MAINE OFFICE OF TOURISM

2024 Winter Visitor Tracking Report

DECEMBER 2023 – APRIL 2024
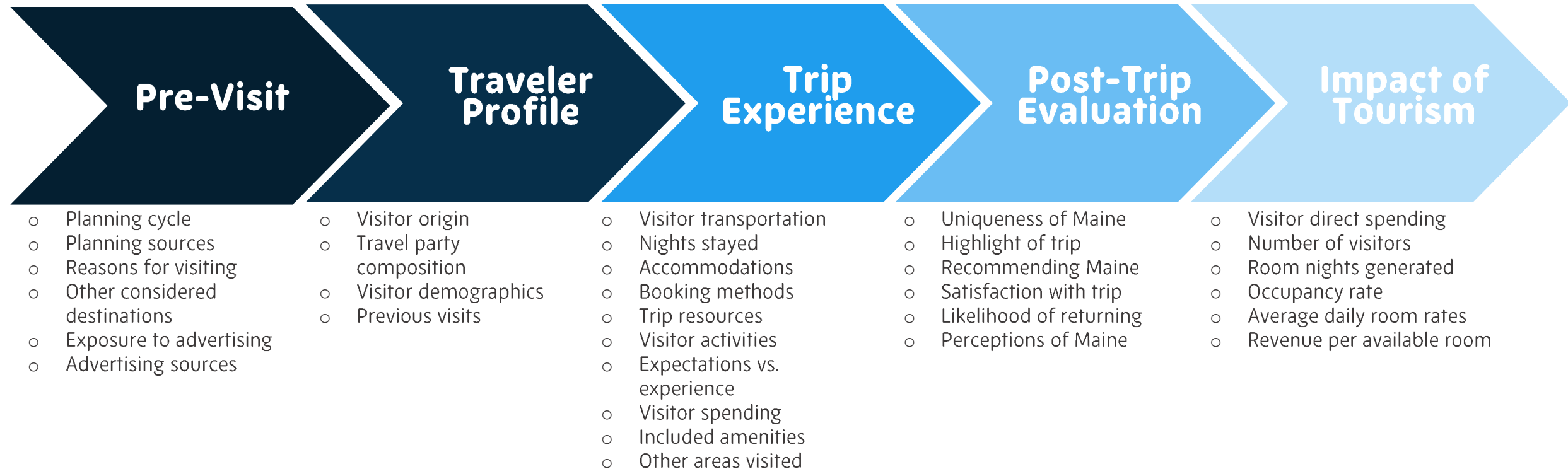
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STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2023 to April 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

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SEASONAL SNAPSHOT
WINTER 2024

17,971,800
VISITOR DAYS

4,365,800
TOTAL VISITORS

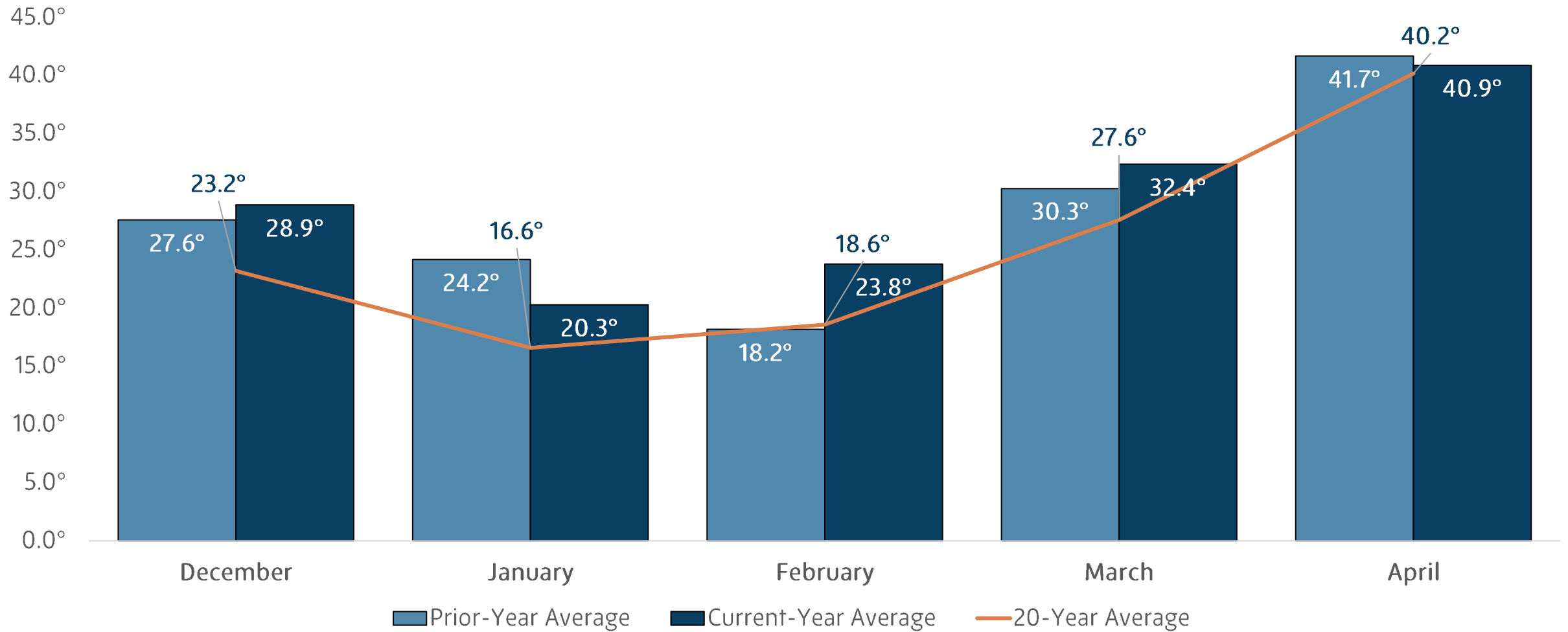**$2,067,755,700**
DIRECT SPENDING

vs. 2023

+ 5.0%

+ 9.3%

+ 5.4%

» The number of visitors in Winter 2024 increased by +9.3% compared to last winter.

» Occupancy and the number of visitors staying in paid accommodations increased, resulting in more total visitors in Winter 2024.

» Compared to last year, more visitors reported being very satisfied with their trip in Maine (+28% points) and said they would definitely recommend the region of Maine they visited (+14% points)

» Compared to last year, more visitors used VisitMaine.com (+11% points) or called the Maine Office of Tourism (+8% points) to plan their trips

» Out-of-state visitation increased compared to last year (+9% points)

» Compared to last year, there was an increase of non-white visitors (+2% points)

» The percent of loyal visitors (those who had previously visited Maine over 10 times) increased by 7% points

» Use of visitor information centers while in Maine to plan places to go increased by 9% points

EXECUTIVE SUMMARY

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PRECIPITATION

	December	January	February	March	April
Prior-Year Average	5.53	5.42	1.68	2.3	2.44
Current-Year Average	6.63	3.65	1.13	7.73	2.76
20-Year Average	4.74	3.07	2.75	3.23	3.89

■ Prior-Year Average ■ Current-Year Average ── 20-Year Average

Source: NOAA.

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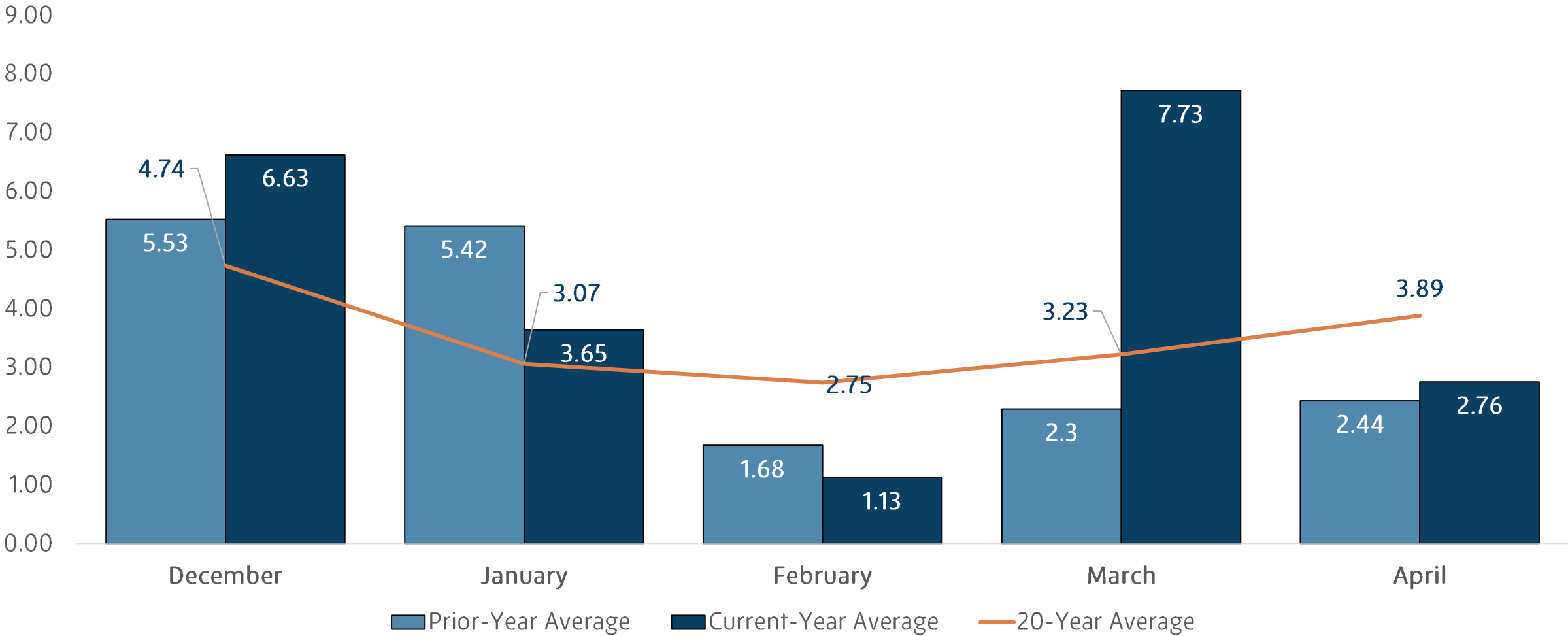
KEY PERFORMANCE INDICATORS

The number of visitors in Winter 2024 increased by +9.3% compared to last winter.
Occupancy and the number of visitors staying in paid accommodations increased, resulting in more total visitors in Winter 2024.

KPIs	2023	2024	Δ% from '23
Visitors (#)	3,996,100	4,365,800	+ 9.3%
Visitor Days[1]	17,122,700	17,971,800	+ 5.0%
Direct Spending	$1,961,443,400	$2,067,755,700	+ 5.4%
Room Nights	3,497,700	3,931,100	+ 12.4%

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

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VISITATION METRICS

Visitation[1]	Maine Residents	Out-of-State Visitors	Total
Visitor (#)	916,800	3,449,000	4,365,800
Visitor (%)	21.0%	79.0%	100%

[1]Visitation estimates provided here are **preliminary** and reflect visitation from December 2023 – April 2024. Adjustments will be made to these estimates at the end of the year to account for seasonal fluctuations.

LODGING METRICS*

Occupancy Rate

43.3%

+ 9.1% from 2023

Average Daily Rate

$156.32

+ 1.1% from 2023

Revenue per Available Room

$67.70

+ 10.3% from 2023

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.
More units were available in 2024.

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DETAILED FINDINGS

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VISITOR JOURNEY: PRE-VISIT

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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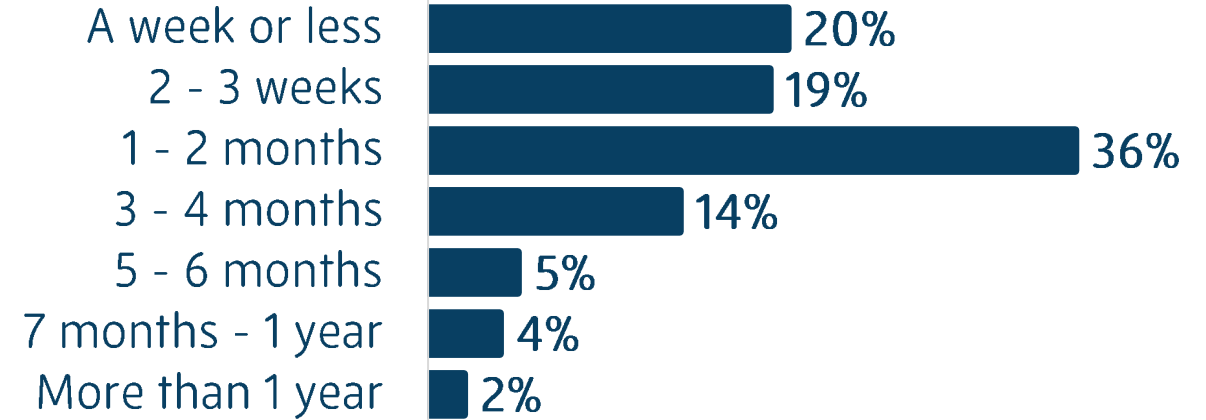RESEARCH

TRIP PLANNING CYCLE

» Typical visitors began planning their trip **39 days** in advance (+2 days from 2023)

» **61%** of visitors started planning their trip a month or more in advance of their trip

» Typical visitors booked their accommodations **34 days** in advance (+13 days from 2023)

» **20%** of visitors have a booking window of more than 3 months

Beginning of Trip Planning Cycle

A week or less	20%
2 - 3 weeks	19%
1 - 2 months	36%
3 - 4 months	14%
5 - 6 months	5%
7 months - 1 year	4%
More than 1 year	2%

Booked Accommodations/Made Trip Decisions

A week or less	25%
2 - 3 weeks	21%
1 - 2 months	34%
3 - 4 months	11%
5 - 6 months	4%
7 months - 1 year	4%
More than 1 year	1%

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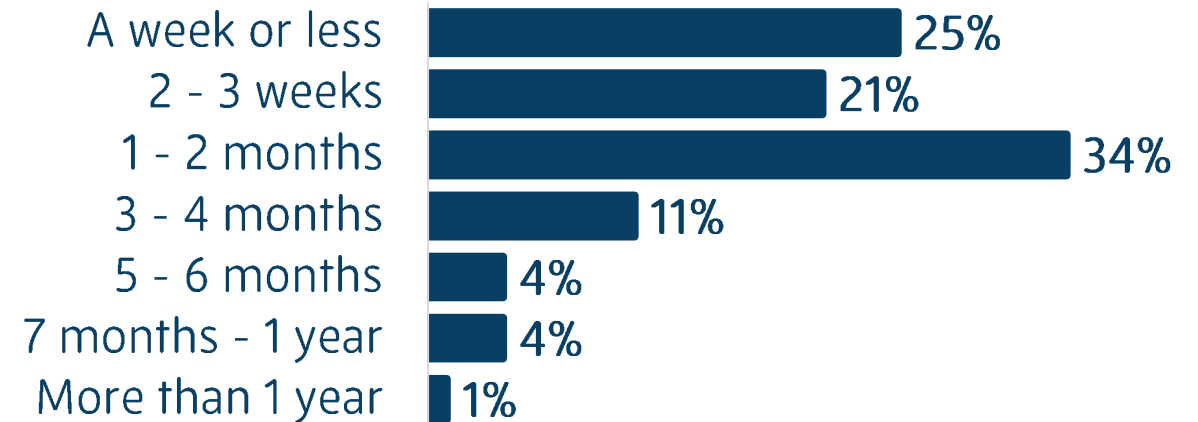
ONLINE TRIP PLANNING SOURCES*

» Nearly **7 in 10** visitors used one or more online resources to help them plan their trip in Maine

» Nearly **1 in 4** visitors used an online search engine, such as Google, or and online travel agency to help them plan their trip in Maine

» **1 in 5** visitors used VisitMaine.com (+11% points from 2023)

Source	%
Online search engines	26%
Online travel agency	23%
VisitMaine.com	20%
Hotel websites	17%
Facebook	14%
Airbnb	11%
Instagram	10%
VisitPortland.com	10%
TripAdvisor	8%
Airline websites	8%
VRBO/HomeAway	7%
Traveler reviews/blogs/stories	7%
YouTube	7%
TheMaineBeaches.com	7%
Visit Maine social media	6%
DowneastAcadia.com	6%
MainesMidCoast.com	5%
Vacation rental websites	3%
MaineTourism.com	3%
MaineLakesandMountains.com	3%
VisitBarHarbor.com	3%
TheMaineHighlands.com	2%
DiscoverNewEngland.com	1%
VisitAroostook.com	1%
Twitter	1%
KennebecValley.org	<1%
Other	3%
None	31%

*Multiple responses permitted.

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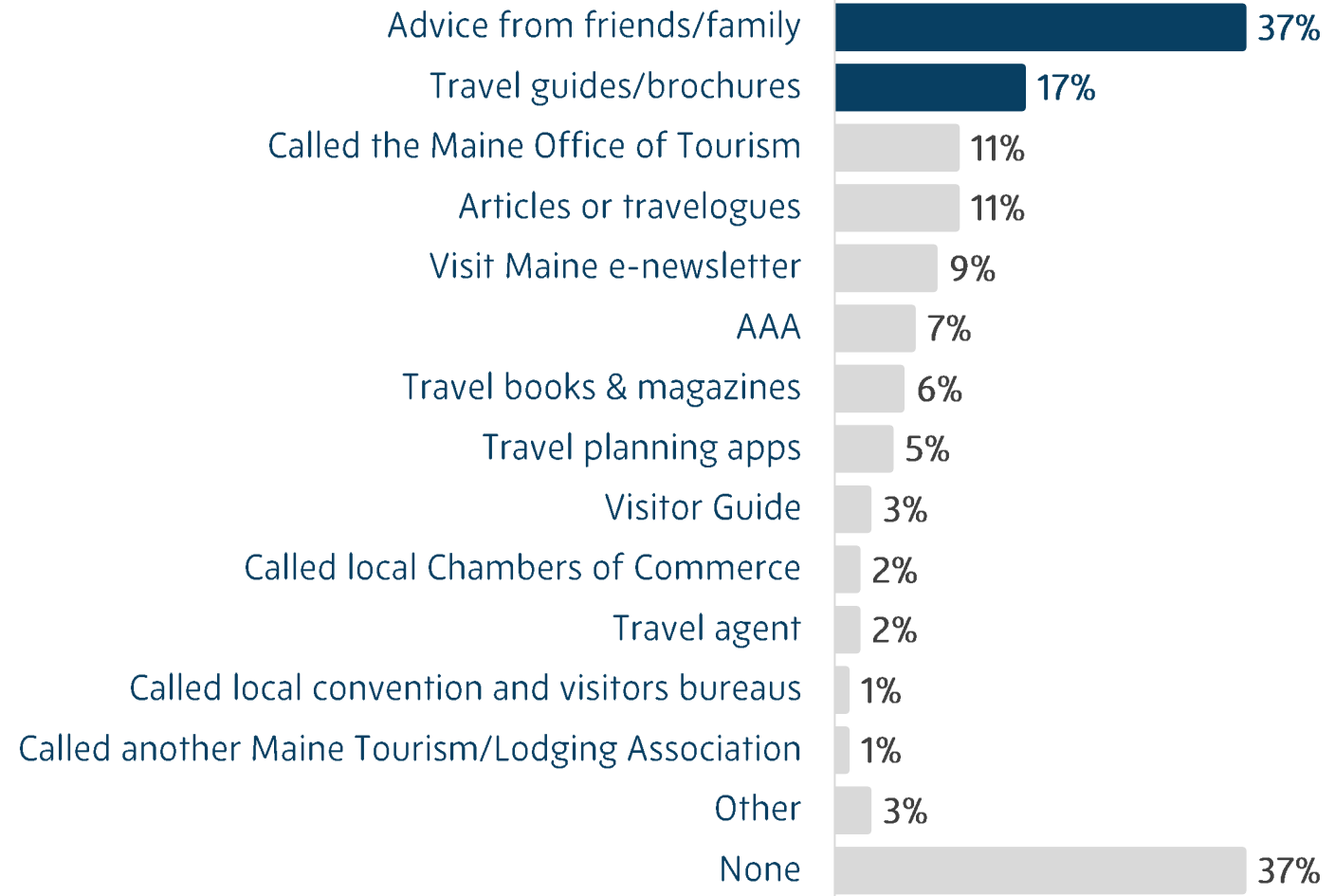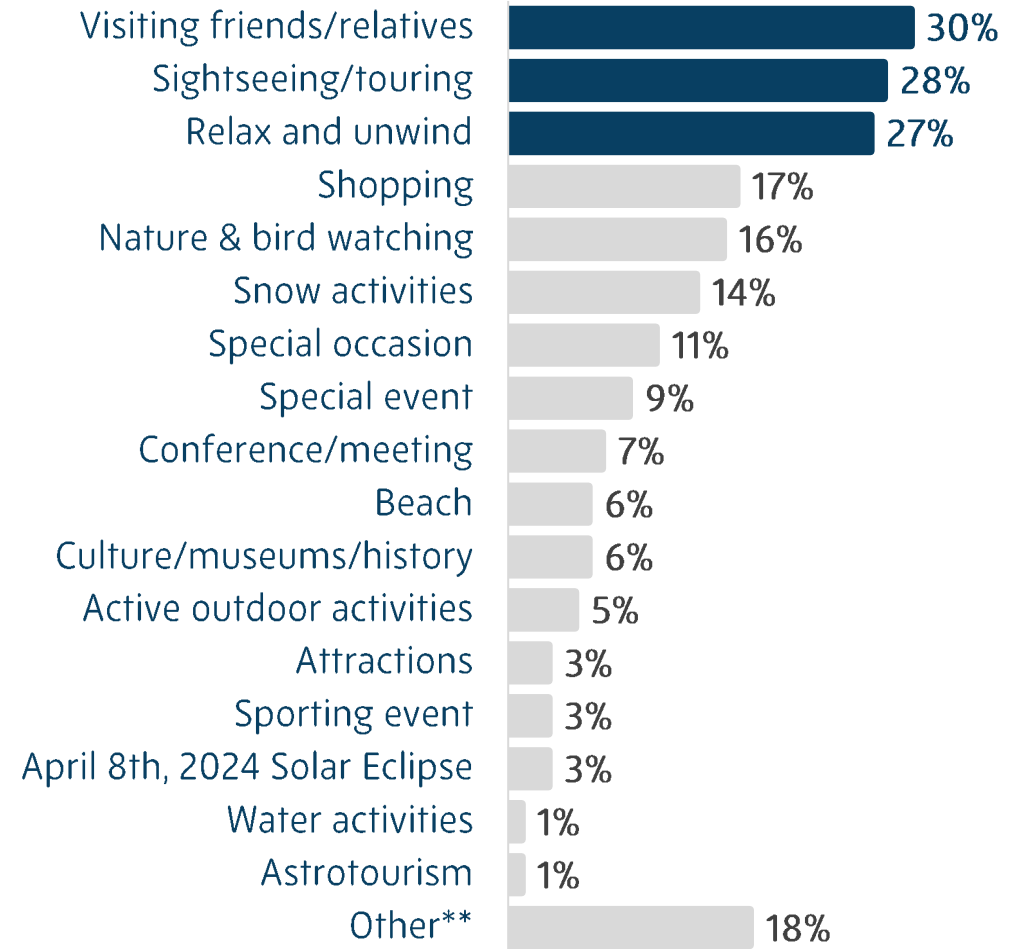RESEARCH

OTHER TRIP PLANNING SOURCES*

» Nearly **2 in 5** visitors relied on advice from their friends and family to help them plan their trip in Maine (-10% points from 2023)

» Over **1 in 6** visitors used travel guides/brochures to help plan their trip in Maine (+12% points from 2023)

» Nearly **2 in 5** visitors did not use any other resources to help them plan their trip in Maine

Source	Percentage
Advice from friends/family	37%
Travel guides/brochures	17%
Called the Maine Office of Tourism	11%
Articles or travelogues	11%
Visit Maine e-newsletter	9%
AAA	7%
Travel books & magazines	6%
Travel planning apps	5%
Visitor Guide	3%
Called local Chambers of Commerce	2%
Travel agent	2%
Called local convention and visitors bureaus	1%
Called another Maine Tourism/Lodging Association	1%
Other	3%
None	37%

*Multiple responses permitted.

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REASONS FOR VISITING*

» **3 in 10** visitors came to Maine to visit friends and relatives (-10% points from 2023)

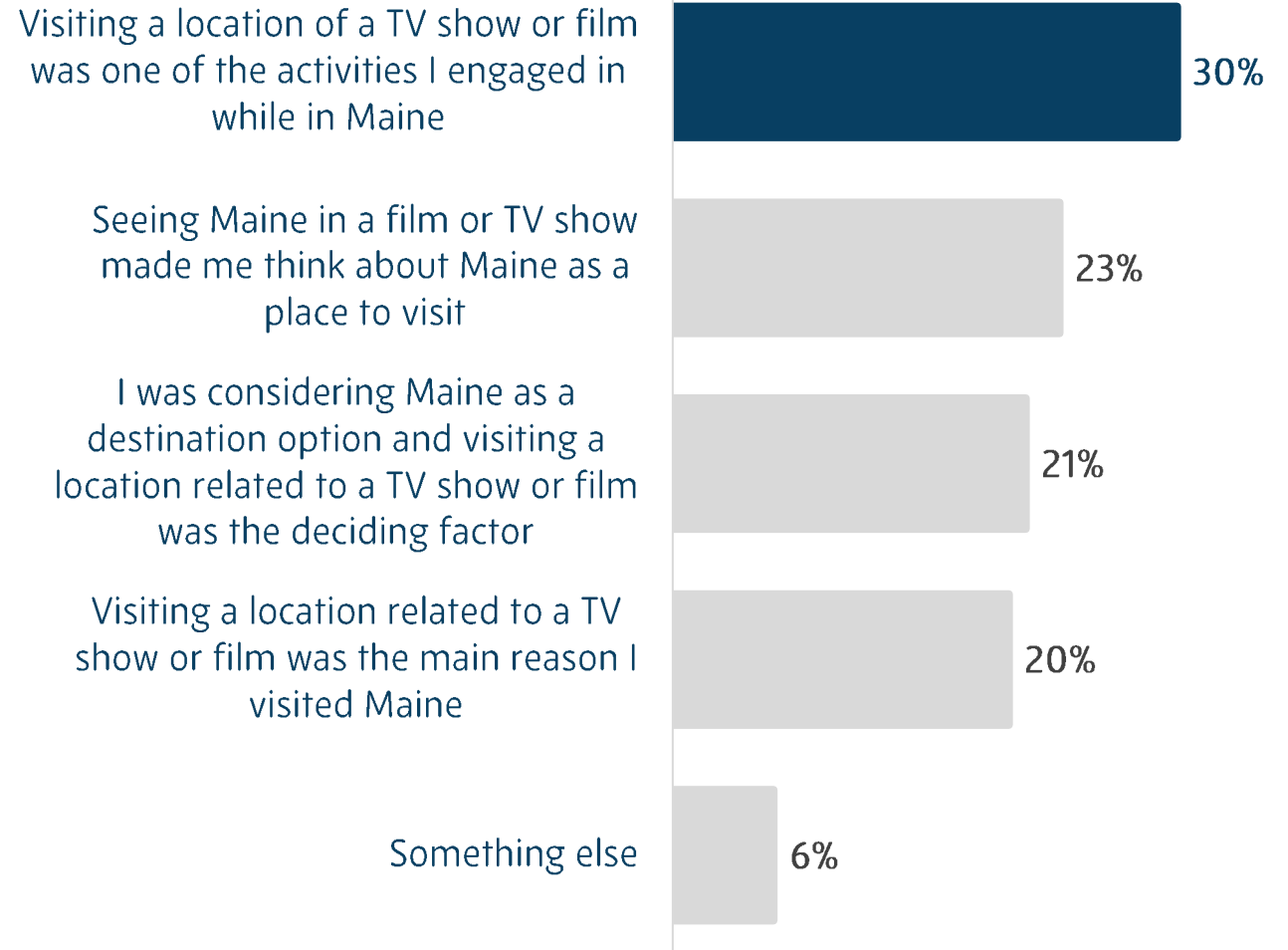» Nearly **3 in 10** came to Maine for sightseeing and touring (+12% points from 2023)

Reason	Percent
Visiting friends/relatives	30%
Sightseeing/touring	28%
Relax and unwind	27%
Shopping	17%
Nature & bird watching	16%
Snow activities	14%
Special occasion	11%
Special event	9%
Conference/meeting	7%
Beach	6%
Culture/museums/history	6%
Active outdoor activities	5%
Attractions	3%
Sporting event	3%
April 8th, 2024 Solar Eclipse	3%
Water activities	1%
Astrotourism	1%
Other**	18%

*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*

Base: 5% of visitors who were inspired by a TV show or film

» **5%** of visitors said a TV show or film inspired their trip to Maine

» **30%** of visitors who were inspired by a TV show or film said they visited a location of a TV show or film while in Maine

» **4%** 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
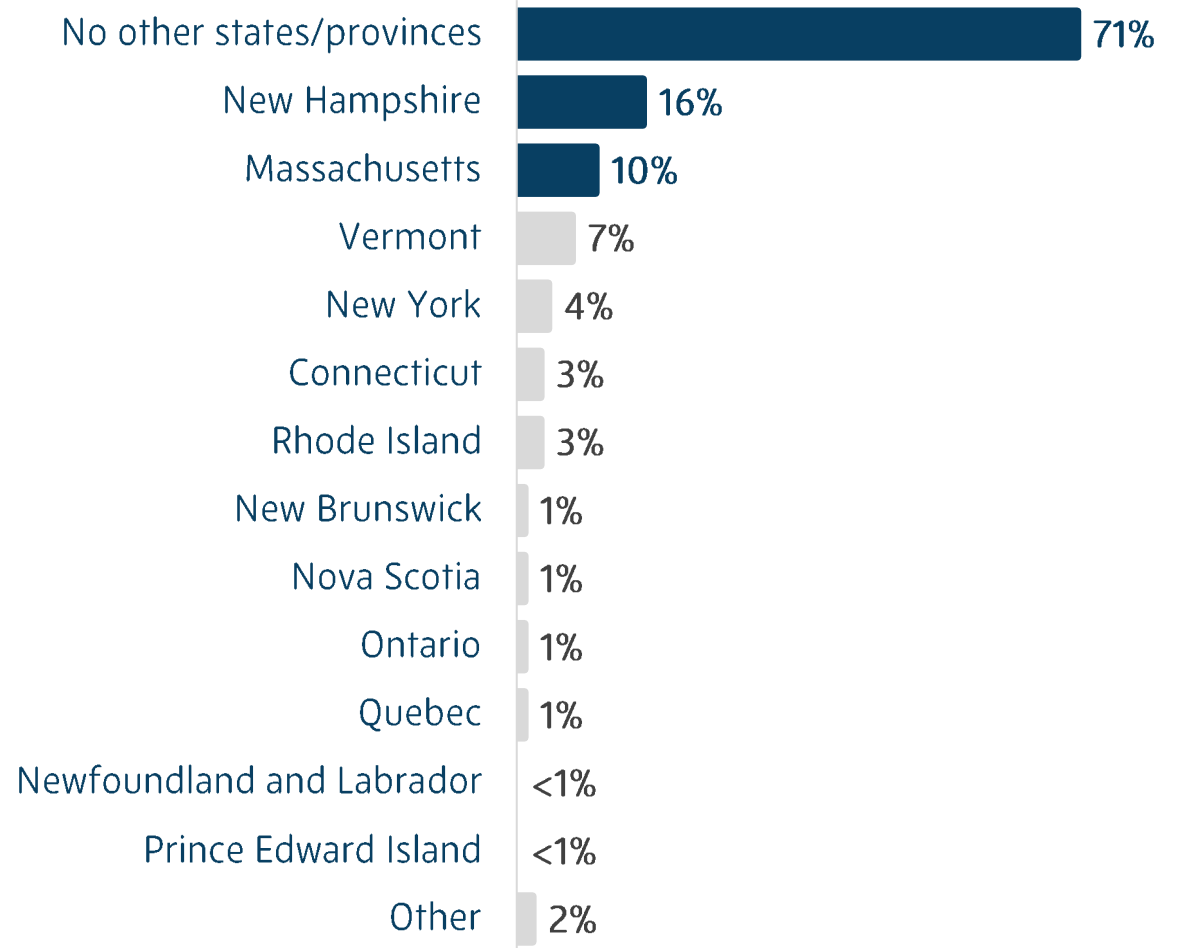
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	30%
Seeing Maine in a film or TV show made me think about Maine as a place to visit	23%
I was considering Maine as a destination option and visiting a location related to a TV show or film was the deciding factor	21%
Visiting a location related to a TV show or film was the main reason I visited Maine	20%
Something else	6%

*Questions were not asked until January 2023.

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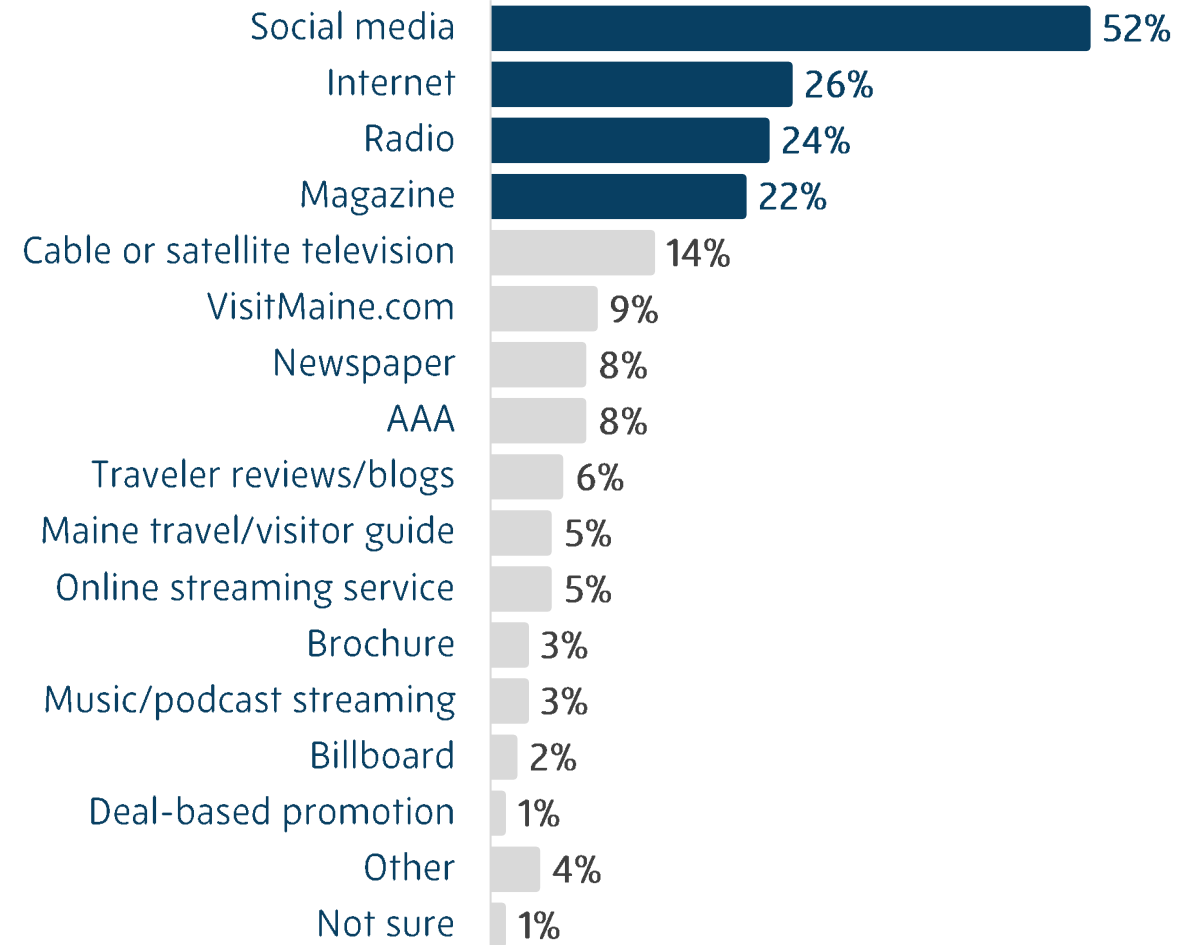R E S E A R C H

OTHER STATES & PROVINCES CONSIDERED*

» Over **7 in 10** visitors considered visiting **ONLY** Maine while planning their trips (+8% points from 2023)

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

No other states/provinces	71%
New Hampshire	16%
Massachusetts	10%
Vermont	7%
New York	4%
Connecticut	3%
Rhode Island	3%
New Brunswick	1%
Nova Scotia	1%
Ontario	1%
Quebec	1%
Newfoundland and Labrador	<1%
Prince Edward Island	<1%
Other	2%

*Multiple responses permitted.

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PRE-TRIP RECALL OF ADVERTISING*

Base: 44% of visitors who noticed advertising

» Over **2 in 5** visitors noticed advertising or promotions for Maine prior to their trip (-15% points from 2023)

 » Notable decrease in advertising recall is largely due to some pauses in the winter campaign

» Visitors who recalled this advertising primarily saw it on social media (-5% points from 2023) or the internet (-10% points from 2023)

» This information influenced **21% of all** visitors to visit Maine (-14% points from 2023)

Category	Percentage
Social media	52%
Internet	26%
Radio	24%
Magazine	22%
Cable or satellite television	14%
VisitMaine.com	9%
Newspaper	8%
AAA	8%
Traveler reviews/blogs	6%
Maine travel/visitor guide	5%
Online streaming service	5%
Brochure	3%
Music/podcast streaming	3%
Billboard	2%
Deal-based promotion	1%
Other	4%
Not sure	1%

*Multiple responses permitted.

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VISITOR JOURNEY: TRAVELER PROFILE

Pre-Visit → **Traveler Profile** → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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VISITOR ORIGINS

Maine 21%

New England 41%

Mid-Atlantic 17%

Southeast 7%

Southwest 2%

Midwest 4%

West 3%

Canada 4%

Other Intl 1%

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TOP ORIGIN STATES & PROVINCES

» **85%** of visitors traveled to/within Maine from these 12 U.S. states and Canadian provinces

» Over **1 in 5** visitors were residents of Maine traveling throughout the state (-9% points from 2023)

State	Percent
Massachusetts	22%
Maine	21%
New Hampshire	9%
New York	7%
Connecticut	6%
Florida	4%
New Jersey	4%
Pennsylvania	3%
Vermont	3%
Rhode Island	2%
Virginia	2%
New Brunswick	2%

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TOP ORIGIN MARKETS

» Over **2 in 5** visitors traveled from these 16 U.S. markets

» **20%** of visitors traveled to Maine from Boston or New York City

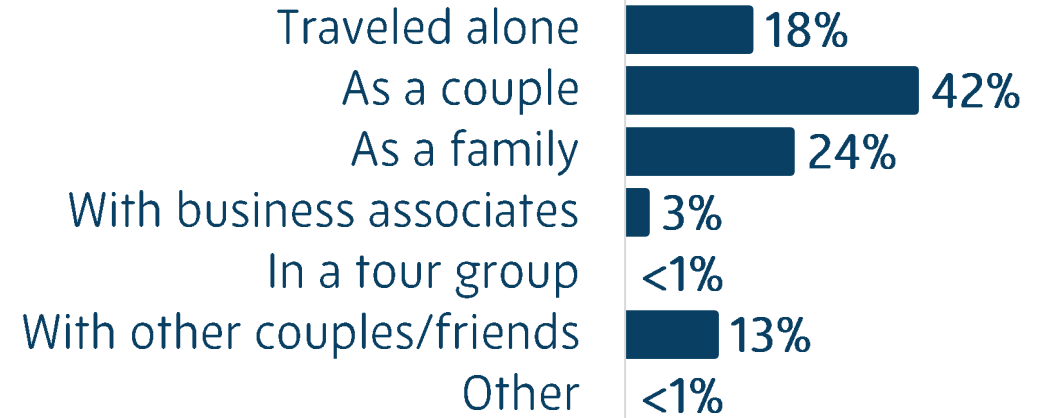| Market	Percent
Boston	13%
New York City[1]	7%
Portland, ME	4%
Providence, RI	2%
Washington DC - Baltimore[2]	2%
Auburn - Lewiston	2%
Bangor	2%
Manchester, NH	1%
Philadelphia	1%
Augusta, ME	1%
Rochester - Portsmouth, NH	1%
Waterville	1%
Worcester, MA	1%
Lowell, MA	1%
Albany	1%
Belfast, ME	1%

[1] Includes some markets in New Jersey, Pennsylvania, and Connecticut.
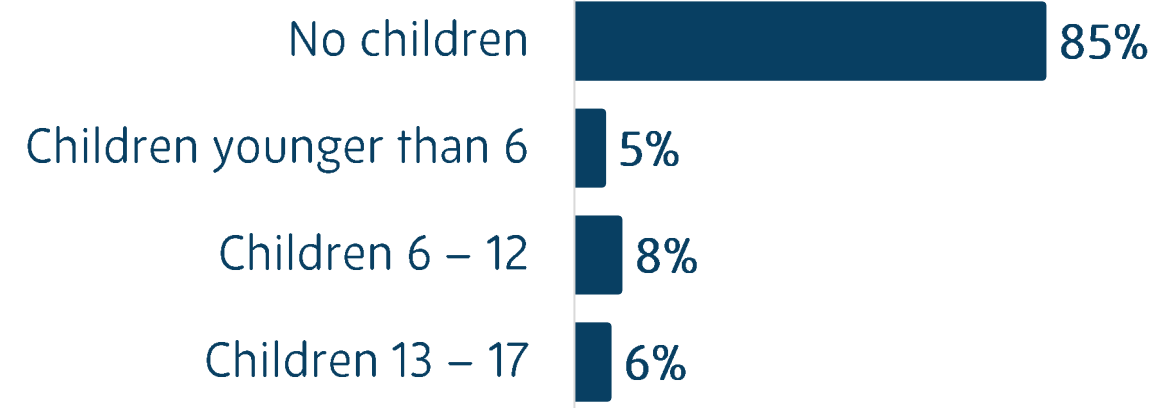[2] Includes some markets in Maryland, Virginia, and West Virginia.

TRAVEL PARTIES

» Typical visitors traveled to Maine in parties of **2.5** people

» Over **2 in 5** of visitors traveled as a couple

» Nearly **1 in 4** traveled as a family

» **15%** of visitors traveled with one or more children in their travel party

Travel Party Composition

Traveled alone	18%
As a couple	42%
As a family	24%
With business associates	3%
In a tour group	<1%
With other couples/friends	13%
Other	<1%

Children in Travel Party*

No children	85%
Children younger than 6	5%
Children 6 – 12	8%
Children 13 – 17	6%

*Multiple responses permitted.

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GENDER

» Over **half** of visitors to Maine interviewed were males

Gender fluid/Non-binary
1%

Female
48%

Male
51%

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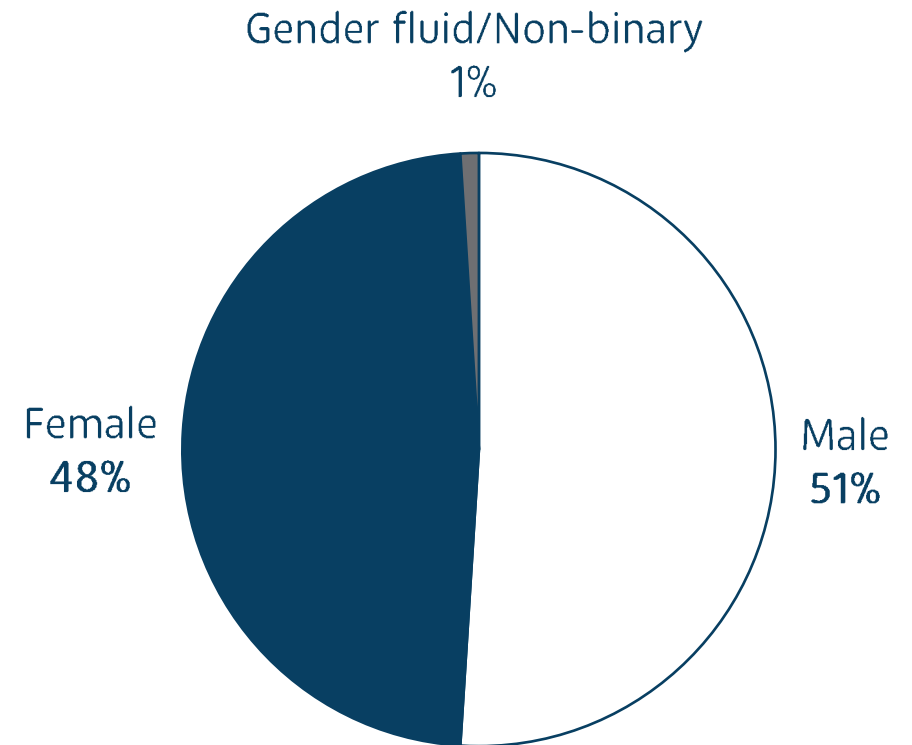
AGE

» The average age of visitors to Maine is **48** years old

Age	Percentage
Under 25	5%
25 - 34	16%
35 - 44	23%
45 - 54	20%
55 - 65	22%
Over 65	14%

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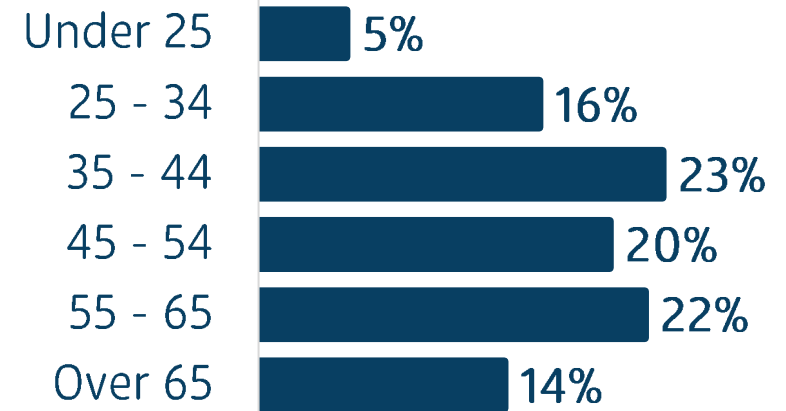
RACE & ETHNICITY

» Nearly **9 in 10** visitors to Maine were white

» Compared to last year, there was an increase of non-white visitors (+2% points)

White — 87%
Asian — 4%
Hispanic — 4%
Black — 3%
Indigenous — 1%
Other — 1%

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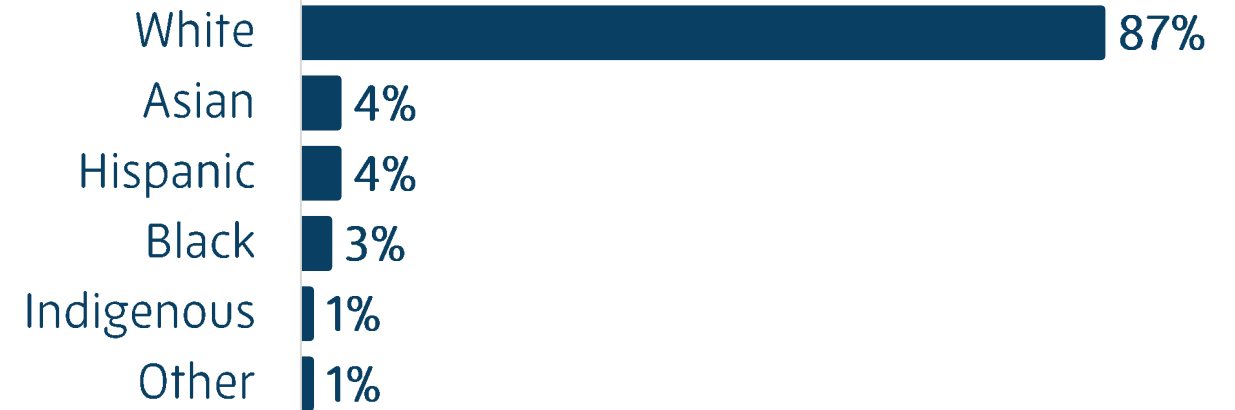
EDUCATIONAL ATTAINMENT

» Over **3 in 4** visitors have a college/technical school degree or higher

High school or less — 8%

Some college or technical school — 15%

College or technical school graduate — 59%

Graduate school — 18%
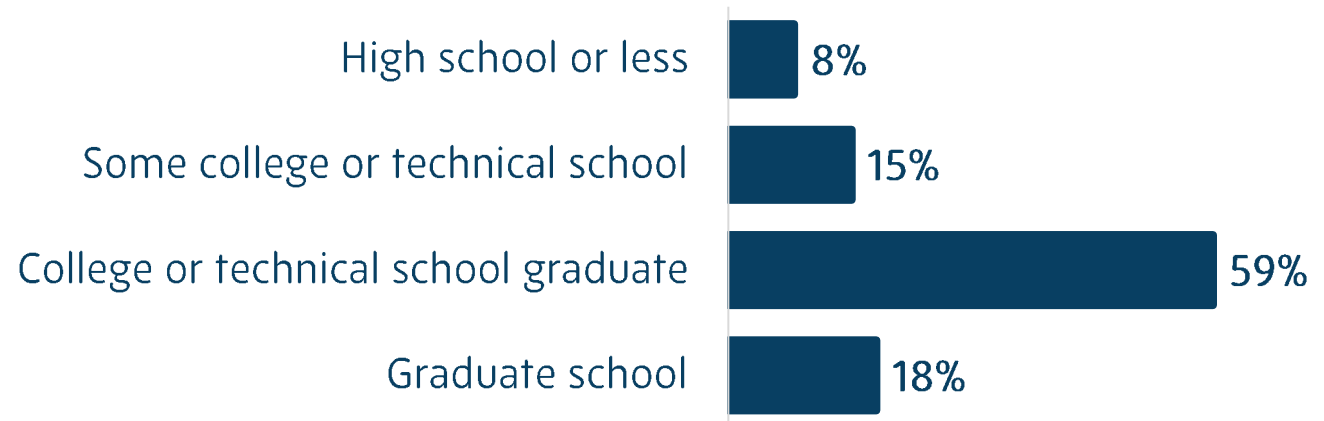
MARITAL STATUS

» Over **7 in 10** visitors to Maine were married or living with their partner

Single/widowed
28%

Married/living with
partner
72%

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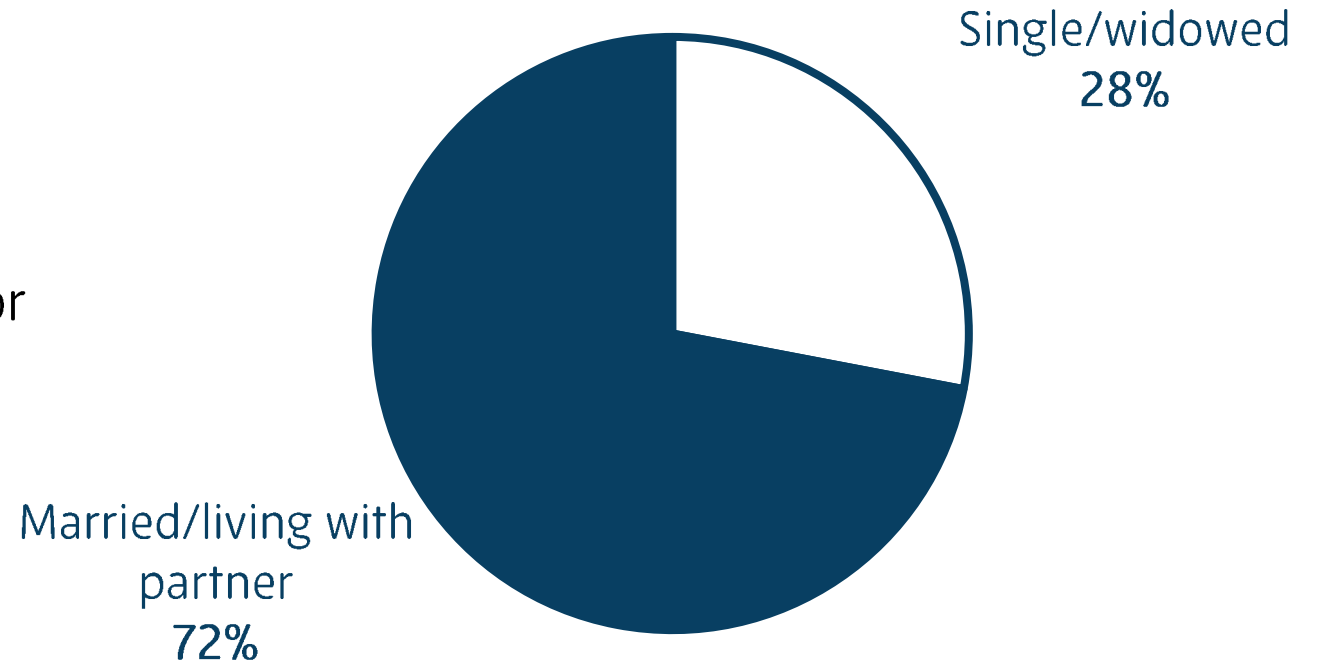
EMPLOYMENT STATUS

» Nearly **3 in 5** visitors to Maine were employed, mostly full-time

Employed full-time — 62%
Employed part-time — 9%
Contract/freelance/temporary employee — 6%
Retired — 15%
Not currently employed — 5%
Student — 3%

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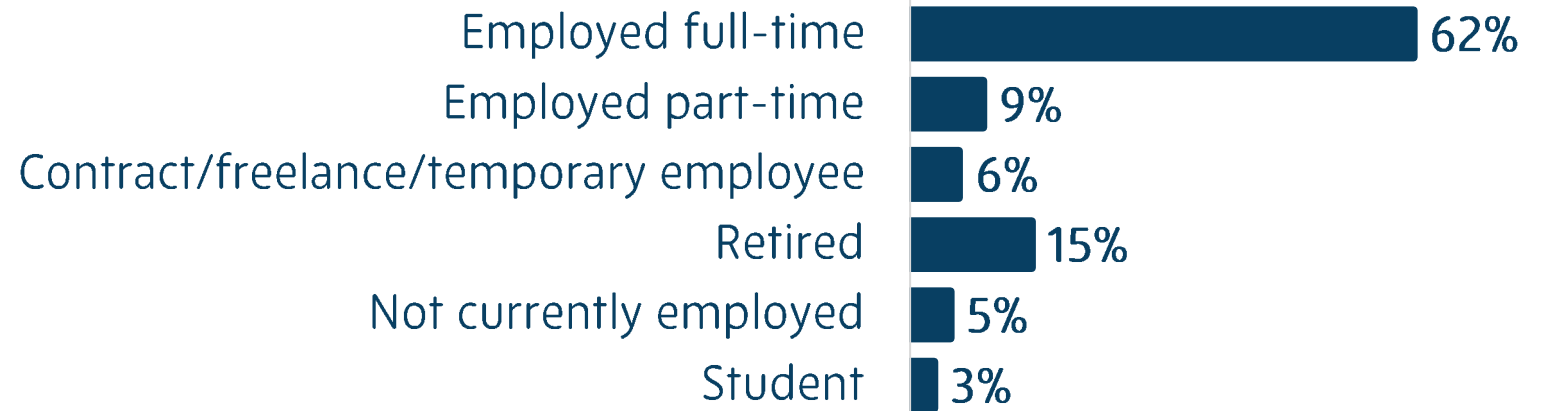
HOUSEHOLD INCOME

» The average household income of visitors to Maine is **$94,600** per year

» **21%** of visitors to Maine earned more than $150,000 per year

Less than $25,000	4%
$25,000 - $49,999	9%
$50,000 - $74,999	19%
$75,000 - $99,999	23%
$100,000 - $149,999	24%
$150,000 - $199,999	12%
$200,000 - $249,999	5%
$250,000 or more	4%

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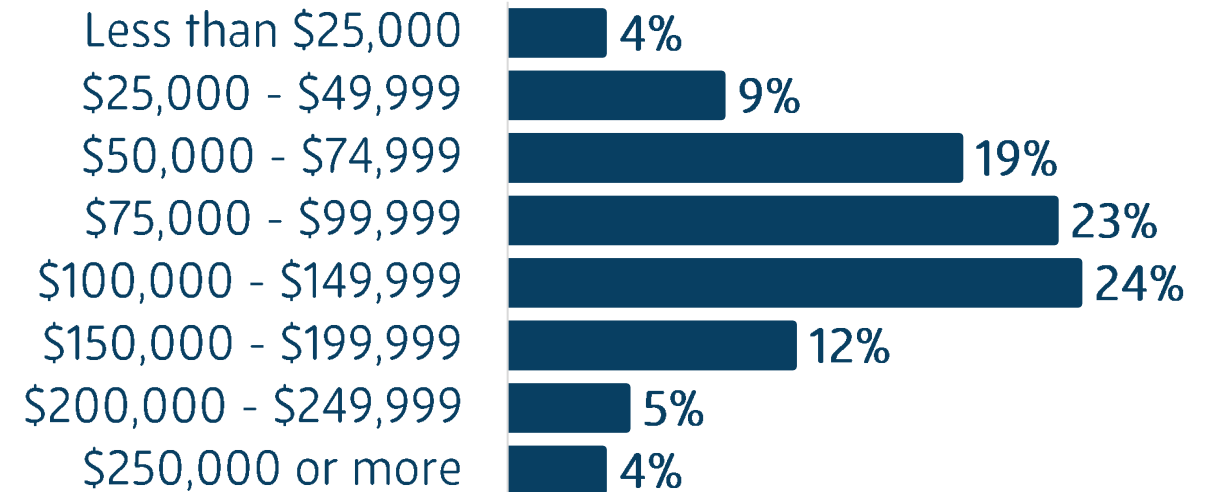
NEW & RETURNING VISITORS

» **12%** of visitors were traveling in Maine for the first time

» Maine has high repeat and loyal visitors, as **42%** had previously traveled in Maine more than 10 times

This is my first time	12%
2 - 5 times	24%
6 - 10 times	22%
11+ times	42%

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VISITOR JOURNEY : TRIP EXPERIENCE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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MODES OF TRANSPORTATION

» Maine is a drive-market for most visitors, with **87%** choosing to travel by car over plane, motor coach/bus, or train (-3% points from 2023)

» Most visitors who flew to Maine arrived at Portland International Jetport

Mode	Percentage
Drove to Maine	87%
Flew into Portland Intl Jetport	5%
Flew into Bangor Intl Airport	3%
Flew into Boston Logan Intl	3%
Took a motor coach tour or bus	1%
Flew into Presque Isle Airport	<1%
Other	1%

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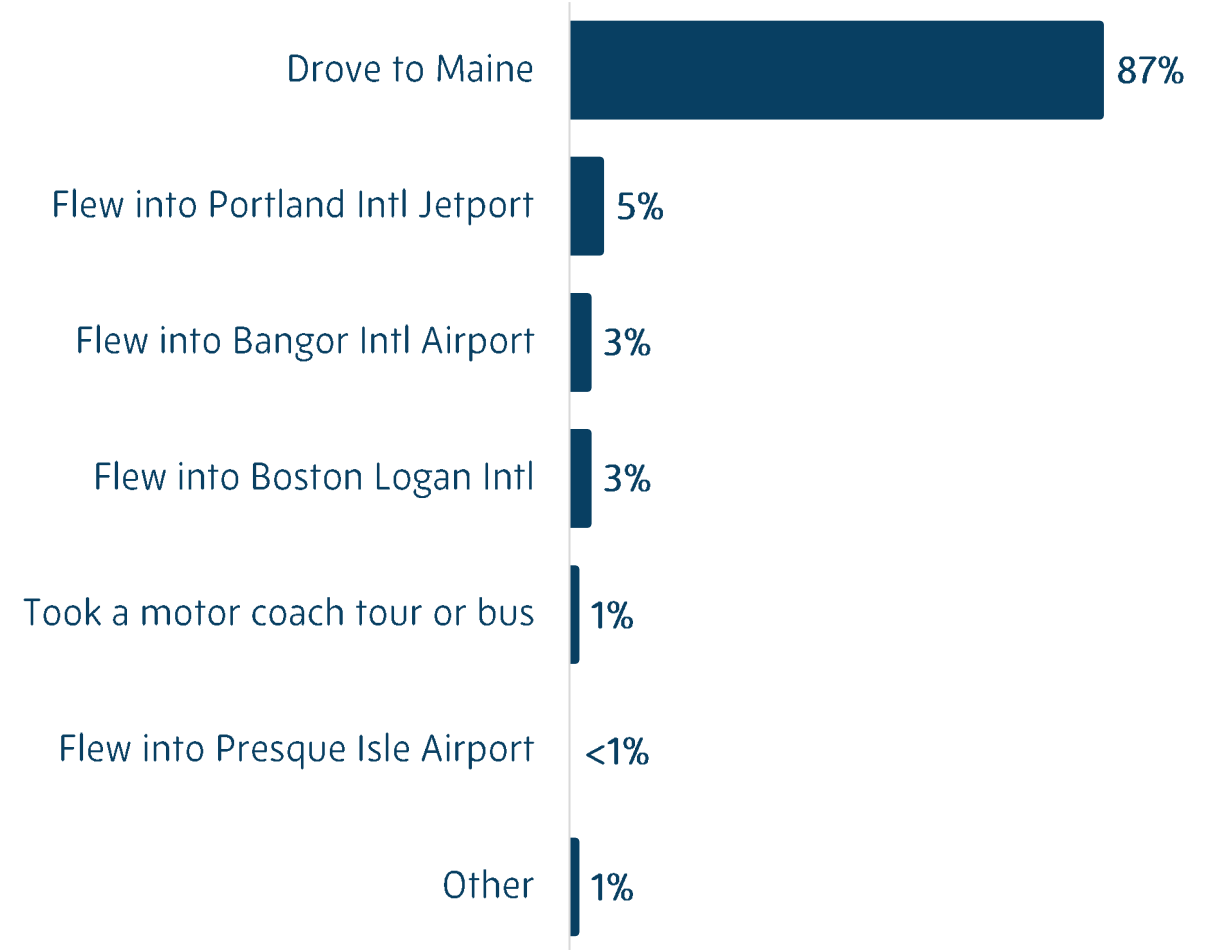
NIGHTS STAYED

» **88%** of visitors stayed one or more nights in Maine on their trip (+2% points from 2023)

» Typical visitors stayed **4.1*** nights in Maine on their trips

» Typical visitors staying overnight in paid accommodations stayed **4.1** nights in Maine on their trips

Not staying overnight **12%**

1 night **10%**

2 nights **20%**

3 nights **20%**

4 nights **14%**

5+ nights **24%**
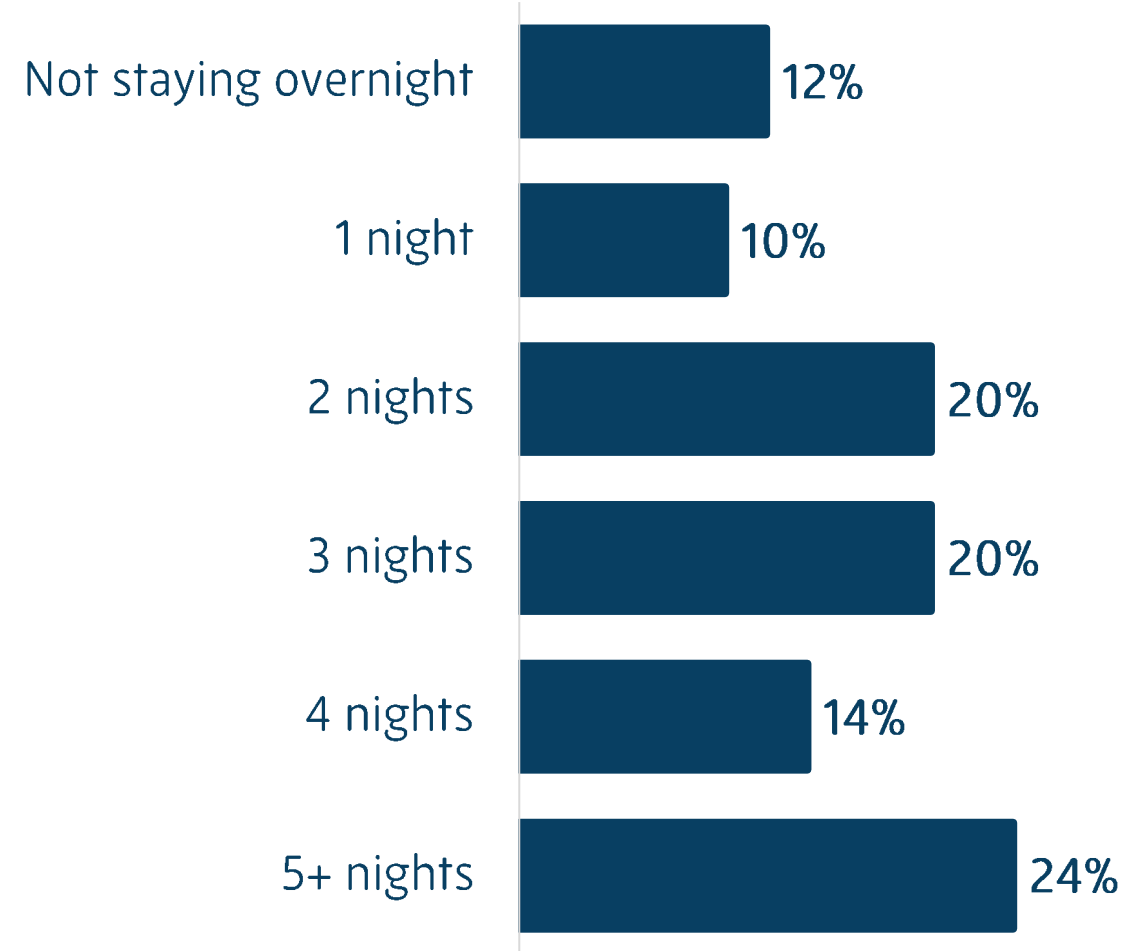
*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

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ACCOMMODATIONS

» Nearly **2 in 5** visitors stayed overnight at a hotel/motel/resort

» Nearly **1 in 8** visitors were just visiting for the day

Accommodation	Percentage
Hotel/motel/resort	38%
Friends/family home	23%
Not spending the night	12%
Vacation rental home	11%
Personal second home	8%
Bed & Breakfast/Inn	4%
Campground/RV Park	1%
Wilderness camping	1%
Sporting camp/wilderness lodge	1%
Outdoor Outfitter	<1%
Other	1%

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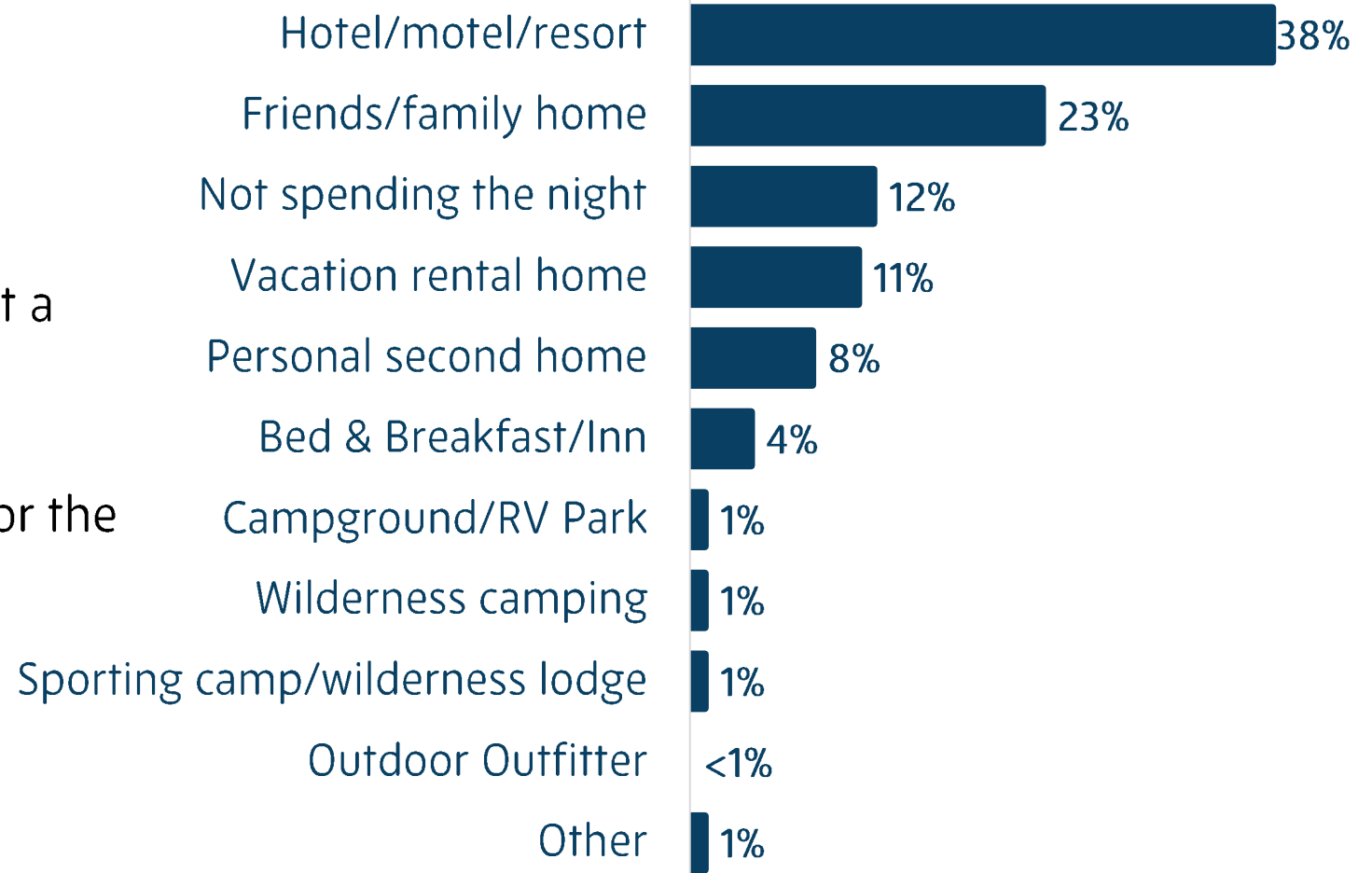
BOOKING METHODS

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

Directly with the hotel/condo — 41%

Online travel agency — 33%

Airbnb — 10%

Short term rental service — 8%

Vacation rental company — 2%

Offline travel agent — 1%

Travel package provider — 1%

Group tour operator — <1%

Other — 4%
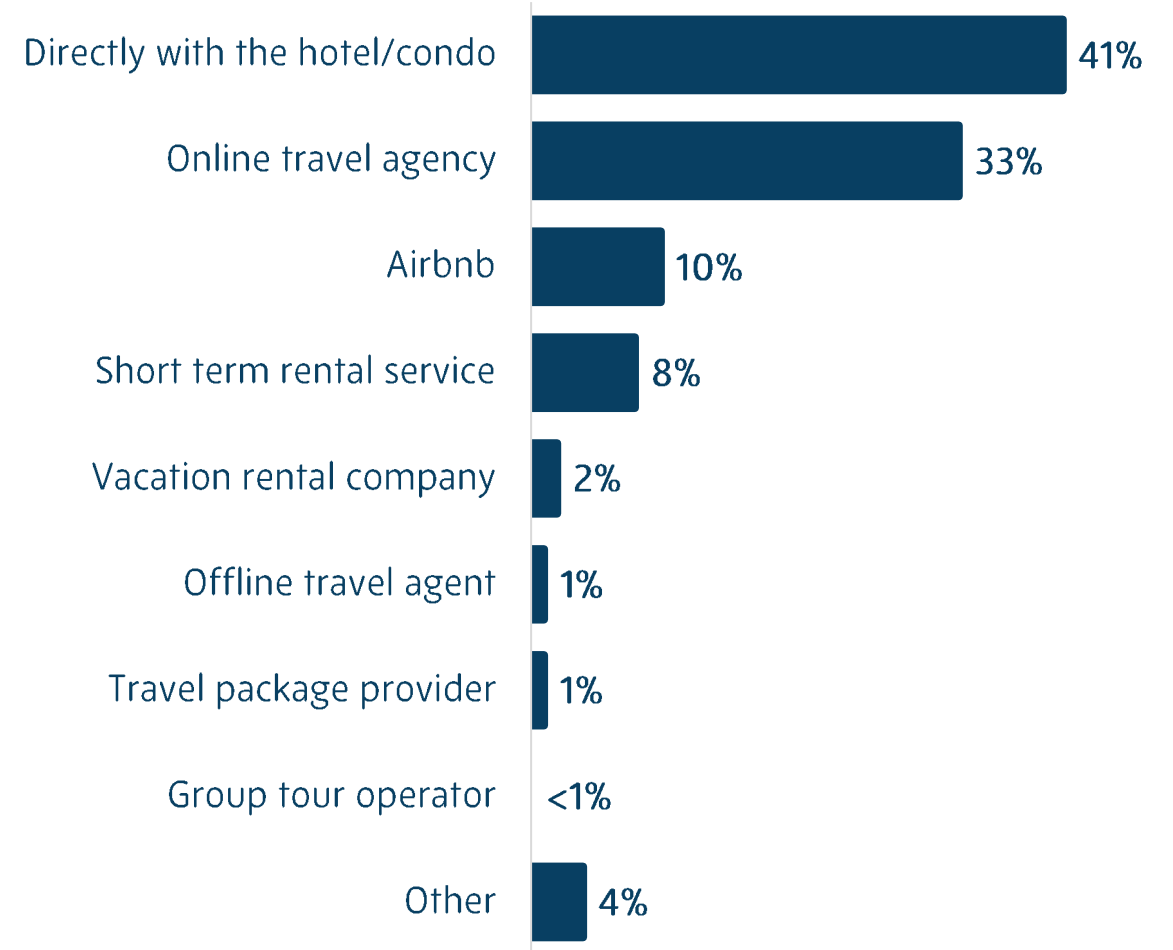
IN-MARKET VISITOR RESOURCES*

» Visitors were most likely to rely on navigation websites/apps to plan activities in–market

» Over **1 in 4** used restaurant websites/apps

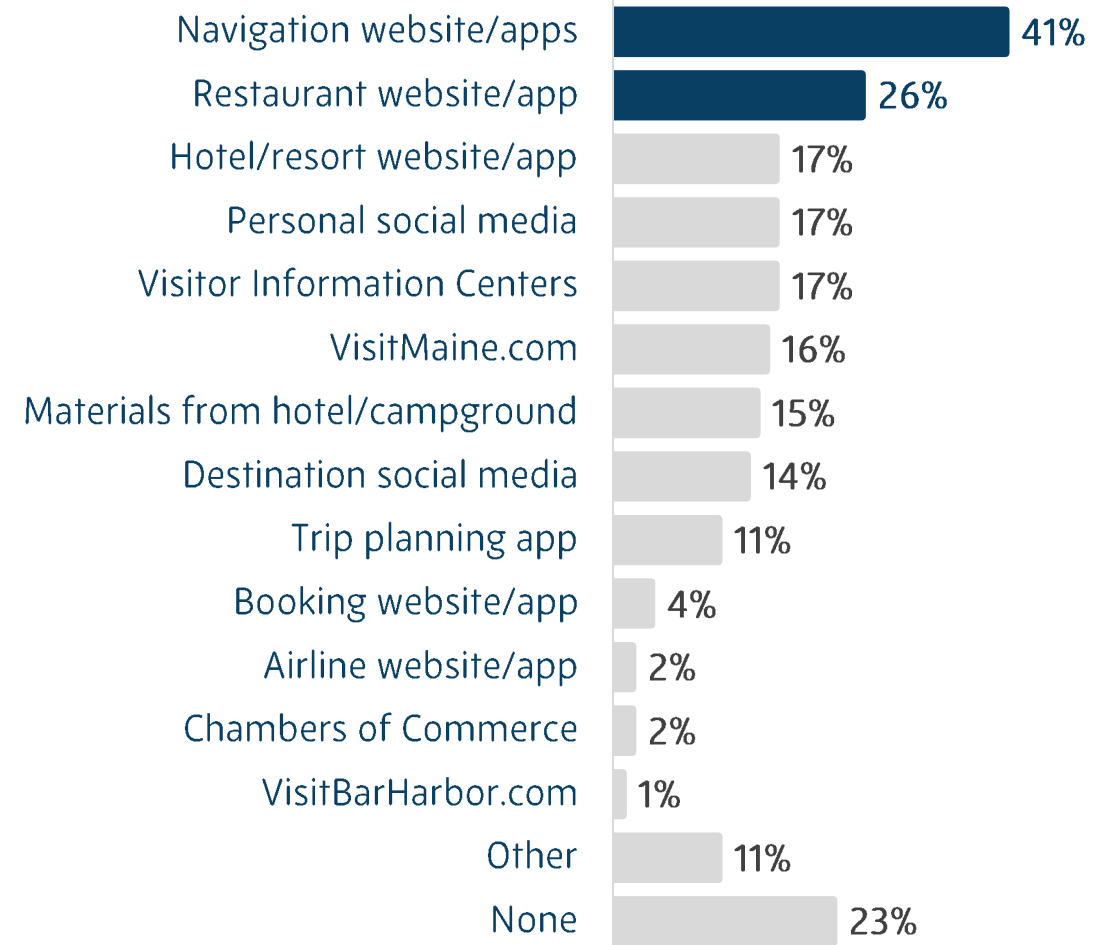» Nearly **1 in 4** visitors did not use any resources to plan activities while they were in-market

Resource	Percentage
Navigation website/apps	41%
Restaurant website/app	26%
Hotel/resort website/app	17%
Personal social media	17%
Visitor Information Centers	17%
VisitMaine.com	16%
Materials from hotel/campground	15%
Destination social media	14%
Trip planning app	11%
Booking website/app	4%
Airline website/app	2%
Chambers of Commerce	2%
VisitBarHarbor.com	1%
Other	11%
None	23%

*Multiple responses permitted.

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VISITOR ACTIVITIES*

» **72%** of visitors engaged in food/beverage/culinary activities during their trip to Maine

» Over **half** of visitors went shopping during their trip to Maine

Activity	Percentage
Food/beverage/culinary	72%
Shopping	52%
Touring/sightseeing	45%
Active outdoor activities	45%
History/culture	21%
Entertainment/attractions	12%
Business conference/meeting	6%
Astrotourism	6%
Water activities	5%
April 8th, 2024 Solar Eclipse	3%
Other	5%

*Multiple responses permitted.

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FOOD & BEVERAGE ACTIVITIES*

- Going to local brew pubs/craft breweries — 46%
- Ate lobster — 33%
- Ate other local seafood — 32%
- Consumed other locally produced Maine foods — 21%
- Enjoyed unique Maine food or beverages — 15%
- Enjoying local food at fairs/festivals — 14%
- Visited Farmer's Markets — 14%
- Enjoyed high-end cuisine or five-star dining — 12%
- Ate farm-to-table or organic cuisine — 5%
- Other — 6%

*Multiple responses permitted.

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SHOPPING ACTIVITIES*

Activity	Percentage
Shopping in downtown areas	31%
Outlet shopping	25%
Shopping for gifts/souvenirs	23%
Shopping for "Made in Maine" products	18%
Shopping for unique/locally produced goods	18%
Shopping for antiques/local arts and crafts	17%
Shopping at malls	8%
Other	5%

*Multiple responses permitted.

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TOURING & SIGHTSEEING ACTIVITIES*

Activity	Percentage
Sightseeing	30%
Enjoying the ocean views/rocky coast	30%
Driving for pleasure	28%
Wildlife viewing/bird watching	22%
Photography	19%
Tours of communities/local architecture	14%
Nature cruises or tours	13%
Enjoying the mountain views	11%
Viewing fall colors	2%
Other	2%

*Multiple responses permitted.

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HISTORICAL & CULTURAL ACTIVITIES*

Visit historic sites/museums — 9%
Visit art museums/local artisan studios — 8%
Attend popular music concerts/events — 7%
Get to know the local people and/or culture — 6%
Attend plays/musicals/theatrical events — 5%
Attend operas/classical music events — 2%
Painting/drawing/sketching — 1%
Other — 3%

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ENTERTAINMENT ACTIVITIES*

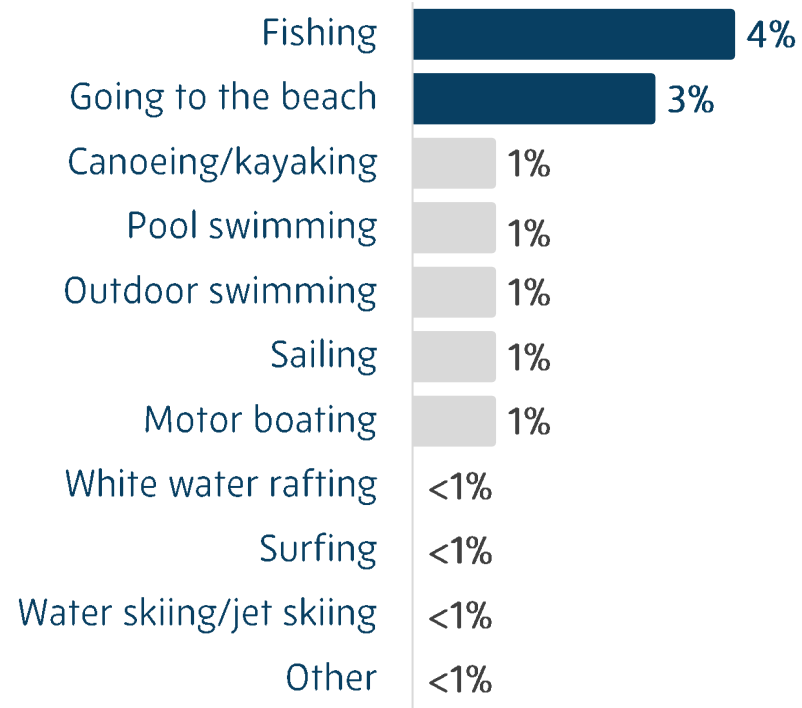| Activity	Percentage
Amusement/theme parks	2%
Children's museums	2%
Outdoor fun centers	2%
Attend sporting events	2%
Bars/nightlife	2%
Animal parks/zoos	1%
Water parks	1%
Agricultural fairs	1%
Horseback riding	1%
Summer camps	<1%
Other**	6%

*Multiple responses permitted.
**Other includes attending winter events such as Gardens Aglow or the Gingerbread Spectacular.

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WATER ACTIVITIES*

Activity	Percentage
Fishing	4%
Going to the beach	3%
Canoeing/kayaking	1%
Pool swimming	1%
Outdoor swimming	1%
Sailing	1%
Motor boating	1%
White water rafting	<1%
Surfing	<1%
Water skiing/jet skiing	<1%
Other	<1%

*Multiple responses permitted.

DAILY TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$156	$0	$0
Restaurants	$114	$95	$83
Groceries	$28	$32	$16
Shopping	$88	$73	$67
Entertainment	$45	$28	$22
Transportation	$42	$40	$36
Other	$10	$6	$6
Daily Spending	**$483**	**$274**	**$230**

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TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$640	$0	$0
Restaurants	$467	$513	$83
Groceries	$115	$173	$16
Shopping	$361	$394	$67
Entertainment	$185	$151	$22
Transportation	$172	$216	$36
Other	$41	$32	$6
Trip Spending	**$1,981**	**$1,479**	**$230**

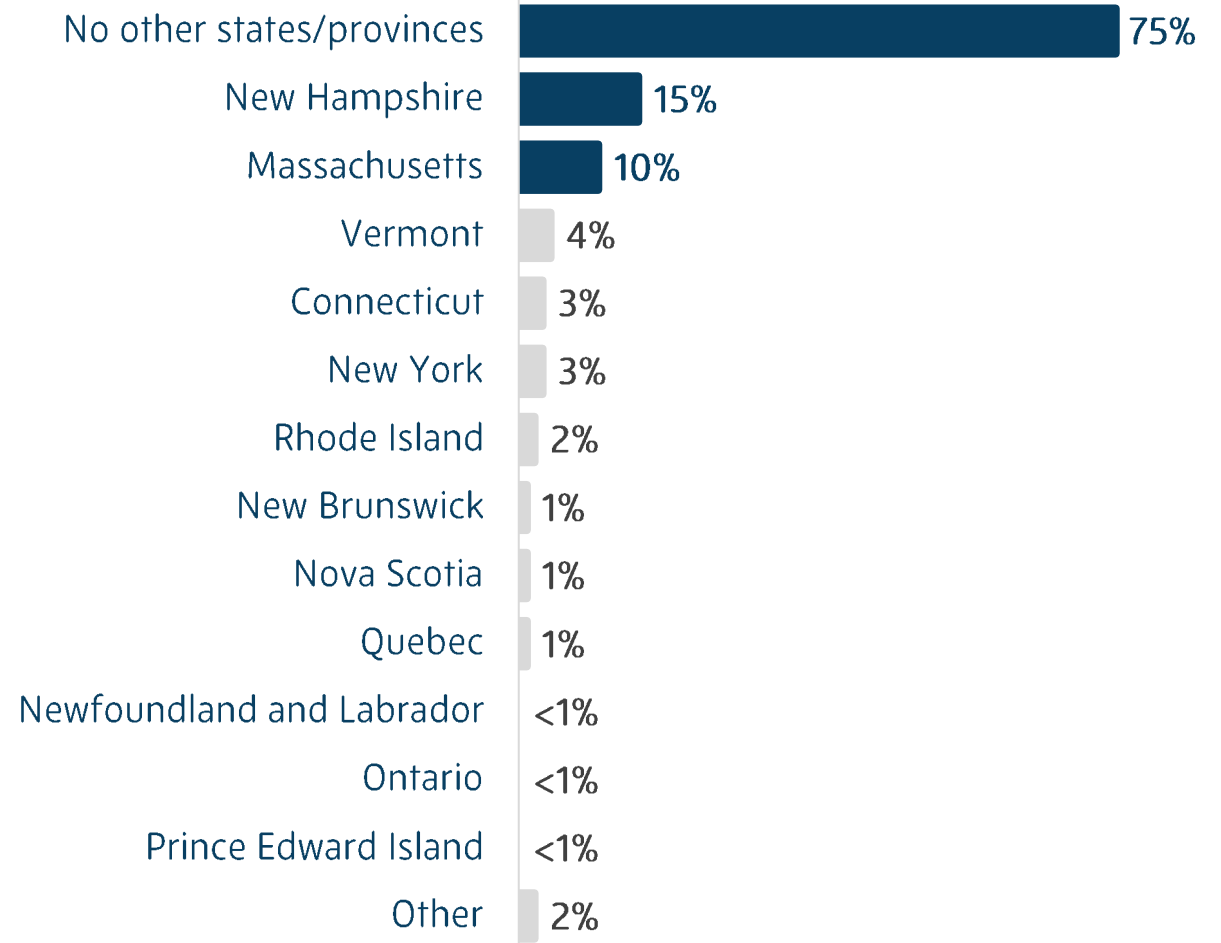MAINE.
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LODGING AMENITIES*

» 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 **7 in 10** visitors

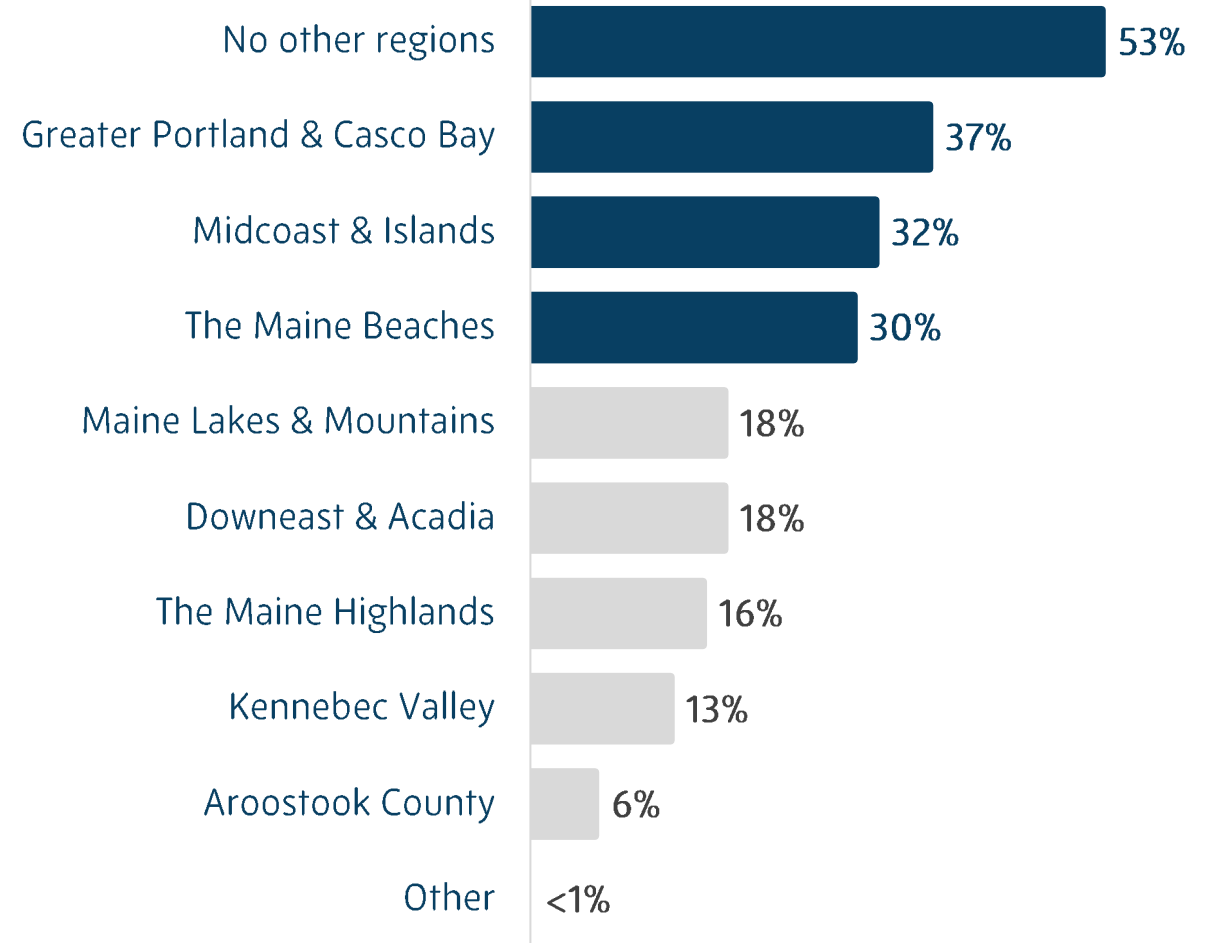» Food was included in accommodations' pricing for nearly **half** of visitors

Parking 70%
Food 46%
Recreation 5%
Resort fee 3%
Other 3%
None 18%

*Multiple responses permitted.

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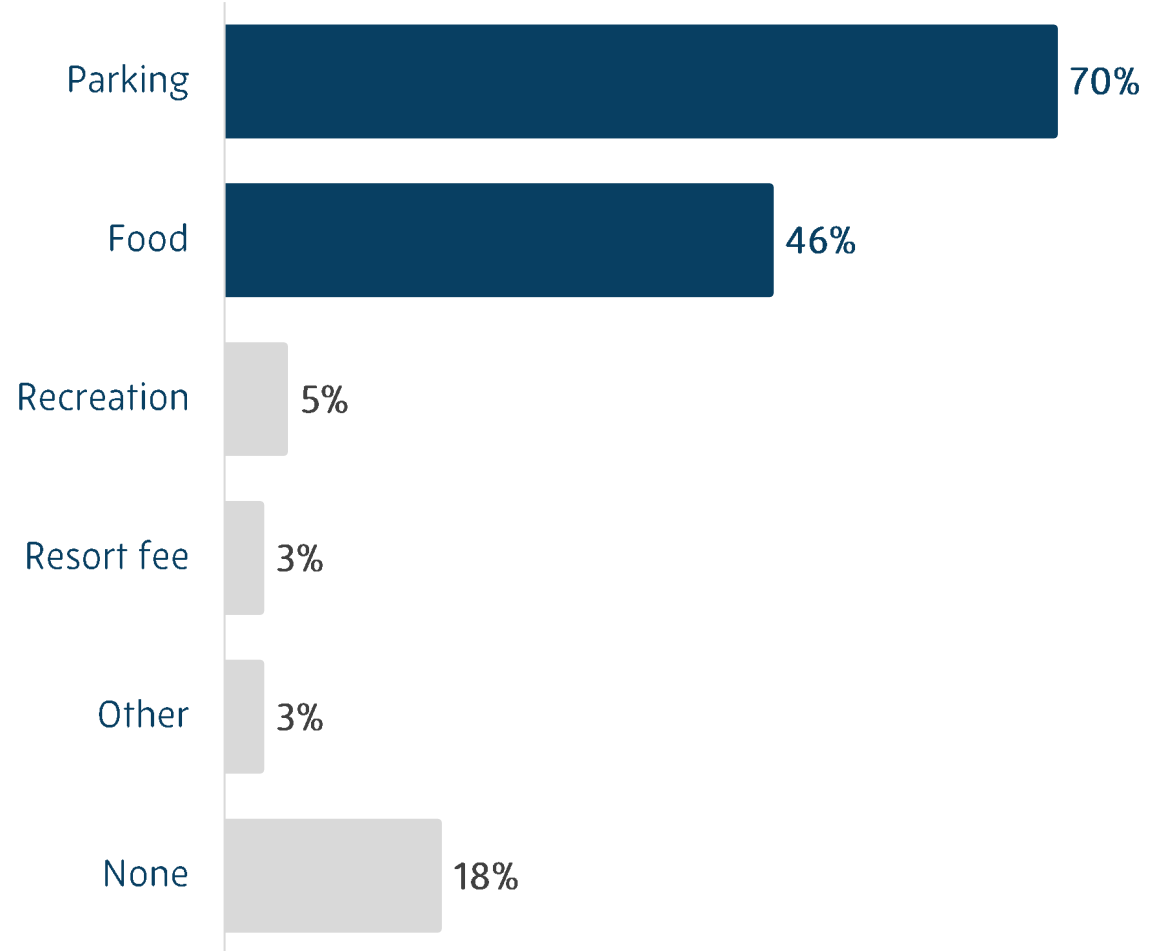
OTHER STATES & PROVINCES VISITED*

» **3 in 4** visitors did not visit any other U.S. state or Canadian province during their trip

» Visitors continued to be more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip

Category	Percentage
No other states/provinces	75%
New Hampshire	15%
Massachusetts	10%
Vermont	4%
Connecticut	3%
New York	3%
Rhode Island	2%
New Brunswick	1%
Nova Scotia	1%
Quebec	1%
Newfoundland and Labrador	<1%
Ontario	<1%
Prince Edward Island	<1%
Other	2%

*Multiple responses permitted.

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TRAVELING WITHIN MAINE*

» Over **half** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state

» **37%** of visitors visited Greater Portland and Casco Bay in addition to their primary destination within Maine (+4% points from 2023)

Region	Percentage
No other regions	53%
Greater Portland & Casco Bay	37%
Midcoast & Islands	32%
The Maine Beaches	30%
Maine Lakes & Mountains	18%
Downeast & Acadia	18%
The Maine Highlands	16%
Kennebec Valley	13%
Aroostook County	6%
Other	<1%

*Multiple responses permitted.

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VISITOR JOURNEY : POST-TRIP EVALUATION

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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UNIQUENESS

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

"Shopping, historical sites, and entertainment – all within a day's drive!"

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

UNIQUENESS

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

"The air feels cleaner here. Everything is fresh – the sea breeze, the smell of the trees, and the lobster!"

"Where else can you visit the beach, the mountains, a ski resort, and a casino, all within easy driving distance?"

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HIGHLIGHTS

"We sampled the local gourmet food – including the famous lobster rolls!"

"We photographed the lighthouses, the coastline, the rivers, and the amazing sunrises and sunsets."

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

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HIGHLIGHTS

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

"All the amazing shopping! Portland, Freeport; Mardens, Renys – Maine has everything a shopper could want."
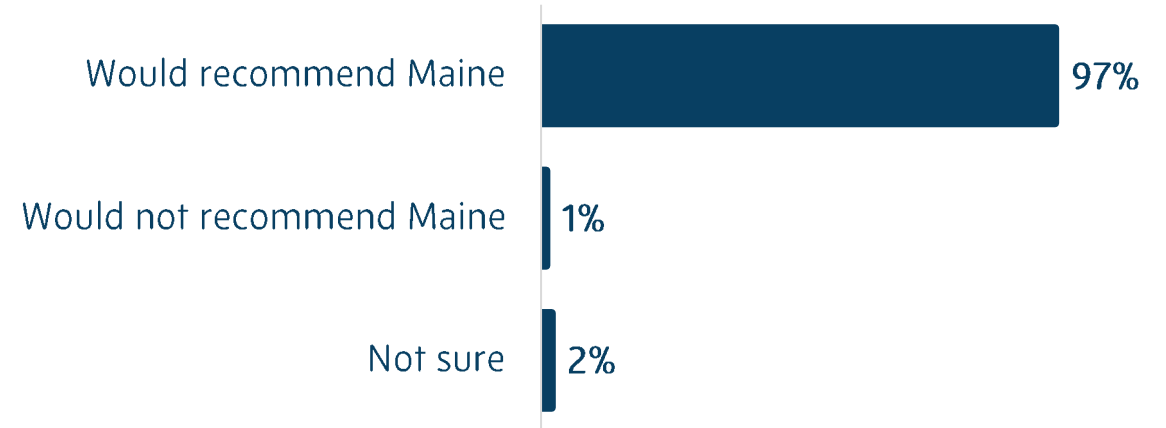
"Our family came to see the total solar eclipse! We watched it from the coast, and it was an experience like none other."
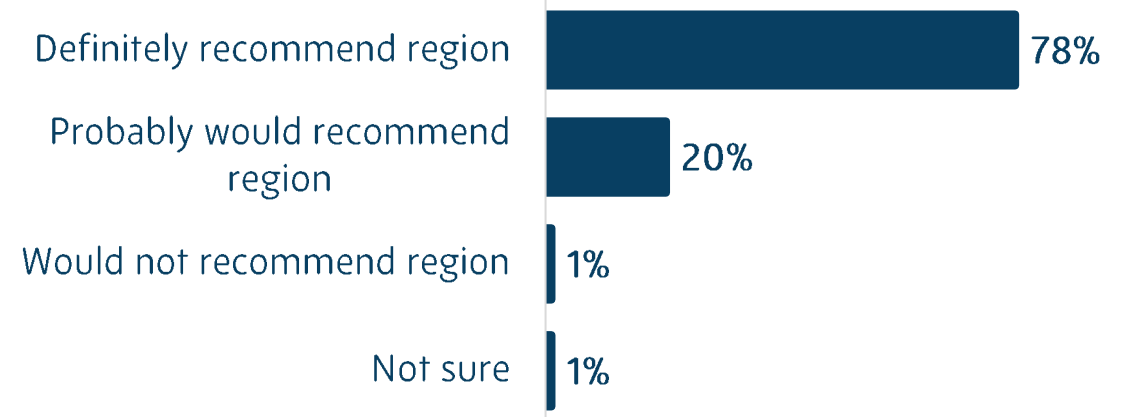
RECOMMENDING MAINE & ITS REGIONS

» **97%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation

» **98%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **78%** would definitely recommend

Likelihood of Recommending Maine

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

Likelihood of Recommending Region Visited

Definitely recommend region	78%
Probably would recommend region	20%
Would not recommend region	1%
Not sure	1%

LIKELIHOOD OF RETURNING TO MAINE

» **98%** of visitors will return to Maine for a future visit or vacation

Definitely will return — 83%

Probably will return — 15%

Probably will not return* — <1%
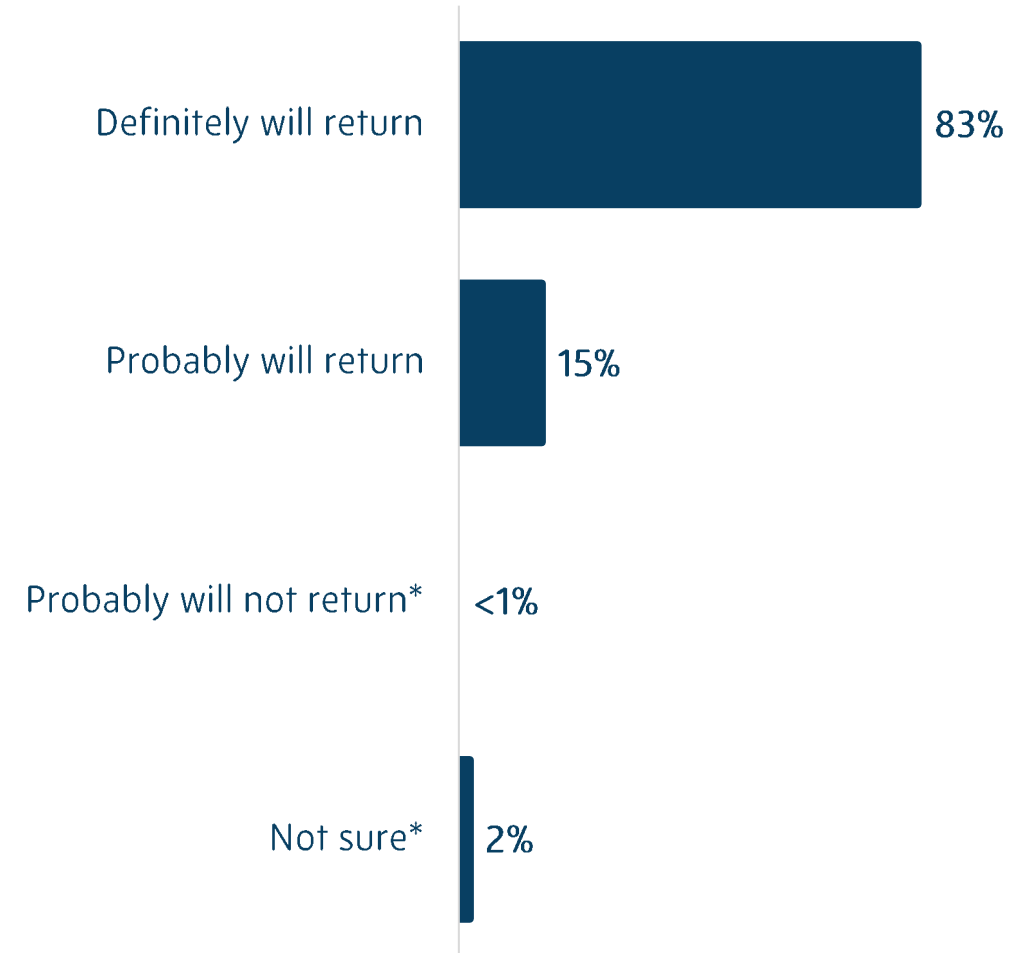
Not sure* — 2%

*2% of all visitors are not sure if they will return to Maine for the following reasons:
1. Traffic/difficult drive 2. Limited or expensive airline service 3. Prefer variety in destinations
4. Too cold/bad weather.

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SATISFACTION

» **99%** of visitors were satisfied with their trip to Maine

» Nearly **7 in 10** visitors were very satisfied with their trip to Maine

Very satisfied — 69%

Satisfied — 30%

Dissatisfied — <1%

Don't know — 1%

TRIP RATINGS

	Friendliness of people	Activities & attractions	Lodging	Restaurants	Customer service	Shopping	Authenic & unique communities	Value for your money
Did not meet expectations	1%	1%	2%	5%	6%	3%	1%	3%
Met Expectations	52%	55%	54%	60%	60%	67%	72%	76%
Exceeded Expectations	47%	44%	44%	35%	34%	30%	27%	21%

■ Exceeded Expectations   ■ Met Expectations   ■ Did not meet expectations

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OVERCROWDING

» **62%** of visitors thought the number of visitors during their trip to Maine was fine

» **8%** of visitors though it was a little overcrowded

Overcrowded to the extent that it diminished your enjoyment — 1%

A little overcrowded, but it did not diminish your enjoyment — 8%

OK - the number of visitors was fine — 62%

Not at all overcrowded - there were fairly small numbers of visitors — 29%

Other — <1%

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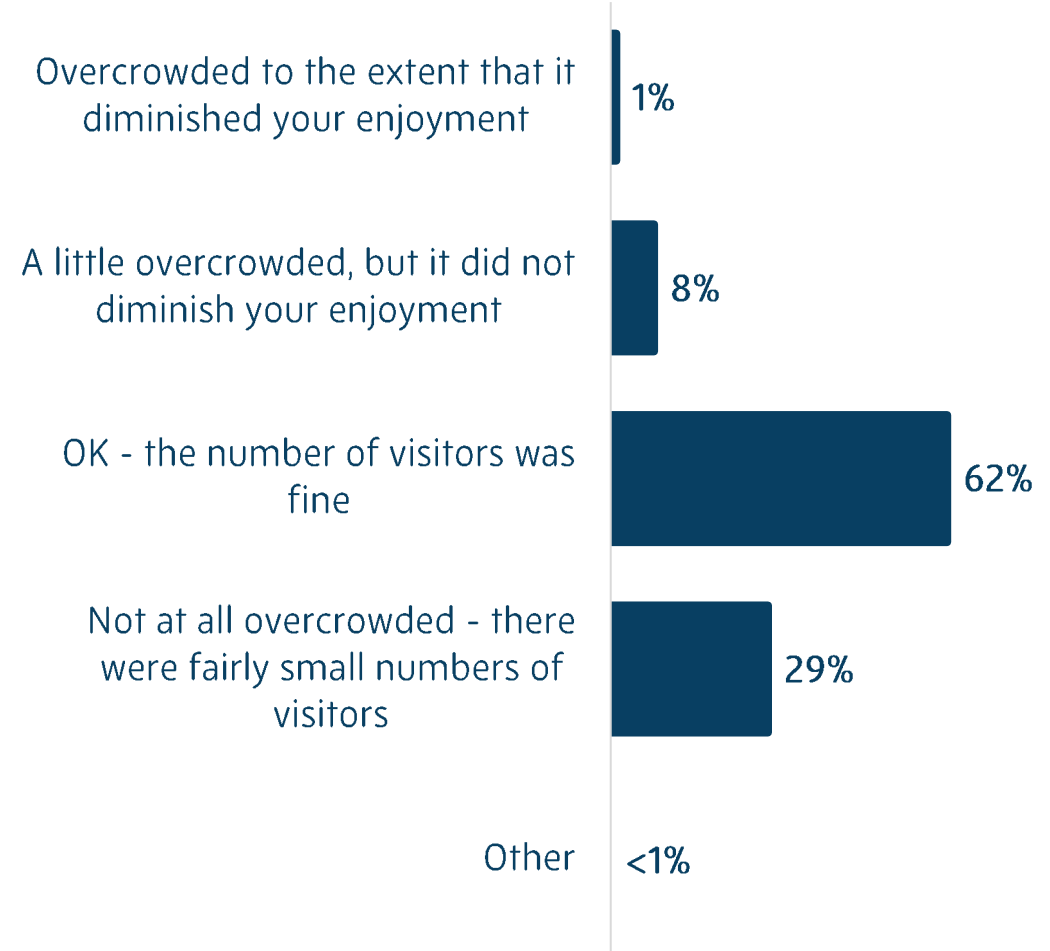
PERCEPTIONS

"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."

"You can rough it in a tent, cabin, or converted van, or you can five-star it in an upscale hotel or resort. You can make your vacation in Maine whatever you want!"

"As their slogan says, Maine is life the way it should be. You can just feel the stress melt away as soon as you walk into the woods or along the beach."

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PERCEPTIONS

"White roads, white trees, gently falling snow. Winter only makes Maine's attractions – its charming lighthouses, numerous wildlife, and rocky coastlines – even better."

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

"When you cross the Piscataqua into Maine and see that big welcome home sign, it really does feel like coming home."

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ANNUAL COMPARISONS

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TRIP PLANNING CYCLE

Trip Planning Cycle	2023	2024
A week or less	20%	20%
2 - 3 weeks	22%	19%
1 - 2 months	36%	36%
3 - 4 months	14%	14%
5 - 6 months	4%	5%
7 months - 1 year	2%	4%
More than 1 year	2%	2%
Days in Planning Cycle	37	39

Booking Window	2023	2024
A week or less	26%	25%
2 - 3 weeks	25%	21%
1 - 2 months	35%	34%
3 - 4 months	9%	11%
5 - 6 months	3%	4%
7 months - 1 year	1%	4%
More than 1 year	1%	1%
Days in Booking Window	21	34

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ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2023	2024
Online search engines	33%	26%
Online travel agency	15%	23%
VisitMaine.com	9%	20%
Hotel websites	20%	17%
Facebook	21%	14%
Airbnb	7%	11%
Instagram	12%	10%
VisitPortland.com	3%	10%
TripAdvisor	10%	8%
Airline websites	7%	8%
VRBO/HomeAway	8%	7%
Traveler reviews/blogs/stories	11%	7%
YouTube	9%	7%
TheMaineBeaches.com	1%	7%
Visit Maine social media	10%	6%
DowneastAcadia.com	2%	6%
MainesMidCoast.com	2%	5%
Vacation rental websites	3%	3%
MaineTourism.com	4%	3%
MaineLakesandMountains.com	1%	3%
VisitBarHarbor.com	2%	3%
TheMaineHighlands.com	1%	2%
DiscoverNewEngland.com	1%	1%
VisitAroostook.com	2%	1%
Twitter	1%	1%
KennebecValley.org	0%	0%
Other	4%	3%
None	31%	31%

*Multiple responses permitted.

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OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2023	2024
Advice from friends/family	47%	37%
Travel guides/brochures	5%	17%
Called the Maine Office of Tourism	3%	11%
Articles or travelogues	21%	11%
Visit Maine e-newsletter	2%	9%
AAA	11%	7%
Travel books & magazines	3%	6%
Travel planning apps	7%	5%
Visitor Guide	2%	3%
Called local Chambers of Commerce	2%	2%
Travel agent	2%	2%
Called local convention and visitors bureaus	1%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Other	3%	3%
None	36%	37%

*Multiple responses permitted.

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REASON FOR VISITING*

Reasons for Visiting	2023	2024
Visiting friends/relatives	40%	30%
Sightseeing/touring	16%	28%
Relax and unwind	22%	27%
Shopping	19%	17%
Nature & bird watching	12%	16%
Snow activities	13%	14%
Special occasion	16%	11%
Special event	15%	9%
Conference/meeting	9%	7%
Beach	3%	6%
Culture/museums/history	5%	6%
Active outdoor activities	6%	5%
Attractions	3%	3%
Sporting event	3%	3%
April 8th, 2024 Solar Eclipse	NA	3%
Water activities	1%	1%
Astrotourism	1%	1%
Other	13%	18%

*Multiple responses permitted.

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TV SHOWS & FILM*

Trip Inspiration From Film	2023	2024
Yes	8%	5%
No	91%	94%
Don't know	1%	1%

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	65%	30%
Seeing Maine in a film or TV show made me think about Maine as a place to visit	13%	23%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	6%	21%
Visiting a location related to a TV show or film was the main reason I visited Maine	10%	20%
Something else	6%	6%

Visited TV or Film Attractions***	2023	2024
Yes	4%	4%
No	93%	93%
Don't know	3%	3%

*Questions were not asked until January 2023.
**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.

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OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	2023	2024
No other states/provinces	63%	71%
New Hampshire	22%	16%
Massachusetts	13%	10%
Vermont	5%	7%
New York	3%	4%
Connecticut	3%	3%
Rhode Island	4%	3%
New Brunswick	1%	1%
Nova Scotia	1%	1%
Ontario	1%	1%
Quebec	2%	1%
Newfoundland and Labrador	<1%	<1%
Prince Edward Island	<1%	<1%
Other	1%	2%

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ADVERTISING/PROMOTIONS

Notable decrease in advertising recall is largely due to some pauses in the winter campaign

Recalled Advertising	2023	2024
Yes	59%	44%
No	29%	44%
Not sure	12%	12%

Influenced by Advertising*	2023	2024
Yes	35%	21%

* Out of ALL visitors.

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2023	2024
Social media	57%	52%
Internet	36%	26%
Radio	20%	24%
Magazine	27%	22%
Cable or satellite television	12%	14%
VisitMaine.com	8%	9%
Newspaper	9%	8%
AAA	8%	8%
Traveler reviews/blogs	6%	6%
Maine travel/visitor guide	5%	5%
Online streaming service	5%	5%
Brochure	3%	3%
Music/podcast streaming	3%	3%
Billboard	2%	2%
Deal-based promotion	2%	1%
Other	3%	4%
Not sure	1%	1%

*Multiple responses permitted.

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VISITOR JOURNEY : TRAVELER PROFILE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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ORIGIN REGION

Region of Origin	2023	2024
Maine	30%	21%
New England	34%	41%
Mid-Atlantic	15%	17%
Southeast	8%	7%
Southwest	2%	2%
Midwest	4%	4%
West	2%	3%
Canada	4%	4%
International	1%	1%

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ORIGIN STATE/PROVINCE

Origin States & Provinces	2023	2024
Massachusetts	16%	22%
Maine	30%	21%
New Hampshire	9%	9%
New York	5%	7%
Connecticut	5%	6%
Florida	4%	4%
New Jersey	3%	4%
Pennsylvania	3%	3%
Vermont	2%	3%
Rhode Island	2%	2%
Virginia	2%	2%
New Brunswick	3%	2%

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ORIGIN MARKET

Origin Markets	2023	2024
Boston	10%	13%
New York City[1]	6%	7%
Portland, ME	4%	4%
Providence, RI	2%	2%
Washington DC - Baltimore[2]	3%	2%
Auburn – Lewiston	2%	2%
Bangor	2%	2%
Manchester, NH	1%	1%
Philadelphia	2%	1%
Augusta, ME	2%	1%
Rochester - Portsmouth, NH	2%	1%
Waterville	2%	1%
Worcester, MA	<1%	1%
Lowell, MA	1%	1%
Albany	1%	1%
Belfast, ME	2%	1%

[1] Includes some markets in New Jersey, Pennsylvania, and Connecticut.
[2] Includes some markets in Maryland, Virginia, and West Virginia.

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TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2023	2024
Traveled alone	20%	18%
As a couple	42%	42%
As a family	20%	24%
With business associates	3%	3%
In a tour group	<1%	<1%
With other couples/friends	15%	13%
Other	<1%	<1%
Average Travel Party Size	2.4	2.5

TRAVEL WITH CHILDREN*

Children in Travel Party*	2023	2024
No children	87%	85%
Children younger than 6	5%	5%
Children 6 – 12	7%	8%
Children 13 – 17	5%	6%
Gender	2023	2024
Male	43%	51%
Female	57%	48%
Non-Binary	NA	1%
Transgender	NA	<1%

*Multiple responses permitted.

DEMOGRAPHIC PROFILE

Age	2023	2024
Under 25	5%	5%
25 – 34	13%	16%
35 – 44	23%	23%
45 – 54	23%	20%
55 – 65	24%	22%
Over 65	12%	14%
Median Age	**49**	**48**

Race/Ethnicity	2023	2024
White	89%	87%
Asian	3%	4%
Hispanic	2%	4%
Black	3%	3%
Indigenous	1%	1%
Other	2%	1%

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LIFESTYLE PROFILE

Marital Status	2023	2024
Single/widowed	26%	28%
Married/living with partner	74%	72%

Employment Status	2023	2024
Employed full-time	52%	62%
Employed part-time	12%	9%
Contract/freelance/temporary employee	10%	6%
Retired	14%	15%
Not currently employed	8%	5%
Student	4%	3%

LIFESTYLE PROFILE

Household Income	2023	2024
Less than $25,000	5%	4%
$25,000 - $49,999	12%	9%
$50,000 - $74,999	26%	19%
$75,000 - $99,999	25%	23%
$100,000 - $149,999	17%	24%
$150,000 - $199,999	8%	12%
$200,000 - $249,999	4%	5%
$250,000 or more	3%	4%
Median Household Income	$82,000	$94,600

LIFESTYLE PROFILE

Educational Attainment	2023	2024
High school or less	10%	8%
Some college or technical school	15%	15%
College or technical school graduate	60%	59%
Graduate school	15%	18%

NEW & RETURNING VISITORS

Previous Trips to Maine	2023	2024
This is my first time	11%	12%
2 - 5 times	29%	24%
6 - 10 times	25%	22%
11+ times	35%	42%

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VISITOR JOURNEY : TRIP EXPERIENCE

Pre-Visit → Traveler Profile → **Trip Experience** → Post-Trip Evaluation → Impact of Tourism

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TRANSPORTATION

Means of Transportation	2023	2024
Drove to Maine	90%	87%
Flew into Portland Intl Jetport	4%	5%
Flew into Bangor Intl Airport	2%	3%
Flew into Boston Logan Intl	2%	3%
Took a motor coach tour or bus	1%	1%
Flew into Presque Isle Airport	<1%	<1%
Other	<1%	1%

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LENGTH OF STAY

Nights Stayed	2023	2024
Not staying overnight	14%	12%
1 night	9%	10%
2 nights	19%	20%
3 nights	22%	20%
4 nights	13%	14%
5+ nights	23%	24%
Average Length of Stay	4.3	4.1

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ACCOMMODATIONS

Accommodations	2023	2024
Hotel/motel/resort	31%	38%
Friends/family home	25%	23%
Not spending the night	14%	12%
Vacation rental home	11%	11%
Personal second home	9%	8%
Bed & Breakfast/Inn	5%	4%
Campground/RV Park	1%	1%
Wilderness camping	1%	1%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	2%	1%

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BOOKING

Booking Methods	2023	2024
Directly with the hotel/condo	46%	41%
Online travel agency	25%	33%
Airbnb	10%	10%
Short term rental service	10%	8%
Vacation rental company	2%	2%
Offline travel agent	1%	1%
Travel package provider	1%	1%
Group tour operator	<1%	<1%
Other	5%	4%

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IN-MARKET RESOURCES*

In-Market Resources	2023	2024
Navigation website/apps	39%	41%
Restaurant website/app	41%	26%
Hotel/resort website/app	10%	17%
Personal social media	29%	17%
Visitor Information Centers	8%	17%
VisitMaine.com	8%	16%
Materials from hotel/campground	12%	15%
Destination social media	9%	14%
Trip planning app	10%	11%
Booking website/app	5%	4%
Airline website/app	2%	2%
Chambers of Commerce	3%	2%
VisitBarHarbor.com	1%	1%
Other	5%	11%
None	25%	23%

*Multiple responses permitted.

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ACTIVITIES*

Activities	2023	2024
Food/beverage/culinary	75%	72%
Shopping	50%	52%
Touring/sightseeing	35%	45%
Active outdoor activities	41%	45%
History/culture	18%	21%
Entertainment/attractions	17%	12%
Business conference/meeting	8%	6%
Astrotourism	5%	6%
Water activities	5%	5%
April 8th, 2024 Solar Eclipse	NA	3%
Other	9%	5%

*Multiple responses permitted.

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FOOD & BEVERAGE ACTIVITIES*

Food & Beverage Activities	2023	2024
Going to local brew pubs/craft breweries	44%	46%
Ate lobster	31%	33%
Ate other local seafood	27%	32%
Consumed other locally produced Maine foods	26%	21%
Enjoyed unique Maine food or beverages	13%	15%
Enjoying local food at fairs/festivals	11%	14%
Visited Farmer's Markets	9%	14%
Enjoyed high-end cuisine or five-star dining	16%	12%
Ate farm-to-table or organic cuisine	7%	5%
Other	7%	6%

*Multiple responses permitted.

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SHOPPING ACTIVITIES*

Shopping Activities	2023	2024
Shopping in downtown areas	27%	31%
Outlet shopping	23%	25%
Shopping for gifts/souvenirs	19%	23%
Shopping for "Made in Maine" products	10%	18%
Shopping for unique/locally produced goods	13%	18%
Shopping for antiques/local arts and crafts	16%	17%
Shopping at malls	12%	8%
Other	11%	5%

*Multiple responses permitted.

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TOURING & SIGHTSEEING ACTIVITIES*

Touring & Sightseeing Activities	2023	2024
Sightseeing	25%	30%
Enjoying the ocean views/rocky coast	25%	30%
Driving for pleasure	22%	28%
Wildlife viewing/bird watching	14%	22%
Photography	14%	19%
Tours of communities/local architecture	9%	14%
Nature cruises or tours	4%	13%
Enjoying the mountain views	14%	11%
Viewing fall colors	3%	2%
Other	3%	2%

*Multiple responses permitted.

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ACTIVE OUTDOOR ACTIVITIES*

Active Outdoor Activities	2023	2024
Hiking/climbing/backpacking	15%	18%
Alpine skiing/snowboarding	6%	12%
Snowmobiling	12%	10%
Exploring State and National Parks	8%	9%
Snowshoeing	5%	7%
Nordic skiing	3%	6%
Camping	2%	2%
Bicycling touring	1%	2%
Riding all-terrain vehicles	2%	2%
Mountain/Fat Biking	1%	2%
Hunting	1%	1%
Other	9%	6%

*Multiple responses permitted.

HISTORY/CULTURE ACTIVITIES*

History/Culture Activities	2023	2024
Visit historic sites/museums	6%	9%
Visit art museums/local artisan studios	6%	8%
Attend popular music concerts/events	8%	7%
Get to know the local people and/or culture	3%	6%
Attend plays/musicals/theatrical events	2%	5%
Attend operas/classical music events	<1%	2%
Painting/drawing/sketching	1%	1%
Other	6%	3%

*Multiple responses permitted.

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ENTERTAINMENT ACTIVITIES*

Entertainment Activities	2023	2024
Amusement/theme parks	1%	2%
Children's museums	1%	2%
Outdoor fun centers	1%	2%
Attend sporting events	2%	2%
Bars/nightlife	1%	2%
Animal parks/zoos	<1%	1%
Water parks	1%	1%
Agricultural fairs	1%	1%
Horseback riding	<1%	1%
Summer camps	<1%	<1%
Other	6%	6%

*Multiple responses permitted.

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WATER ACTIVITIES*

Water Activities	2023	2024
Fishing	3%	4%
Going to the beach	2%	3%
Canoeing/kayaking	1%	1%
Pool swimming	<1%	1%
Outdoor swimming	1%	1%
Sailing	<1%	1%
Motor boating	1%	1%
White water rafting	<1%	<1%
Surfing	<1%	<1%
Water skiing/jet skiing	<1%	<1%
Other	<1%	<1%

*Multiple responses permitted.

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OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2023	2024
No other states/provinces	73%	75%
New Hampshire	16%	15%
Massachusetts	11%	10%
Vermont	3%	4%
New York	2%	3%
Connecticut	2%	3%
Rhode Island	2%	2%
New Brunswick	1%	1%
Nova Scotia	1%	1%
Ontario	1%	1%
Quebec	<1%	<1%
Newfoundland and Labrador	<1%	<1%
Prince Edward Island	<1%	<1%
Other	1%	2%

*Multiple responses permitted.

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TRAVELING IN MAINE*

Maine Regions Visited	2023	2024
No other regions	53%	53%
Greater Portland & Casco Bay	33%	37%
Midcoast & Islands	45%	32%
The Maine Beaches	15%	30%
Maine Lakes & Mountains	12%	18%
Downeast & Acadia	12%	18%
The Maine Highlands	21%	16%
Kennebec Valley	16%	13%
Aroostook County	9%	6%
Other	<1%	<1%

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RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2023	2024
Would recommend Maine	97%	97%
Would not recommend Maine	1%	1%
Not sure	2%	2%

Recommending Regions	2023	2024
Definitely recommend region	64%	78%
Probably would recommend region	34%	20%
Would not recommend region	<1%	1%
Not sure	2%	1%

RETURNING TO MAINE

Returning to Maine	2023	2024
Definitely will return	72%	83%
Probably will return	23%	15%
Probably will not return	<1%	<1%
Not sure	5%	2%

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SATISFACTION

Satisfaction	2023	2024
Very satisfied	41%	69%
Satisfied	58%	30%
Dissatisfied	<1%	<1%
Don't know	1%	1%

TRIP EXPECTATIONS

Exceeded Expectations	2023	2024
Friendliness of people	39%	47%
Activities & attractions	54%	44%
Lodging	40%	44%
Restaurants	25%	35%
Customer service	27%	34%
Shopping	25%	30%
Authentic & unique communities	27%	27%
Value for your money	23%	21%

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OVERCROWDING

Overcrowding	2023	2024
Overcrowded	1%	1%
A little overcrowded	13%	8%
The number of visitors was fine	65%	62%
Not at all overcrowded	20%	29%
Other	1%	<1%

STUDY METHODS

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Visitor Tracking

2,117 interviews were completed with visitors to the state of Maine online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1st, 2023 and April 30th, 2024.

MAINE OFFICE OF TOURISM

2024 Winter Visitor Tracking Report

December 2023 – April 2024

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