Traveled by train	<1%	<1%
Other	2%	2%

# LENGTH OF STAY

Nights Stayed	2023	2024
Not staying overnight	19%	19%
1 night	5%	7%
2 nights	13%	13%
3 nights	17%	17%
4 nights	12%	14%
5+ nights	34%	30%
Average Length of Stay	4.8	4.5

# ACCOMMODATIONS

Accommodations	2023	2024
Hotel/motel/resort	30%	34%
Not spending the night	19%	19%
Friends/family home	19%	18%
Vacation rental home	10%	11%
Personal second home	9%	7%
Bed & Breakfast/Inn	4%	4%
Campground/RV Park	4%	4%
Wilderness camping	2%	2%
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	26%	31%
Airbnb	10%	10%
Short term rental service	9%	10%
Vacation rental company	3%	3%
Offline travel agent	1%	1%
Group tour operator	1%	1%
Travel package provider	1%	<1%
Other	8%	8%

# IN-MARKET RESOURCES\*

In-Market Resources	2023	2024
Navigation website/apps	45%	49%
Restaurant website/app	27%	25%
Visitor Information Centers	23%	25%
Materials from hotel/campground	21%	21%
VisitMaine.com	18%	20%
Trip planning app	20%	20%
Destination social media	16%	17%
Hotel/resort website/app	16%	16%
Personal social media	19%	16%
Booking website/app	4%	4%
Airline website/app	2%	2%
Chambers of Commerce	2%	2%
VisitBarHarbor.com	1%	1%
Other	6%	10%
None	21%	20%

\*Multiple responses permitted.

# ACTIVITIES\*

Activities	2023	2024
Food/beverage/culinary	73%	74%
Shopping	52%	56%
Touring/sightseeing	54%	54%
Active outdoor activities	39%	42%
Water activities	29%	28%
History/culture	22%	25%
Entertainment/attractions	22%	22%
Astrotourism	6%	6%
Business conference/meeting	4%	4%
Other	6%	4%

# DETAILED ACTIVITIES\*

Activity	2023	2024
Ate lobster	42%	44%
Enjoying the ocean views/rocky coast	41%	42%
Sightseeing	41%	41%
Going to local brew pubs/craft breweries	39%	41%
Ate other local seafood	39%	41%
Driving for pleasure	34%	34%
Shopping in downtown areas	27%	31%
Outlet shopping	22%	28%
Wildlife viewing/bird watching	27%	27%
Photography	25%	27%
Consumed other locally produced Maine foods	26%	26%
Hiking/climbing/backpacking	26%	26%
Nature cruises or tours	24%	24%
Shopping for gifts/souvenirs	23%	23%
Shopping for unique/locally produced goods	17%	22%
Enjoying the mountain views	18%	21%
Shopping for antiques/local arts and crafts	19%	20%
Tours of communities/local architecture	16%	19%
Going to the beach	18%	19%
Shopping for "Made in Maine" products	13%	19%
Enjoyed unique Maine food or beverages	15%	18%

\*Multiple responses permitted.

# DETAILED ACTIVITIES\*

Activity	2023	2024
Enjoying local food at fairs/festivals	18%	17%
Fishing	16%	17%
Visited Farmer's Markets	18%	16%
Enjoyed high-end cuisine or five-star dining	20%	16%
Canoeing/kayaking	14%	15%
Exploring State and National Parks	14%	15%
Outdoor swimming	14%	14%
Visit historic sites/museums	11%	14%
Pool swimming	10%	11%
Visit art museums/local artisan studios	9%	11%
Ate farm-to-table or organic cuisine	10%	8%
Surfing	8%	8%
Motor boating	8%	8%
Viewing fall colors	7%	7%
Attend popular music concerts/events	7%	7%
Get to know the local people and/or culture	6%	7%
Camping	6%	6%
Shopping at malls	8%	6%
Mountain/Fat Biking	4%	5%
Attend plays/musicals/theatrical events	3%	5%
Sailing	5%	4%

\*Multiple responses permitted.

# DETAILED ACTIVITIES\*

Activity	2023	2024
Bicycling touring	5%	4%
Riding all-terrain vehicles	4%	4%
Alpine skiing/snowboarding	2%	4%
Outdoor fun centers	2%	4%
Snowmobiling	3%	3%
Amusement/theme parks	2%	3%
Attend sporting events	3%	3%
Bars/nightlife	2%	3%
Hunting	2%	2%
Nordic skiing	1%	2%
Snowshoeing	1%	2%
Painting/drawing/sketching	2%	2%
Agricultural fairs	2%	2%
White water rafting	2%	1%
Water skiing/jet skiing	2%	1%
Attend operas/classical music events	1%	1%
Animal parks/zoo	1%	1%
Children's museums	1%	1%
Water parks	1%	1%
Summer camps	1%	<1%
Horseback riding	1%	<1%

\*Multiple responses permitted.

# OTHER STATES/PROVINCES VISITED\*

Other States/Provinces Visited	2023	2024
No other states/provinces	67%	68%
New Hampshire	18%	18%
Massachusetts	15%	14%
Vermont	7%	7%
New York	5%	5%
Connecticut	5%	4%
Rhode Island	4%	4%
New Brunswick	2%	1%
Nova Scotia	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	<1%	<1%
Other	2%	2%

# TRAVELING IN MAINE\*

Maine Regions Visited	2023	2024
No other regions	52%	50%
The Maine Beaches	32%	37%
Greater Portland & Casco Bay	32%	36%
Midcoast & Islands	35%	33%
Downeast & Acadia	25%	26%
Maine Lakes & Mountains	13%	16%
The Maine Highlands	15%	15%
Kennebec Valley	11%	10%
Aroostook County	5%	4%
Other	1%	1%

\*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	97%	97%
Would not recommend Maine	1%	1%
Not sure	2%	2%

<b>Recommending Regions</b>	<b>2023</b>	<b>2024</b>
Definitely recommend region	73%	80%
Probably would recommend region	23%	17%
Would not recommend region	1%	1%
Not sure	3%	2%

# RETURNING TO MAINE

## Returning to Maine

2023

2024

Definitely will return	75%	78%
Probably will return	19%	16%
Probably will not return	1%	1%
Not sure	5%	5%

# SATISFACTION

## Satisfaction

2023

2024

Satisfaction	2023	2024
Very satisfied	62%	73%
Satisfied	36%	26%
Dissatisfied	<1%	<1%
Don't know	2%	1%

# TRIP EXPECTATIONS

Exceeded Expectations	2023	2024
Activities & attractions	53%	51%
Friendliness of people	45%	49%
Lodging	44%	46%
Authentic & unique communities	35%	31%
Customer service	34%	34%
Restaurants	33%	39%
Shopping	30%	33%
Value for your money	24%	21%

# OVERCROWDING

Overcrowding	2023	2024
Overcrowded	6%	5%
A little overcrowded	27%	25%
The number of visitors was fine	49%	51%
Not at all overcrowded	16%	18%
Other	2%	1%

# STUDY METHODS



# METHODOLOGY



## Visitor Tracking

5,610 interviews were completed with visitors to Maine 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.

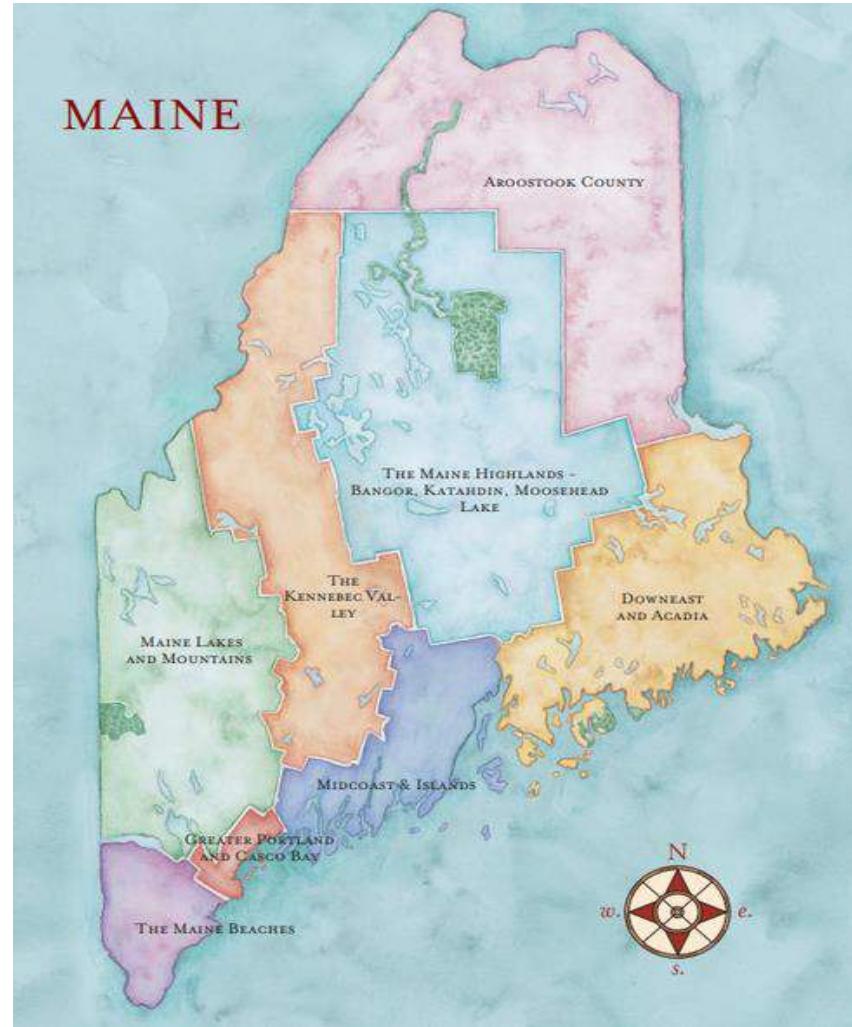
## Economic Impact

Total economic impact of tourism on Maine is a function of direct spending by visitors to Maine, 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. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. Maine's multiplier is 1.72.

# METHODOLOGY\*



Quotas by Region	Winter	Summer	Fall	2024
Maine	200	200	200	600
Kennebec Valley	200	200	200	600
The Maine Highlands	200	200	200	600
Maine Lakes & Mountains	200	200	200	600
Downeast & Acadia	200	200	200	600
Mid-Coast	200	200	200	600
Greater Portland & Casco Bay	200	200	200	600
Maine Beaches	200	200	200	600
<b>Total</b>	<b>1,600</b>	<b>1,600</b>	<b>1,600</b>	<b>4,800</b>

\*Quotas were adjusted in Summer 2023 due to the addition of seasonal regional reports.

Maine 2024 Statewide Report

# MAINE OFFICE OF TOURISM

## 2024 Economic Impact & Visitor Tracking Report

DECEMBER 2023 – NOVEMBER 2024

Downs & St. Germain Research  
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