MAINE OFFICE OF TOURISM

2025 Winter Visitor Tracking Report

DECEMBER 2024 – APRIL 2025

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SEASONAL SNAPSHOT: WINTER 2025

|		
16,669,000	3,944,000	$2,211,811,100
VISITOR DAYS	**TOTAL VISITORS**	**DIRECT SPENDING**
- 7.2%	- 9.7%	+ 7.0%

vs. 2024

Accommodation metrics indicate year-over-year decreases in occupancy for each month of the 2025 Winter season. The most notable declines occurred in both April and December, across hotels and vacation rentals. While the steep decrease in April metrics is largely attributable to the absence of a major driver like last year's solar eclipse (which brought an influx of visitors within the path of totality) the declines in other months, particularly December, suggests that winter visitation would have decreased slightly, regardless. While the lack of a unique event like the eclipse contributed to a sharper decline overall winter visitation with likely have still trended downward compared to 2024.

» Visitors in Winter 2025 spent more during their trip, an increase of +7.0% compared to the previous year.

» A slightly longer length of stay and visitors with a higher household income (+9.7%) likely contributed to this increase in visitor spending.

» The number of visitors in Winter 2025 decreased by -9.7% compared to last winter.

» A decrease in occupancy (-11.0%) resulted in fewer total visitors in Winter 2025. The largest year-over-year occupancy decreases were seen in April, likely due to the Solar Eclipse that occurred in April of 2024 which resulted in higher than usual occupancy rate across accommodations.

» Compared to last year, more visitors flew to Maine (+2% pts)

» Compared to last year, more visitors said the primary reason for their trip was for Snow Activities (+5% pts) or for a Sporting Event (+3% pts)

» Of visitors who recalled advertising or information about Maine prior to their trip, more recalled seeing this on the Internet (+10% pts) or on Traveler reviews/blogs (+5% pts)

» More visitors said they were Very Satisfied with their trip (+5% pts) and would Definitely Recommend the Region they visited (+5% pts).

TEMPERATURE
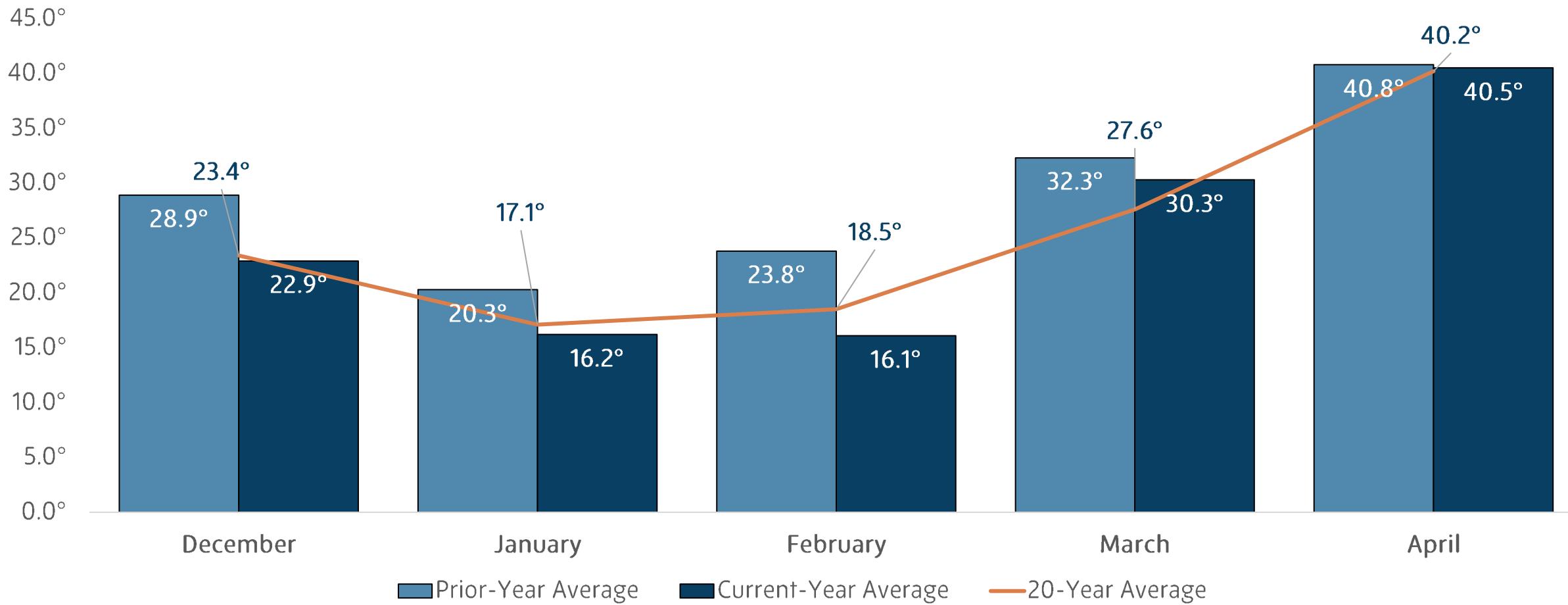
Source: NOAA National Centers for Environmental information, Climate at a Glance: Statewide Time Series, published June 2025, retrieved on June 18, 2025 from https://www.ncei.noaa.gov/access/monitoring/climate-at-a-glance/statewide/time-series.

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PRECIPITATION

Prior-Year Average | Current-Year Average | 20-Year Average

	December	January	February	March	April
Prior-Year Average	6.64	3.65	1.13	7.75	2.91
Current-Year Average	4.86	1.67	2.57	4.33	4.46
20-Year Average	4.68	3.11	2.80	3.36	3.95

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STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2024 to April 2025.
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	Traveler Profile	Trip Experience	Post-Trip Evaluation	Impact of Tourism
o Planning cycle o Planning sources o Reasons for visiting o Other considered destinations o Exposure to advertising o Advertising sources	o Visitor origin o Travel party composition o Visitor demographics o Previous visits	o Visitor transportation o Nights stayed o Accommodations o Booking methods o Trip resources o Visitor activities o Expectations vs. experience o Visitor spending o Included amenities o Other areas visited	o Uniqueness of Maine o Highlight of trip o Recommending Maine o Satisfaction with trip o Likelihood of returning o Perceptions of Maine	o Visitor direct spending o Number of visitors o Room nights generated o Occupancy rate o Average daily room rates o Revenue per available room

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VISITOR JOURNEY: IMPACT OF TOURISM

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

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KEY PERFORMANCE INDICATORS

The number of visitors in Winter 2025 decreased by -9.7% compared to last winter.
A decrease in occupancy resulted in fewer total visitors in Winter 2025. The largest year-over-year occupancy decreases were seen in April, likely due to the Solar Eclipse that occurred in April of 2024 which resulted in higher than usual occupancy rate across accommodations.

KPIs	2024	2025	Δ% from '24
Visitors (#)	4,365,800	3,944,000	- 9.7%
Visitor Days[1]	17,971,800	16,669,000	- 7.2%
Direct Spending	$2,067,755,700	$2,211,811,100	+ 7.0%
Room Nights	3,931,100	3,539,900	- 10.0%

[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 (#)	867,700	3,076,300	3,944,000
Visitor (%)	22%	78%	100%

[1]Visitation estimates provided here are **preliminary** and reflect visitation from December 2024 – April 2025. Adjustments will be made to these estimates at the end of the year to account for seasonal fluctuations.

LODGING METRICS*

Occupancy Rate

38.6%

- 11.0% from 2024

Average Daily Rate

$153.55

- 1.8% from 2024

Revenue per Available Room

$59.20

- 12.6% from 2024

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc. More units were available in 2025.

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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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TRIP PLANNING CYCLE

» Typical visitors began planning their trip **42 days** in advance (+3 days from 2024)

» **64%** of visitors started planning their trip a month or more in advance of their trip

» Typical visitors booked their accommodations **36 days** in advance (+2 days from 2024)

» **22%** of visitors have a booking window of more than 3 months

Beginning of Trip Planning Cycle

A week or less	17%
2 - 3 weeks	19%
1 - 2 months	36%
3 - 4 months	17%
5 - 6 months	6%
7 months - 1 year	3%
More than 1 year	2%
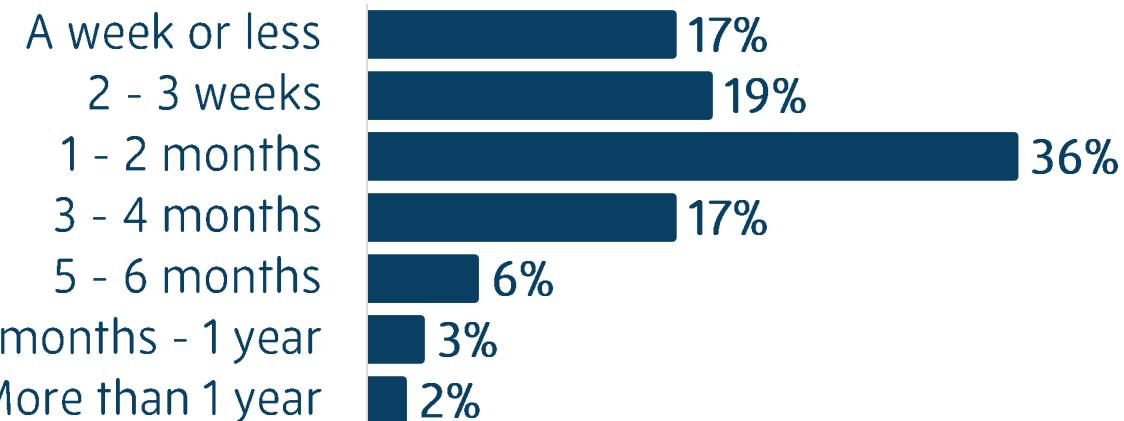
Booked Accommodations/Made Trip Decisions

A week or less	22%
2 - 3 weeks	21%
1 - 2 months	35%
3 - 4 months	14%
5 - 6 months	4%
7 months - 1 year	3%
More than 1 year	1%

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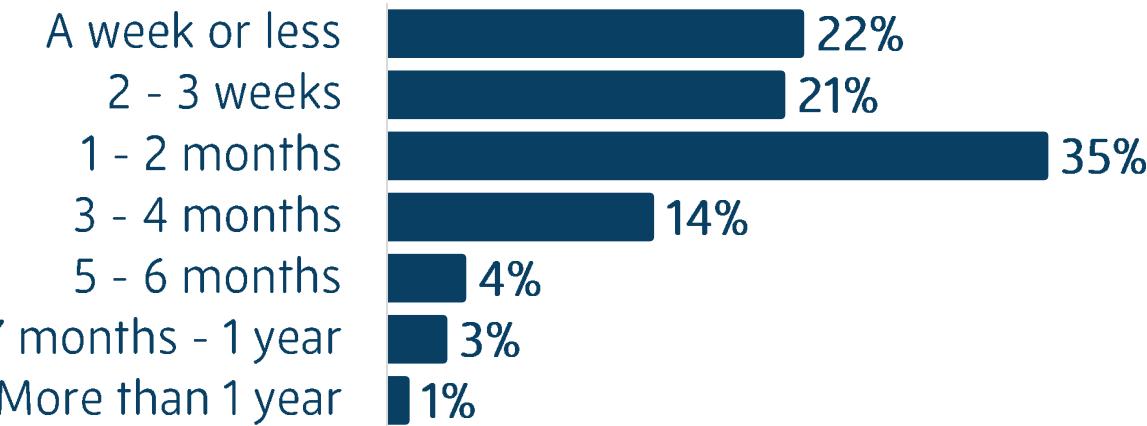
ONLINE TRIP PLANNING SOURCES*

» **3 in 4** visitors used one or more online resources to help them plan their trip in Maine

» Nearly **3 in 10** visitors used an online search engine, such as Google,

» **1 in 4** visitors used an online travel agency to help them plan their trip in Maine

» Nearly **1 in 6** visitors used VisitMaine.com (-5% points from 2024)

Source	%
Online search engines	28%
Online travel agency	25%
Hotel websites	19%
Facebook	18%
VisitMaine.com	15%
Instagram	15%
Airbnb	14%
Airline websites	9%
YouTube	9%
TripAdvisor	8%
VisitPortland.com	8%
VRBO/HomeAway	7%
Visit Maine social media	7%
TheMaineBeaches.com	7%
Traveler reviews/blogs/stories	6%
DowneastAcadia.com	5%
MainesMidCoast.com	4%
Vacation rental websites	3%
MaineLakesandMountains.com	3%
VisitBarHarbor.com	3%
MaineTourism.com	2%
DiscoverNewEngland.com	1%
VisitAroostook.com	1%
KennebecValley.org	1%
TheMaineHighlands.com	1%
Twitter	1%
Other	3%
None	25%

*Multiple responses permitted.

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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 (+2% points from 2024)

» Over **1 in 6** visitors used travel guides/brochures to help plan their trip in Maine (-1% points from 2024)

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

Source	%
Advice from friends/family	39%
Travel guides/brochures	16%
Travel books & magazines	10%
Articles or travelogues	10%
Called the Maine Office of Tourism	9%
Visit Maine e-newsletter	7%
AAA	7%
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 (+1% point from 2024)

» About **1 in 4** came to Maine to relax/unwind and for sightseeing and touring (-5% points from 2024)

» **1 in 5** visitors came to Maine for snow activities

|	
Visiting friends/relatives	31%
Relax and unwind	24%
Sightseeing/touring	23%
Snow activities	19%
Nature & bird watching	17%
Shopping	16%
Special occasion	13%
Special event	9%
Conference/meeting	7%
Culture/museums/history	7%
Sporting event	6%
Active outdoor activities	6%
Attractions	4%
Beach	3%
Water activities	1%
Astrotourism	1%
Other	18%
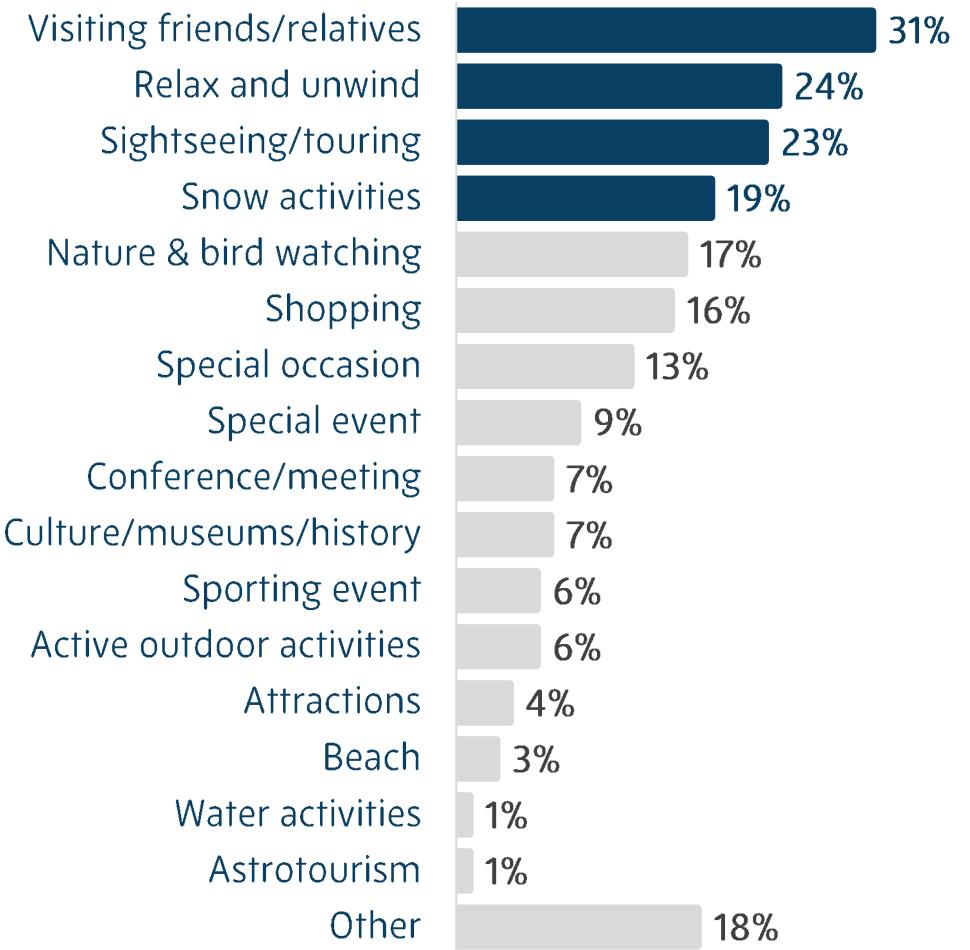
*Multiple responses permitted.
**Other reasons include coming to eat the seafood, to visit Acadia National Park, to prep home for the Winter, or for house/apt hunting.
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TV SHOWS & FILM

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

» **38%** 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

» **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

Visiting a location of a TV show or film was one of the activities I engaged in while in Maine — **38%**

Seeing Maine in a film or TV show made me think about Maine as a place to visit — **32%**

I was considering Maine as a destination option and visiting a location related to a TV show or film was the deciding factor — **15%**

Visiting a location related to a TV show or film was the main reason I visited Maine — **9%**

Something Else — **6%**

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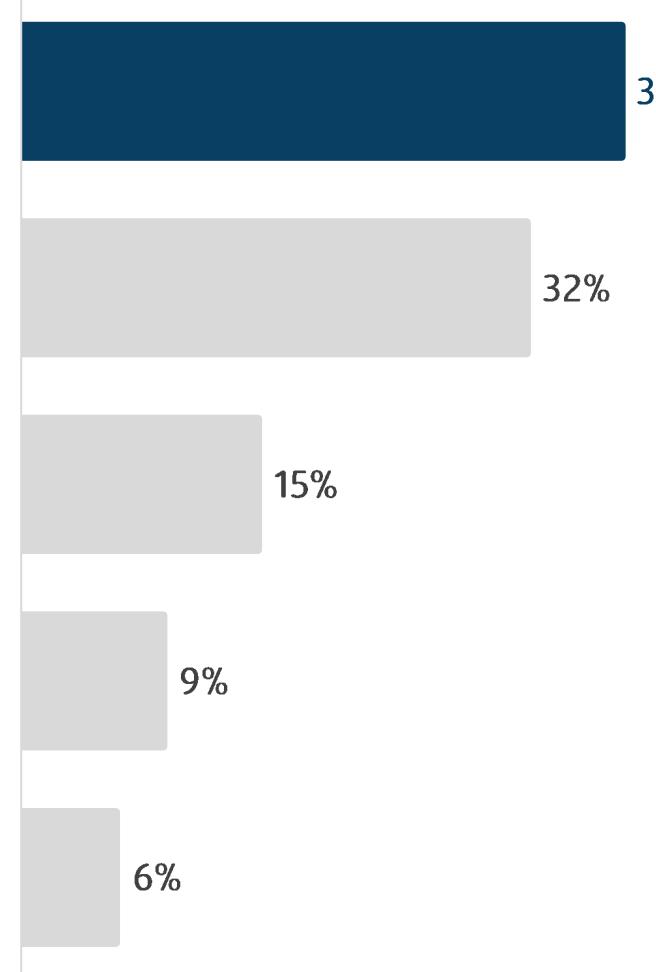
OTHER STATES & PROVINCES CONSIDERED*

» Nearly **7 in 10** visitors considered visiting **ONLY** Maine while planning their trips (-2% points from 2024)

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

No other states/provinces	69%
New Hampshire	18%
Massachusetts	11%
Vermont	6%
Connecticut	3%
New York	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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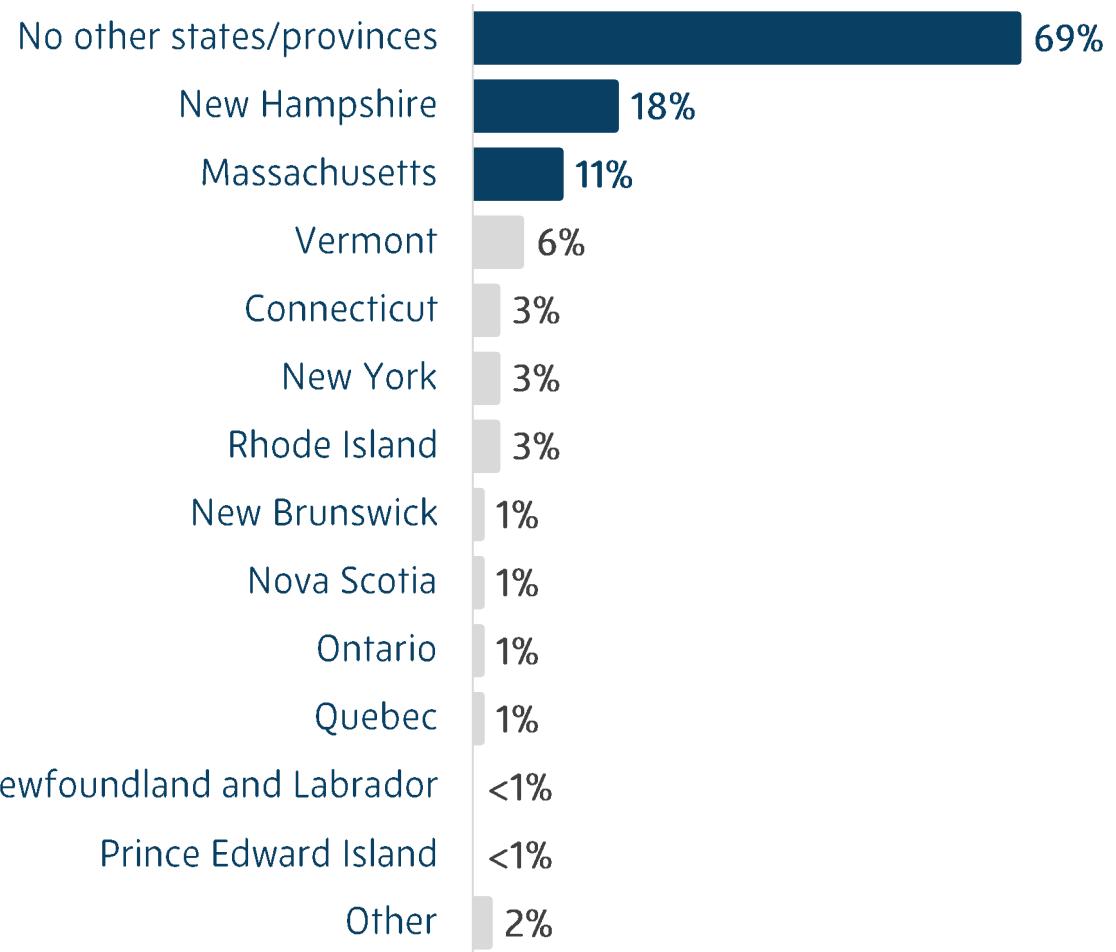
PRE-TRIP RECALL OF ADVERTISING*

» Over **2 in 5** visitors noticed advertising or promotions for Maine prior to their trip (-1% points from 2024)

» Visitors who recalled this advertising primarily saw it on social media (-4% points from 2024) or the internet (+10% points from 2024)

» This information influenced **22% of all** visitors to visit Maine (+1% points from 2024)

Base: 43% of visitors who noticed advertising

Source	%
Social media	48%
Internet	36%
Magazine	20%
Radio	16%
Cable or satellite television	13%
Traveler reviews/blogs	11%
VisitMaine.com	9%
AAA	7%
Maine travel/visitor guide	6%
Online streaming service	6%
Newspaper	6%
Brochure	4%
Music/podcast streaming	2%
Deal-based promotion	1%
Billboard	1%
Other	3%
Not sure	4%

*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

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TOP ORIGIN STATES & PROVINCES

» **81%** 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 (+1% point from 2024)

State	Percent
Maine	22%
Massachusetts	18%
New Hampshire	8%
New York	6%
Connecticut	6%
Florida	4%
New Jersey	3%
Pennsylvania	3%
Vermont	3%
Rhode Island	3%
New Brunswick	3%
Virginia	2%

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TOP ORIGIN MARKETS

» Nearly **2 in 5** visitors traveled from these 14 U.S. markets

» **18%** of visitors traveled to Maine from Boston or New York City

Market	Percent
Boston	11%
New York City[1]	7%
Portland, ME	3%
Providence, RI	3%
Washington DC - Baltimore[2]	2%
Augusta, ME	2%
Manchester, NH	1%
Philadelphia	1%
Bangor	1%
Fredericton, CAN	1%
Saint John, CAN	1%
Rochester - Portsmouth, NH	1%
Waterville	1%
Belfast	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 PARTIES

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

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

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

» **16%** of visitors traveled with one or more children in their travel party

Travel Party Composition

Traveled alone	19%
As a couple	38%
As a family	26%
With business associates	3%
In a tour group	<1%
With other couples/friends	13%
Other	1%

Children in Travel Party*

No children	84%
Children younger than 6	6%
Children 6 – 12	9%
Children 13 – 17	6%

*Multiple responses permitted.

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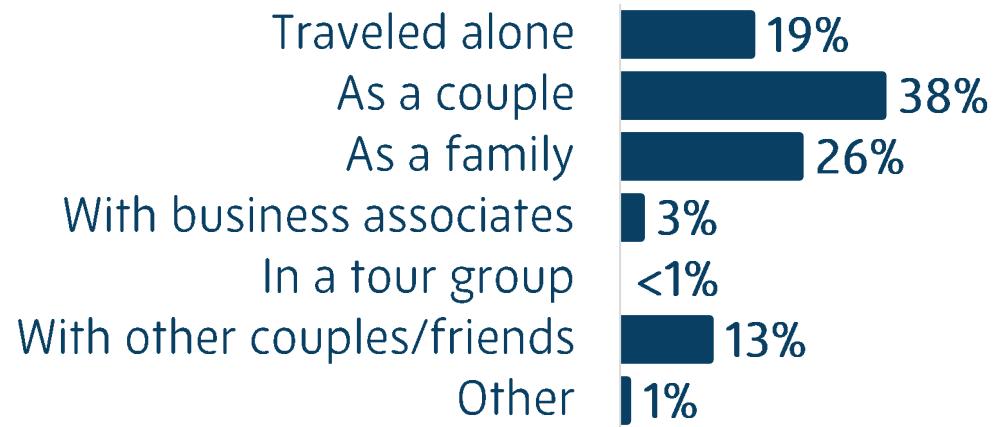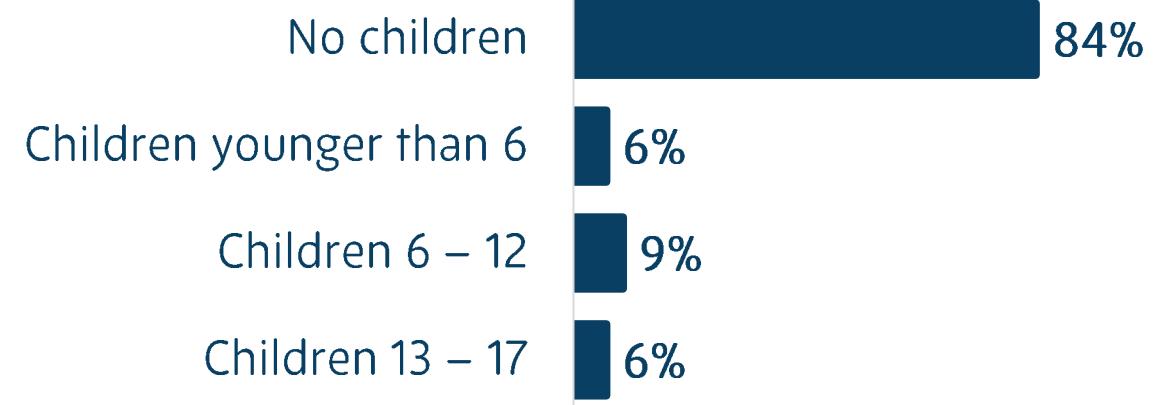
GENDER*

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

Gender fluid/Non-binary
1%

Female
46%

Male
53%
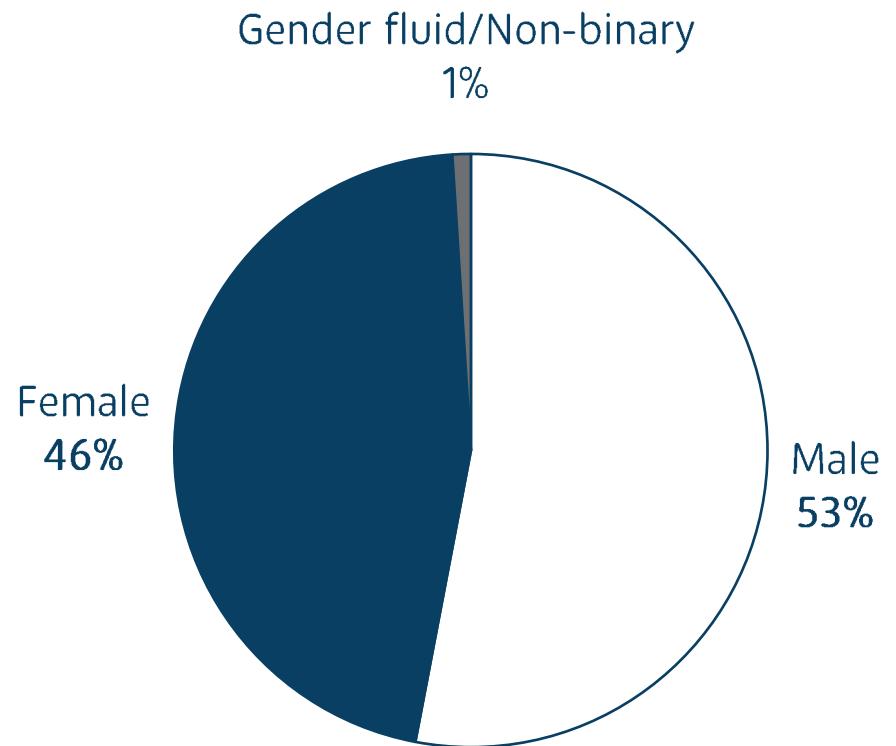
*May be influenced by willingness to complete the survey on behalf of the travel party.
The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

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AGE*

» The average age of visitors to Maine is **48** years old
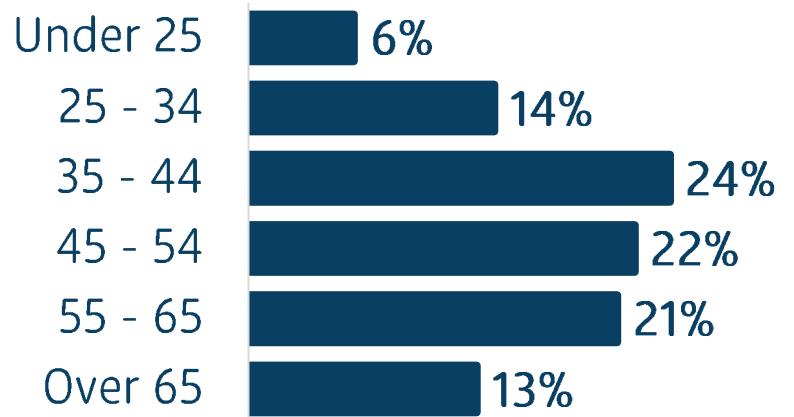
Age	Percentage
Under 25	6%
25 - 34	14%
35 - 44	24%
45 - 54	22%
55 - 65	21%
Over 65	13%

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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 (+1% points)
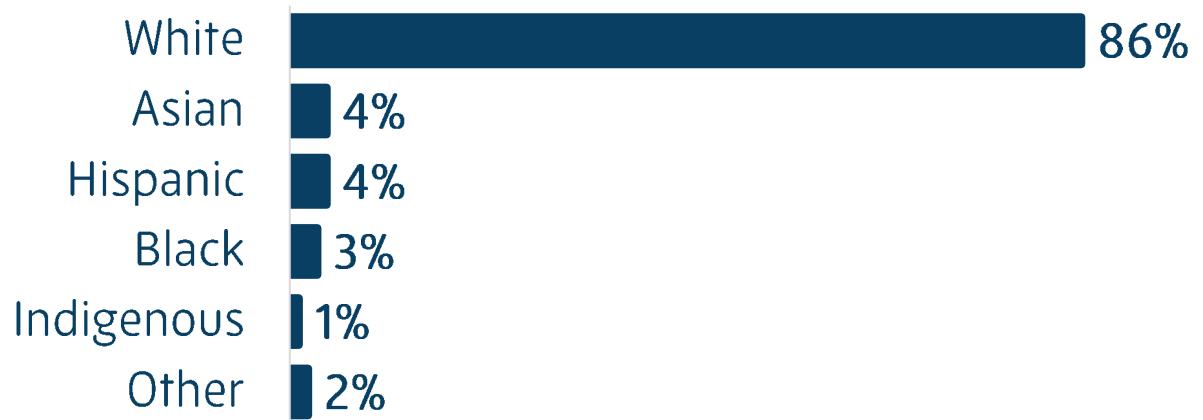
Category	Percentage
White	86%
Asian	4%
Hispanic	4%
Black	3%
Indigenous	1%
Other	2%

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EDUCATIONAL ATTAINMENT*

» Nearly **4 in 5** visitors have a college/technical school degree or higher
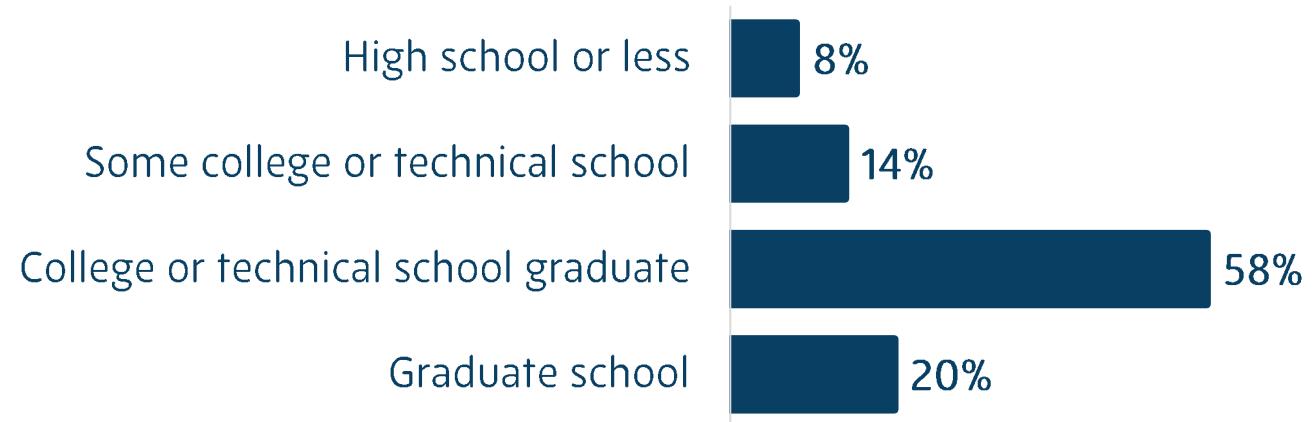
High school or less ■ 8%

Some college or technical school ■ 14%

College or technical school graduate ■ 58%

Graduate school ■ 20%

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MARITAL STATUS*

» Over **7 in 10** visitors to Maine were married or living with their partner
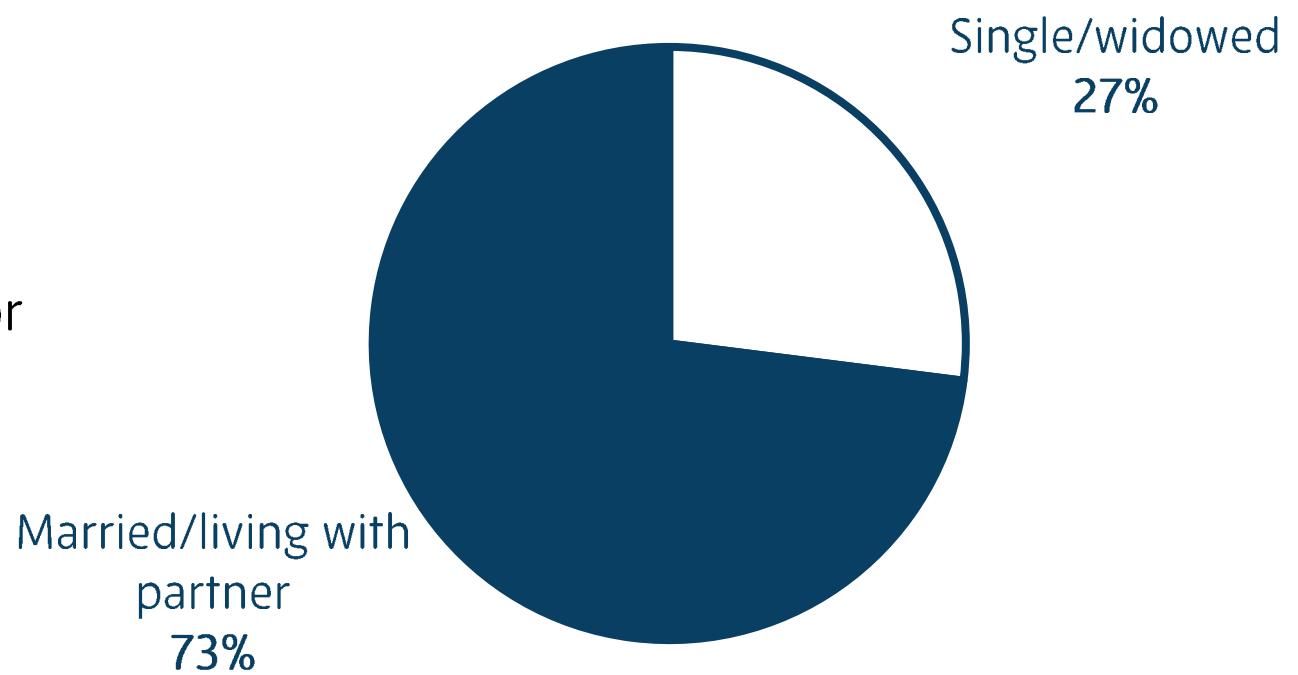
Single/widowed
27%

Married/living with partner
73%

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

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EMPLOYMENT STATUS*

» Nearly **4 in 5** visitors to Maine were employed, mostly full-time
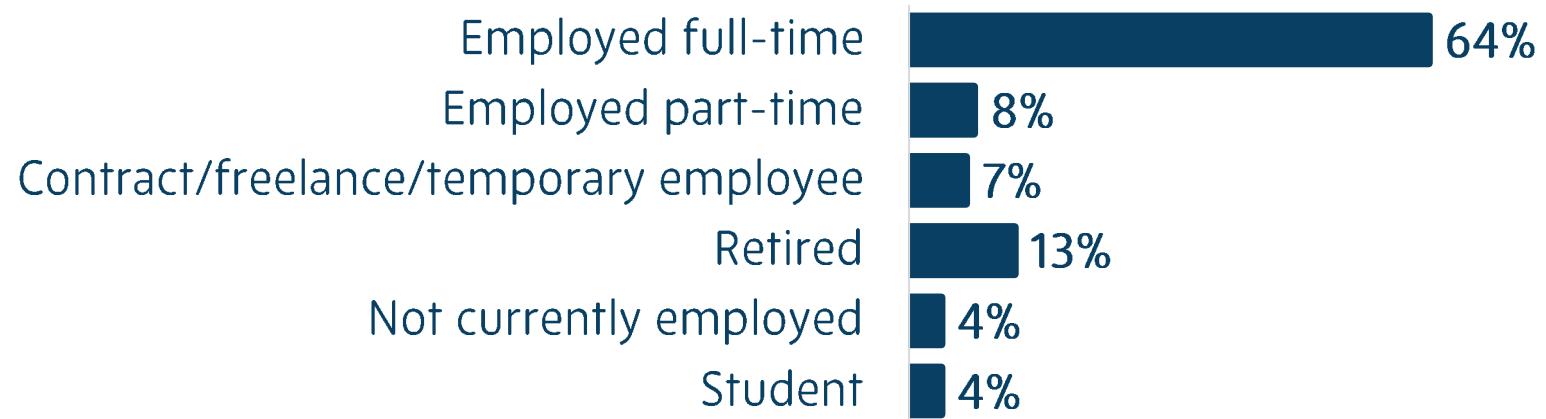
Employed full-time — 64%
Employed part-time — 8%
Contract/freelance/temporary employee — 7%
Retired — 13%
Not currently employed — 4%
Student — 4%

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

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HOUSEHOLD INCOME

» The average household income of visitors to Maine is **$103,800** per year

» **26%** of visitors to Maine earned more than $150,000 per year

Less than $25,000	4%
$25,000 - $49,999	8%
$50,000 - $74,999	16%
$75,000 - $99,999	20%
$100,000 - $149,999	26%
$150,000 - $199,999	14%
$200,000 - $249,999	7%
$250,000 or more	5%
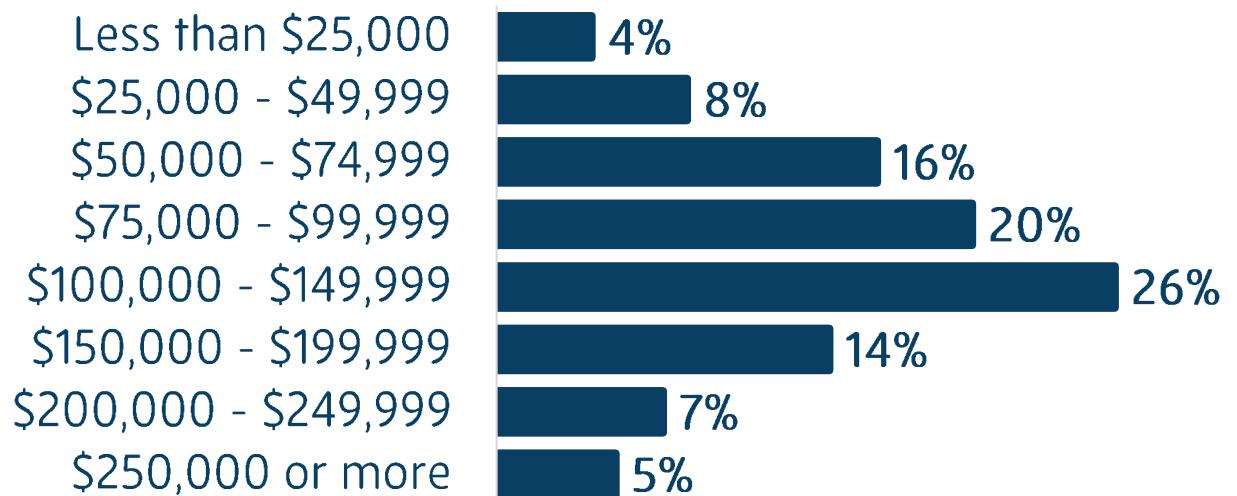
NEW & RETURNING VISITORS

» **11%** of visitors were traveling in Maine for the first time

» Maine has high repeat and loyal visitors, as **45%** had previously traveled in Maine more than 10 times

This is my first time — 11%

2 - 5 times — 24%

6 - 10 times — 20%

11+ times — 45%

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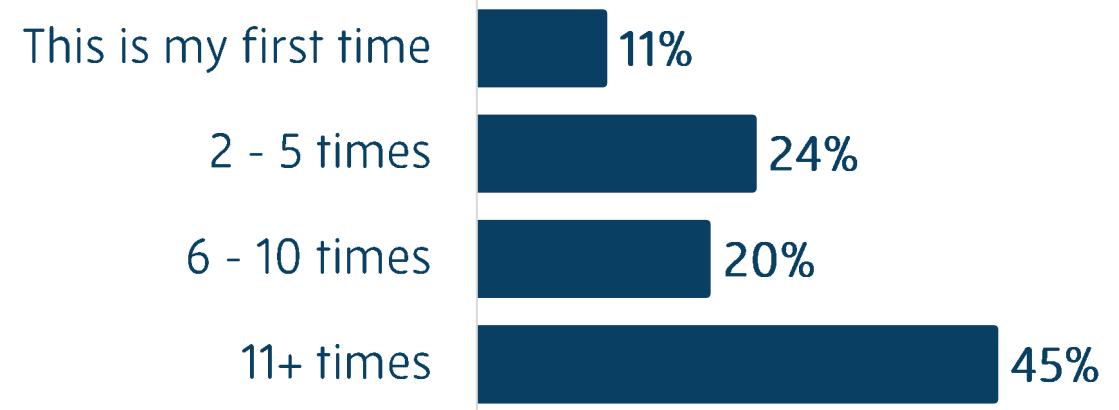
VISITOR JOURNEY : TRIP EXPERIENCE

Pre-Visit

Traveler Profile

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MODES OF TRANSPORTATION

» Maine is a drive-market for most visitors, with **85%** choosing to travel by car over plane, motor coach/bus, or train (-2% points from 2024)

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

Mode	Percentage
Drove to Maine	85%
Flew into Portland Intl Jetport	6%
Flew into Bangor Intl Airport	4%
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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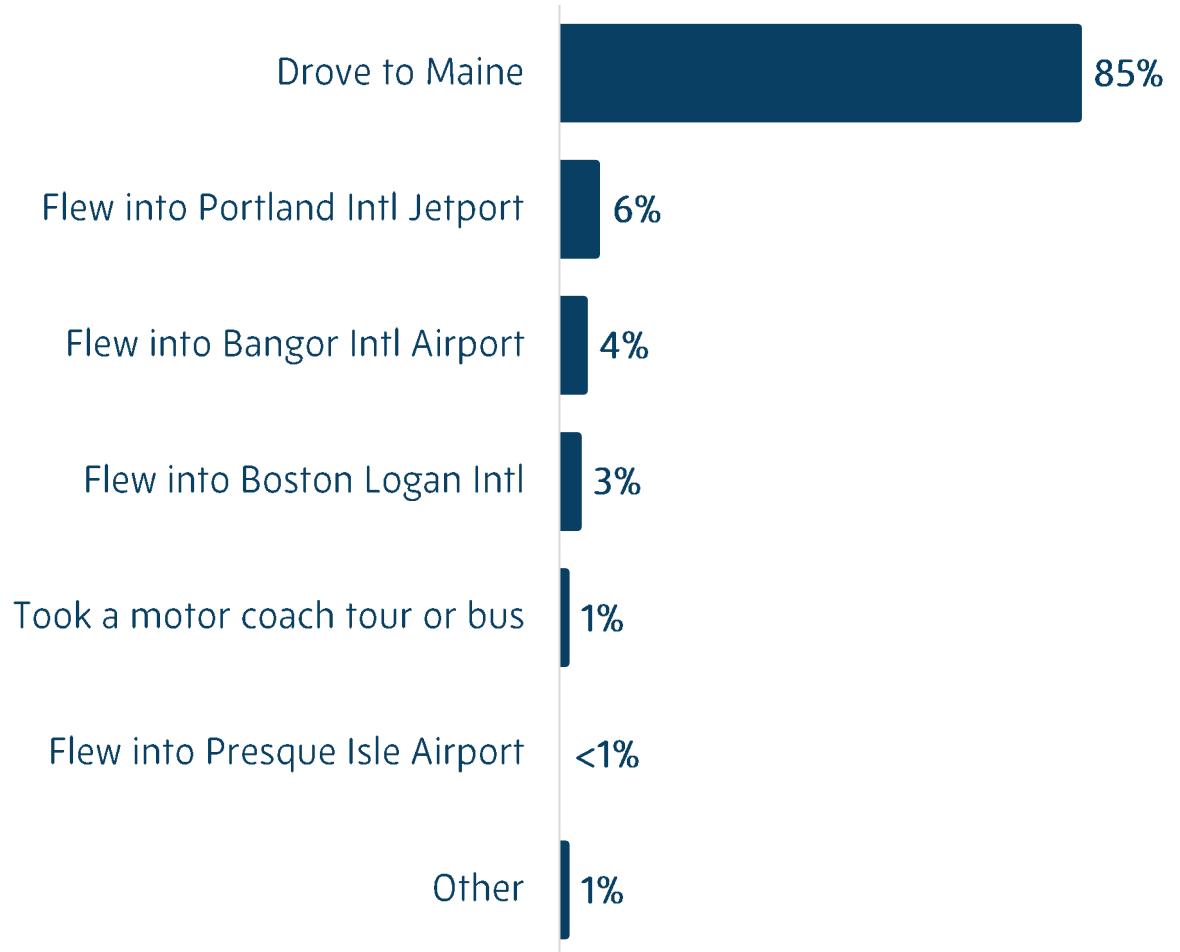
NIGHTS STAYED

» **88%** of visitors stayed one or more nights in Maine on their trip

» Typical visitors stayed **4.2*** nights in Maine on their trips

» Typical visitors staying overnight in paid accommodations stayed **4.2** nights in Maine on their trips

Not staying overnight: 12%

1 night: 9%

2 nights: 18%

3 nights: 19%

4 nights: 15%

5+ nights: 27%
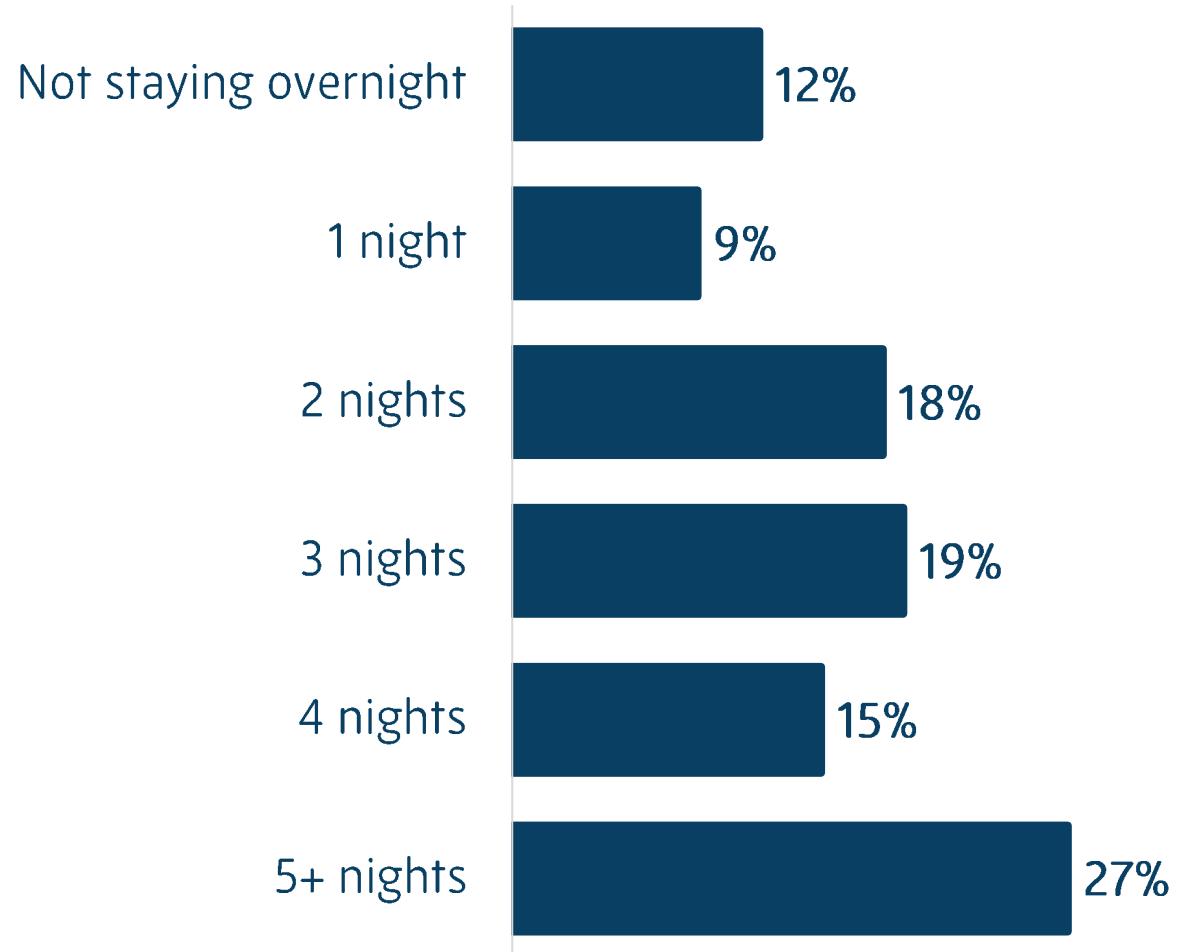
*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

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ACCOMMODATIONS

» **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	40%
Friends/family home	20%
Vacation rental home	12%
Not spending the night	12%
Personal second home	10%
Bed & Breakfast/Inn	3%
Campground/RV Park	1%
Wilderness camping	1%
Sporting camp/wilderness lodge	1%
Outdoor Outfitter	<1%

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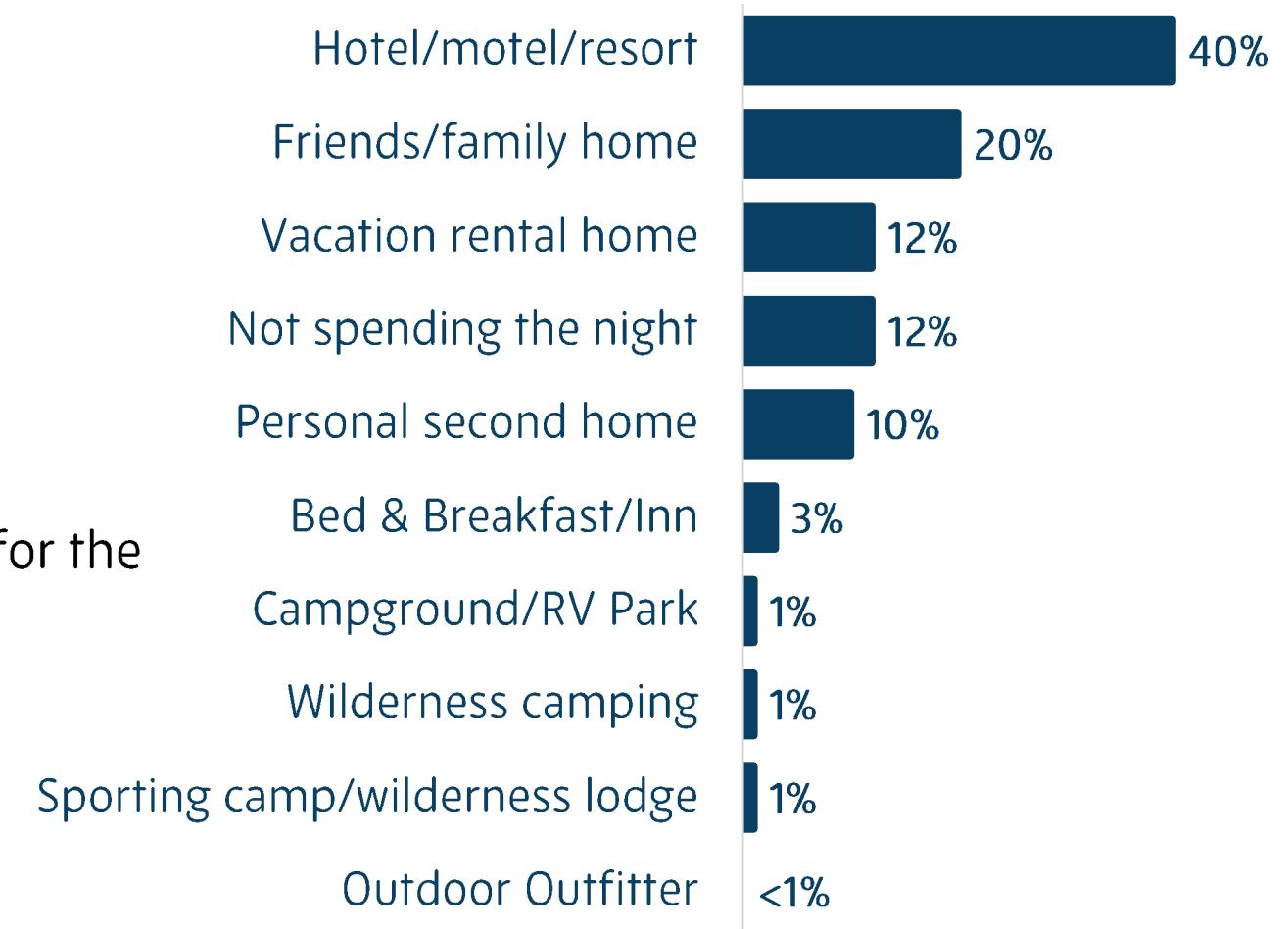
BOOKING METHODS

» Nearly **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging through an online travel agency or directly with the hotel/condo

Online travel agency — 38%
Directly with the hotel/condo — 36%
Airbnb — 11%
Short term rental service — 9%
Vacation rental company — 1%
Offline travel agent — 1%
Group tour operator — <1%
Travel package provider — <1%
Other — 4%

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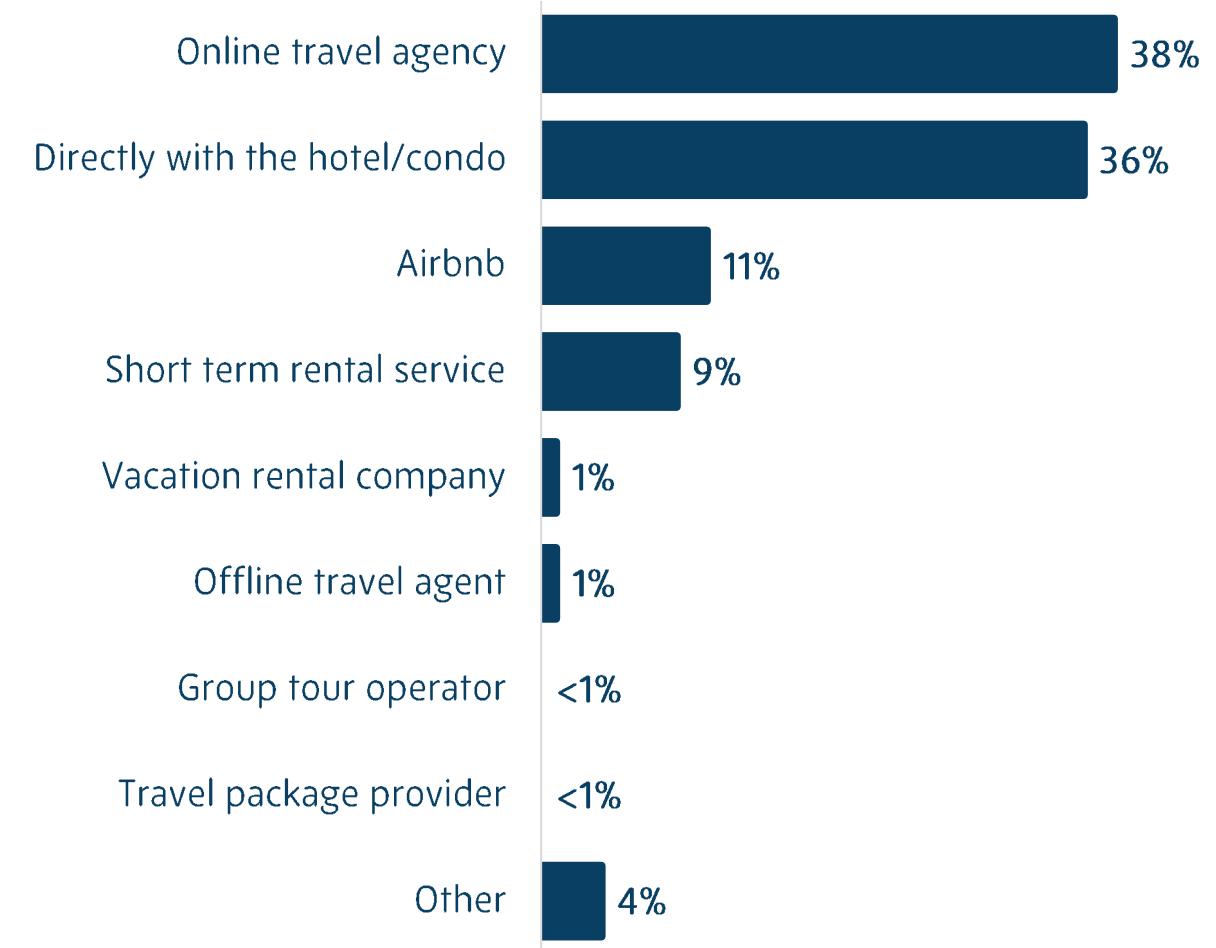
IN-MARKET VISITOR RESOURCES*

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

» Nearly **3 in 10** used restaurant websites/apps

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

Resource	%
Navigation website/apps	43%
Restaurant website/app	28%
Personal social media	23%
Destination social media	18%
Visitor Information Centers	13%
Materials from hotel/campground	11%
Hotel/resort website/app	10%
VisitMaine.com	9%
Trip planning app	8%
Booking website/app	4%
Chambers of Commerce	4%
Airline website/app	3%
VisitBarHarbor.com	1%
Other	6%
None	24%

*Multiple responses permitted.

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VISITOR ACTIVITIES*

» **70%** 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	Percent
Food/beverage/culinary	70%
Shopping	54%
Active outdoor activities	48%
Touring/sightseeing	40%
History/culture	23%
Entertainment/attractions	14%
Astrotourism	7%
Water activities	6%
Business conference/meeting	6%
Other	6%

*Multiple responses permitted.

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DETAILED VISITOR ACTIVITIES*

Activity	%	Activity	%	Activity	%
Going to local brew pubs/craft breweries	43%	Enjoying local food at fairs/festivals	13%	Motor boating	2%
Shopping in downtown areas	31%	Enjoyed high-end cuisine or five-star dining	13%	Camping	2%
Sightseeing	30%	Alpine skiing/snowboarding	13%	Painting/drawing/sketching	2%
Ate lobster	30%	Visited Farmer's Markets	12%	Amusement/theme parks	2%
Ate other local seafood	30%	Snowmobiling	11%	Outdoor fun centers	2%
Enjoying the ocean views/rocky coast	29%	Visit historic sites/museums	9%	Canoeing/kayaking	1%
Outlet shopping	29%	Shopping at malls	9%	Pool swimming	1%
Driving for pleasure	24%	Nordic skiing	8%	Outdoor swimming	1%
Photography	22%	Visit art museums/local artisan studios	8%	White water rafting	1%
Wildlife viewing/bird watching	20%	Snowshoeing	7%	Bicycling touring	1%
Shopping for gifts/souvenirs	20%	Attend popular music concerts/events	7%	Hunting	1%
Consumed other locally produced Maine foods	19%	Ate farm-to-table or organic cuisine	5%	Attend operas/classical music events	1%
Shopping for antiques/local arts and crafts	19%	Get to know the local people and/or culture	5%	Animal parks/zoos	1%
Enjoying the mountain views	16%	Fishing	4%	Children's museums	1%
Exploring State and National Parks	16%	Mountain/Fat Biking	4%	Water parks	1%
Shopping for "Made in Maine" products	15%	Attend plays/musicals/theatrical events	4%	Agricultural fairs	1%
Shopping for unique/locally produced goods	15%	Attend sporting events	4%	Sailing	<1%
Enjoyed unique Maine food or beverages	14%	Bars/nightlife	4%	Surfing	<1%
Hiking/climbing/backpacking	14%	Riding all-terrain vehicles	3%	Water skiing/jet skiing	<1%
Nature cruises or tours	13%	Viewing fall colors	2%	Summer camps	<1%
Tours of communities/local architecture	13%	Going to the beach	2%	Horseback riding	<1%

*Multiple responses permitted.

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DAILY TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$154	$0	$0
Restaurants	$161	$97	$71
Groceries	$25	$36	$12
Shopping	$117	$81	$81
Entertainment	$54	$36	$27
Transportation	$46	$39	$35
Other	$12	$8	$7
Daily Spending	**$569**	**$297**	**$233**

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TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$647	$0	$0
Restaurants	$676	$407	$298
Groceries	$105	$151	$50
Shopping	$491	$340	$340
Entertainment	$227	$151	$113
Transportation	$193	$164	$147
Other	$50	$34	$29
Trip Spending	**$2,389**	**$1,247**	**$977**

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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 over **3 in 4** visitors

» Food was included in accommodations' pricing for over **2 in 5** of visitors

Parking — 77%
Food — 41%
Recreation — 4%
Resort fee — 4%
Other — 3%
None — 14%

*Multiple responses permitted.

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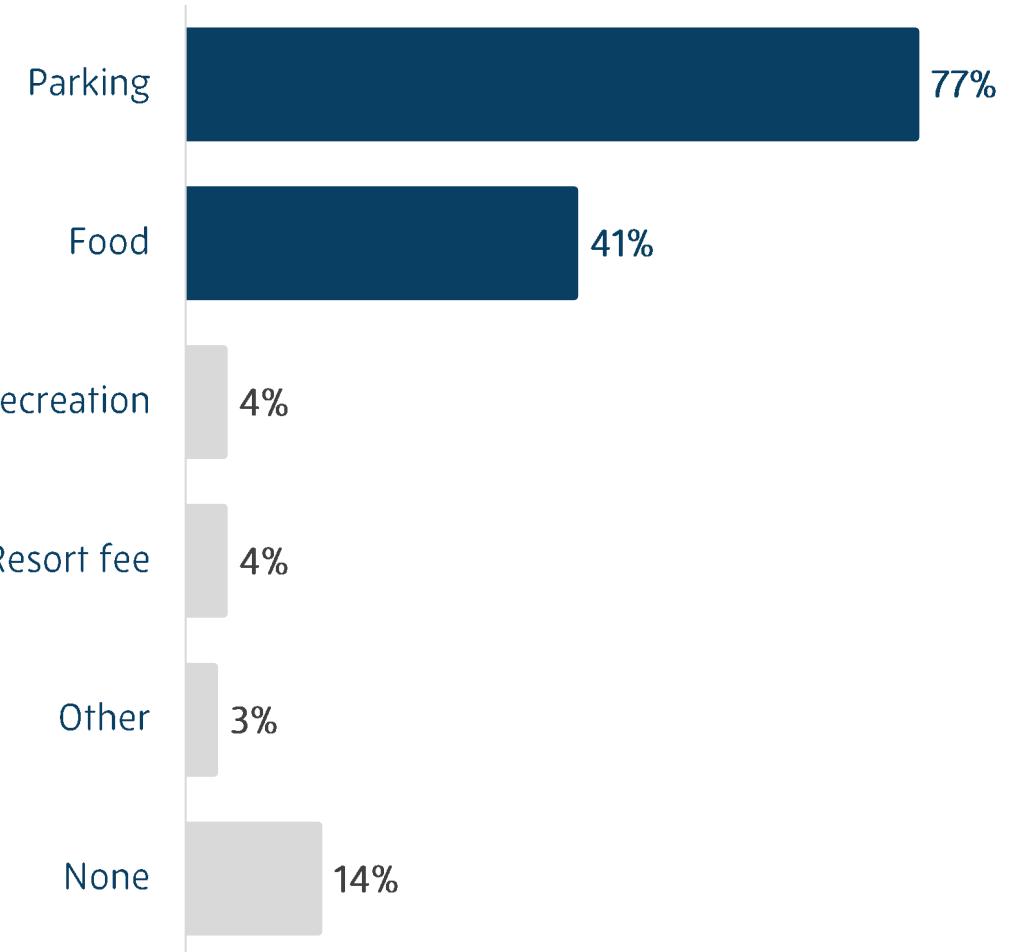
OTHER STATES & PROVINCES VISITED*

» Over **7 in 10** visitors did not visit any other U.S. state or Canadian province during their trip

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

No other states/provinces	72%
New Hampshire	16%
Massachusetts	10%
Vermont	4%
Connecticut	3%
New York	2%
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.
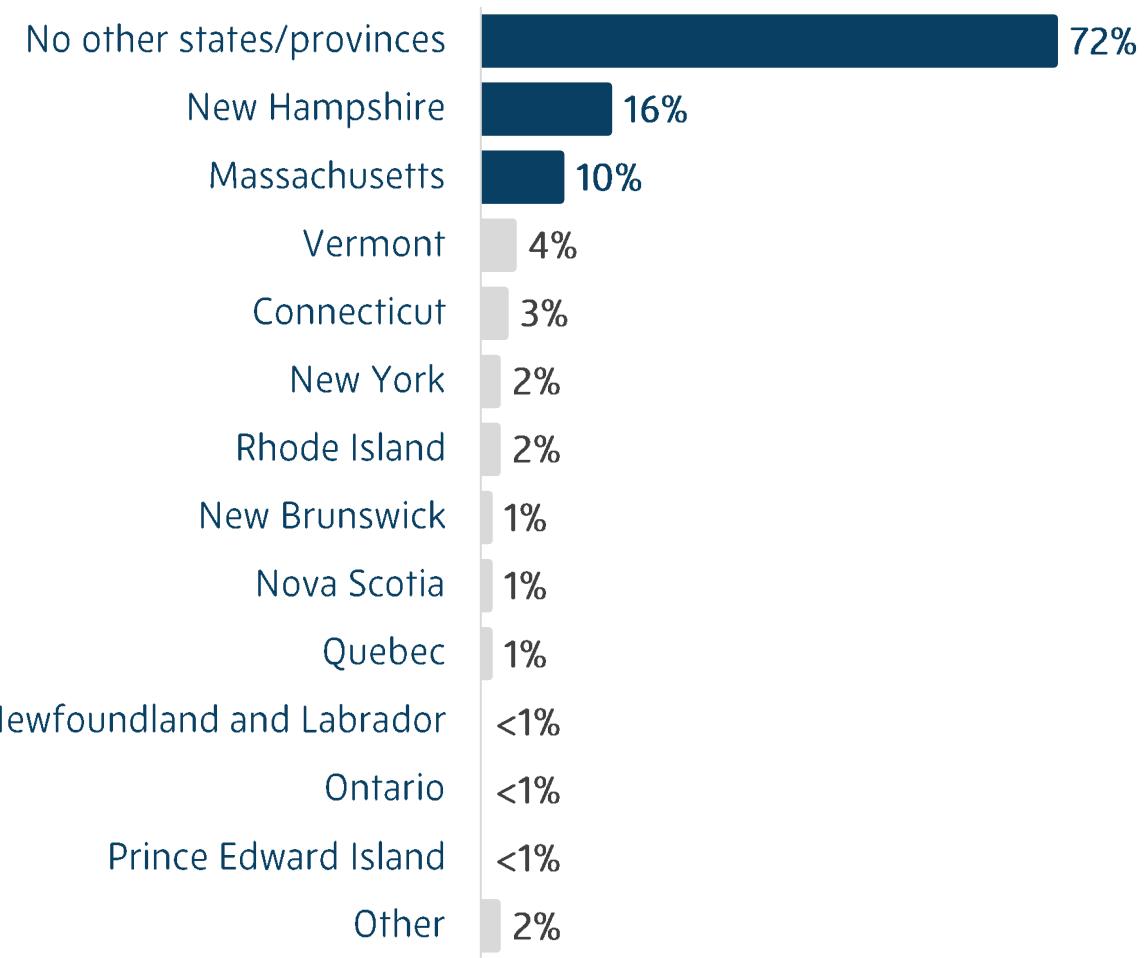
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TRAVELING WITHIN MAINE*

» Over **2 in 5** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state

» **36%** of visitors visited Greater Portland and Casco Bay in addition to their primary destination within Maine (-1% point from 2024)

Region	Percent
No other regions	44%
Greater Portland & Casco Bay	36%
Midcoast & Islands	34%
The Maine Highlands	25%
The Maine Beaches	24%
Downeast & Acadia	22%
Maine Lakes & Mountains	19%
Kennebec Valley	16%
Aroostook County	5%
Other	1%

*Multiple responses permitted.

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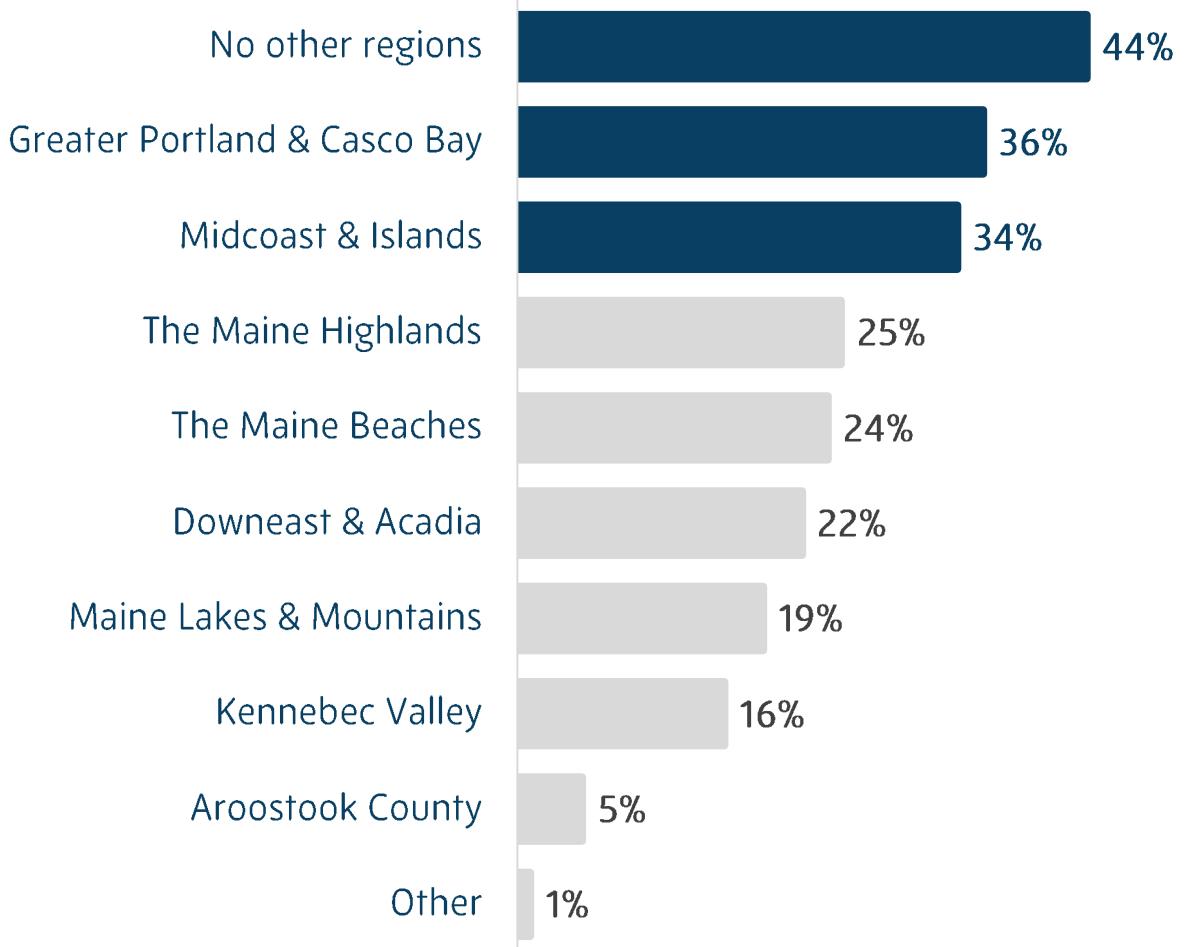
VISITOR JOURNEY : POST-TRIP EVALUATION

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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UNIQUENESS

"The Botanical Gardens Christmas lights. Narrow gauge holiday trains. Gingerbread contests."

"This particular destination offers so much comfort and traditional activities."
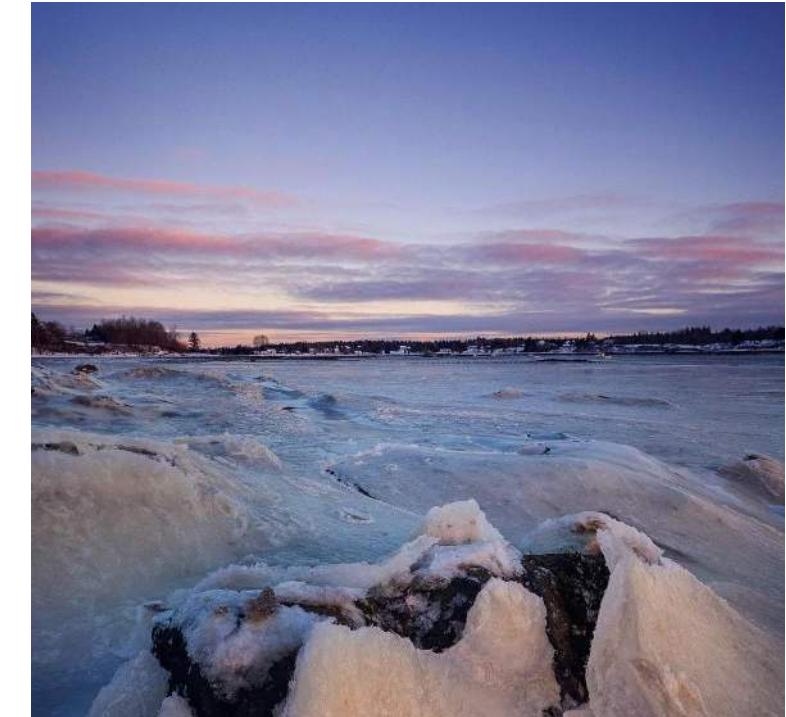
"Small independent businesses. Seasonal industry. Peninsulas and islands."

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RESEARCH

UNIQUENESS

"The finest fisheries and fishermen in the world."
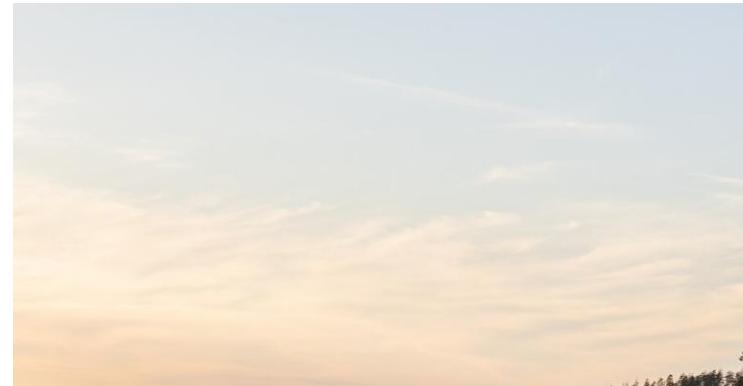
"The wild force of the North Atlantic. Most delicious and freshest seafood."

"There are some great skiing resorts and destinations in Maine. We went to the Camden Snow Bowl this time which was fun."

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HIGHLIGHTS

"We tried the famous lobster rolls and took some great pictures at a few of the lighthouses we visited."

"Working with master class boat builders. Day trips. Major snow."

"We are here to attend the Eastern Cup this weekend. This is a big event and I'm glad I get to be part of this event."

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HIGHLIGHTS

"To learn a little more about Maine's history, to visit some museums, to meet inhabitants to learn more about Maine's past history."

"Spending quality time with family and friends in between skiing, skating, and karaoke."

"So far, the highlight was being able to visit the national park without trouble or running into too many people."

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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 – **83%** would definitely recommend

Likelihood of Recommending Maine

Would recommend Maine	97%
Would not recommend Maine	1%
Not sure	2%
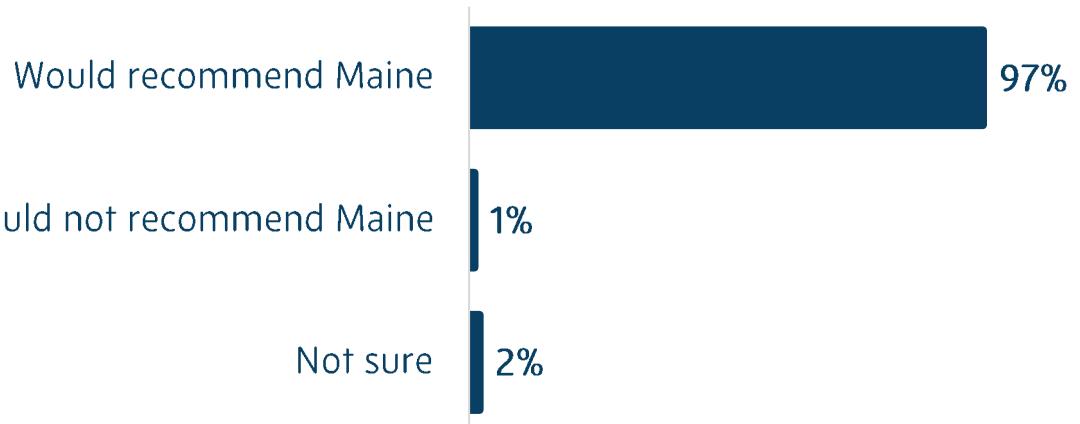
Likelihood of Recommending Region Visited

Definitely recommend region	83%
Probably would recommend region	15%
Would not recommend region	0%
Not sure	2%

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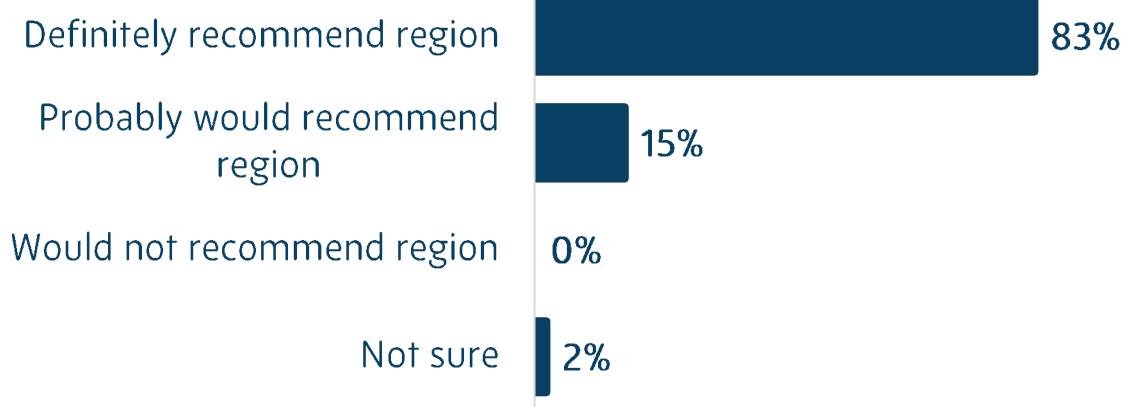
LIKELIHOOD OF RETURNING TO MAINE

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

Category	Value
Definitely will return	85%
Probably will return	13%
Probably will not return*	<1%
Not sure*	2%
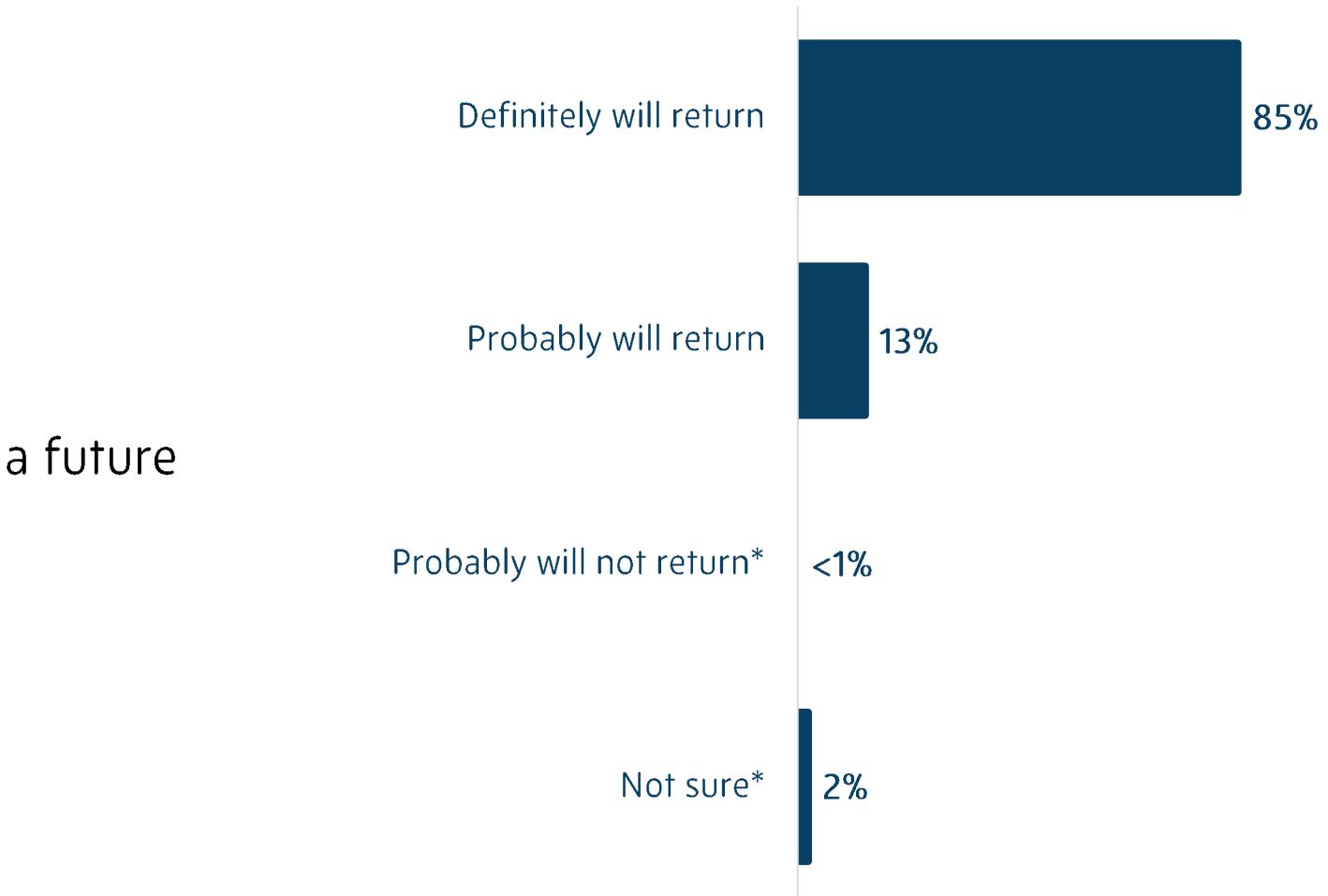
*2% of all visitors are not sure if they will return to Maine for the following reasons:
1. Too cold/bad weather or no particular reason.

Maine Statewide Winter 2025 Report

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SATISFACTION

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

» Nearly **3 in 4** visitors were very satisfied with their trip to Maine

Category	Percentage
Very satisfied	74%
Satisfied	25%
Dissatisfied	<1%
Don't know	1%

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TRIP RATINGS

	Exceeded Expectations	Met Expectations	Did not meet expectations
Friendliness of people	42%	57%	1%
Activities & attractions	45%	54%	1%
Lodging	34%	63%	3%
Restaurants	33%	63%	4%
Customer service	31%	65%	4%
Shopping	28%	70%	2%
Authenic & unique communities	25%	74%	1%
Value for your money	20%	77%	3%

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OVERCROWDING

» **52%** of visitors thought the number of visitors during their trip to Maine was fine

» **6%** 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 — **6%**

OK - the number of visitors was fine — **52%**

Not at all overcrowded - there were fairly small numbers of visitors — **40%**

Other — **1%**

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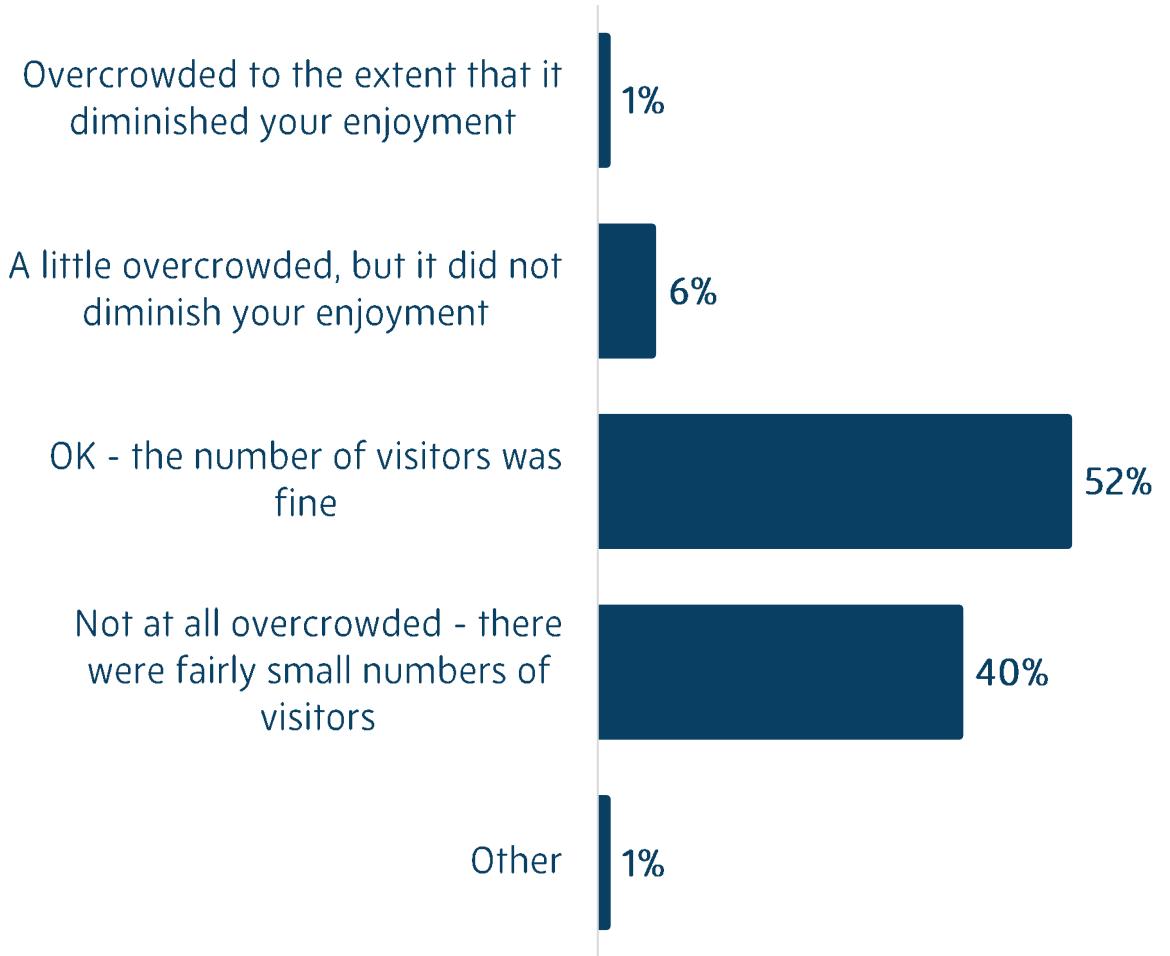
PERCEPTIONS

"You can enjoy all kinds of outdoor adventures in Maine. I'm surprised and pleased to see people are actually riding snowmobiles here at the National Park."

"You can enjoy great food, vibrant city vibe, and local events in southern Maine. But you can also enjoy the beautiful trails, parks, lakes and mountains as you travel northbound."

"You never get tired of the stunning view by the coast. We love coming here for hiking during summer. But this time we made reservation at for Christmas. Maine is a wonderful place for family vacation."

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PERCEPTIONS

"Winter like summer, Maine offers always many interesting activities. Its nature is marvelous, the environment is peaceful & relaxing, the locals are friendly, the seafood is great."

"We wait until the leaves are all off the trees and book a room overlooking the bay. Incredible views. We indulge in extra special food and shop the best artisan markets. The lobster trap Christmas tree is a tradition we never miss."

"We are used to the cold weather, but we will not forget the stunning coastal view in Maine. I would love to live by the ocean. People here are friendly. The lobster rolls are delicious."

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ANNUAL COMPARISONS

VISITOR JOURNEY : PRE-VISIT
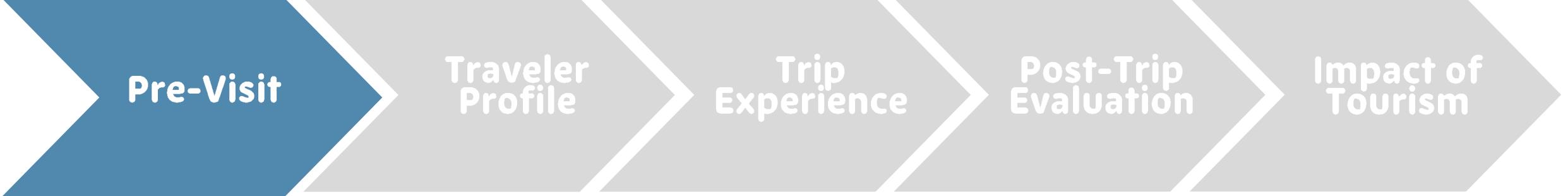
Pre-Visit | Traveler Profile | Trip Experience | Post-Trip Evaluation | Impact of Tourism

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TRIP PLANNING CYCLE

Trip Planning Cycle	2024	2025
A week or less	20%	17%
2 - 3 weeks	19%	19%
1 - 2 months	36%	36%
3 - 4 months	14%	17%
5 - 6 months	5%	6%
7 months - 1 year	4%	3%
More than 1 year	2%	2%
Days in Planning Cycle	**39**	**42**

Booking Window	2024	2025
A week or less	25%	22%
2 - 3 weeks	21%	21%
1 - 2 months	34%	35%
3 - 4 months	11%	14%
5 - 6 months	4%	4%
7 months - 1 year	4%	3%
More than 1 year	1%	1%
Days in Booking Window	**34**	**36**

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ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2024	2025
Online search engines	26%	28%
Online travel agency	23%	25%
Hotel websites	17%	19%
Facebook	14%	18%
VisitMaine.com	20%	15%
Instagram	10%	15%
Airbnb	11%	14%
Airline websites	8%	9%
YouTube	7%	9%
TripAdvisor	8%	8%
VisitPortland.com	10%	8%
Vrbo/HomeAway	7%	7%
Visit Maine social media	6%	7%
TheMaineBeaches.com	7%	7%
Traveler reviews/blogs/stories	7%	6%
DowneastAcadia.com	6%	5%
MainesMidCoast.com	5%	4%
Vacation rental websites	3%	3%
MaineLakesandMountains.com	3%	3%
VisitBarHarbor.com	3%	3%
MaineTourism.com	3%	2%
DiscoverNewEngland.com	1%	1%
VisitAroostook.com	1%	1%
KennebecValley.org	<1%	1%
TheMaineHighlands.com	2%	1%
Twitter	1%	1%
Other	3%	3%
None	31%	25%

*Multiple responses permitted.

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OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2024	2025
Advice from friends/family	37%	39%
Travel guides/brochures	17%	16%
Articles or travelogues	11%	10%
Travel books & magazines	6%	10%
Called the Maine Office of Tourism	11%	9%
Visit Maine e-newsletter	9%	7%
AAA	7%	7%
Travel planning apps	5%	5%
Visitor Guide	3%	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	37%	37%

*Multiple responses permitted.

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REASON FOR VISITING*

Reasons for Visiting	2024	2025
Visiting friends/relatives	30%	31%
Relax and unwind	27%	24%
Sightseeing/touring	28%	23%
Snow activities	14%	19%
Nature & bird watching	16%	17%
Shopping	17%	16%
Special occasion	11%	13%
Special event	9%	9%
Conference/meeting	7%	7%
Culture/museums/history	6%	7%
Sporting event	3%	6%
Active outdoor activities	5%	6%
Attractions	3%	4%
Beach	6%	3%
Water activities	1%	1%
Astrotourism	1%	1%
Other	18%	18%

*Multiple responses permitted.

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TV SHOWS & FILM

Trip Inspiration From Film	2024	2025
Yes	5%	5%
No	94%	93%
Don't know	1%	2%

How Film Inspired Trip*	2024	2025
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	30%	38%
Seeing Maine in a film or TV show made me think about Maine as a place to visit	23%	32%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	21%	15%
Visiting a location related to a TV show or film was the main reason I visited Maine	20%	9%
Something else	6%	6%

Visited TV or Film Attractions**	2024	2025
Yes	4%	6%
No	93%	92%
Don't know	3%	2%

*Only asked to those who said a TV show or film inspired them to take a trip to Maine.
**Only asked to those who said they were NOT inspired by a TV show or film to visit Maine.

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OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	2024	2025
No other states/provinces	71%	69%
New Hampshire	16%	18%
Massachusetts	10%	11%
Vermont	7%	6%
New York	4%	3%
Connecticut	3%	3%
Rhode Island	3%	3%
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	2%	2%

*Multiple responses permitted.

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ADVERTISING/PROMOTIONS

Recalled Advertising	2024	2025
Yes	44%	43%
No	44%	39%
Not sure	12%	18%

Influenced by Advertising*	2024	2025
Yes	21%	22%

* Out of ALL visitors.

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ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2024	2025
Social media	52%	48%
Internet	26%	36%
Magazine	22%	20%
Radio	24%	16%
Cable or satellite television	14%	13%
Traveler reviews/blogs	6%	11%
VisitMaine.com	9%	9%
AAA	8%	7%
Maine travel/visitor guide	5%	6%
Online streaming service	5%	6%
Newspaper	8%	6%
Brochure	3%	4%
Music/podcast streaming	3%	2%
Deal-based promotion	1%	1%
Billboard	2%	1%
Other	4%	3%
Not sure	1%	4%

*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	2024	2025
Maine	21%	22%
New England	41%	39%
Mid-Atlantic	17%	16%
Southeast	7%	9%
Southwest	2%	2%
Midwest	4%	4%
West	3%	3%
Canada	4%	4%
International	1%	1%

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ORIGIN STATE/PROVINCE

Origin States & Provinces	2024	2025
Maine	21%	22%
Massachusetts	22%	18%
New Hampshire	9%	9%
New York	7%	6%
Connecticut	6%	6%
Florida	4%	4%
New Jersey	4%	3%
Vermont	3%	3%
New Brunswick	2%	3%
Rhode Island	2%	3%
Pennsylvania	3%	3%
Virginia	2%	2%

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ORIGIN MARKET

Origin Markets	2024	2025
Boston	13%	11%
New York City[1]	7%	7%
Portland, ME	4%	3%
Providence, RI	2%	3%
Washington DC - Baltimore[2]	2%	2%
Augusta, ME	1%	2%
Auburn – Lewiston	2%	1%
Manchester, NH	1%	1%
Philadelphia	1%	1%
Bangor, ME	2%	1%
Fredericton, CAN	1%	1%
Saint John, CAN	<1%	1%
Rochester – Portsmouth, NH	1%	1%
Waterville	1%	1%
Belfast, ME	1%	1%
Hartford, CT	1%	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	2024	2025
As a couple	42%	38%
As a family	24%	26%
Traveled alone	18%	19%
With other couples/friends	13%	13%
With business associates	3%	3%
In a tour group	<1%	<1%
Other	<1%	1%
Average Travel Party Size	2.5	2.5

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TRAVEL WITH CHILDREN*

Children in Travel Party*	2024	2025
No children	85%	84%
Children younger than 6	5%	6%
Children 6 – 12	8%	9%
Children 13 – 17	6%	6%

Gender	2024	2025
Male	51%	53%
Female	48%	46%
Gender-fluid/Non-Binary	1%	1%
Transgender	<1%	<1%

*Multiple responses permitted.

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DEMOGRAPHIC PROFILE

Age	2024	2025
Under 25	5%	6%
25 – 34	16%	14%
35 – 44	23%	24%
45 – 54	20%	22%
55 – 65	22%	21%
Over 65	14%	13%
Median Age	**48**	**48**

Race/Ethnicity	2024	2025
White	87%	86%
Asian	4%	4%
Hispanic	4%	4%
Black	3%	3%
Indigenous	1%	1%
Other	1%	2%

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LIFESTYLE PROFILE

Marital Status	2024	2025
Single/widowed	28%	27%
Married/living with partner	72%	73%

Employment Status	2024	2025
Employed full-time	62%	64%
Employed part-time	9%	8%
Contract/freelance/temporary employee	6%	7%
Retired	15%	13%
Not currently employed	5%	4%
Student	3%	4%

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LIFESTYLE PROFILE

Household Income	2024	2025
Less than $25,000	4%	4%
$25,000 - $49,999	9%	8%
$50,000 - $74,999	19%	16%
$75,000 - $99,999	23%	20%
$100,000 - $149,999	24%	26%
$150,000 - $199,999	12%	14%
$200,000 - $249,999	5%	7%
$250,000 or more	4%	5%
Median Household Income	**$94,600**	**$103,800**

LIFESTYLE PROFILE

Educational Attainment	2024	2025
High school or less	8%	8%
Some college or technical school	15%	14%
College or technical school graduate	59%	58%
Graduate school	18%	20%

NEW & RETURNING VISITORS

Previous Trips to Maine	2024	2025
This is my first time	12%	11%
2 - 5 times	24%	24%
6 - 10 times	22%	20%
11+ times	42%	45%

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RESEARCH

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

TRANSPORTATION

Means of Transportation	2024	2025
Drove to Maine	87%	85%
Flew into Portland Intl Jetport	5%	6%
Flew into Bangor Intl Airport	3%	4%
Flew into Boston Logan Intl	3%	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	2024	2025
Not staying overnight	12%	12%
1 night	10%	9%
2 nights	20%	18%
3 nights	20%	19%
4 nights	14%	15%
5+ nights	24%	27%
Average Length of Stay	4.1	4.2

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ACCOMMODATIONS

Accommodations	2024	2025
Hotel/motel/resort	38%	40%
Friends/family home	23%	20%
Vacation rental home	11%	12%
Not spending the night	12%	12%
Personal second home	8%	10%
Bed & Breakfast/Inn	4%	3%
Campground/RV Park	1%	1%
Wilderness camping	1%	1%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	1%	<1%

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BOOKING

Booking Methods	2024	2025
Online travel agency	33%	38%
Directly with the hotel/condo	41%	36%
Airbnb	10%	11%
Short term rental service	8%	9%
Vacation rental company	2%	1%
Offline travel agent	1%	1%
Travel package provider	1%	<1%
Group tour operator	<1%	<1%
Other	4%	4%

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IN-MARKET RESOURCES*

In-Market Resources	2024	2025
Navigation website/apps	41%	43%
Restaurant website/app	26%	28%
Personal social media	17%	23%
Destination social media	14%	18%
Visitor Information Centers	17%	13%
Materials from hotel/campground	15%	11%
Hotel/resort website/app	17%	10%
VisitMaine.com	16%	9%
Trip planning app	11%	8%
Booking website/app	4%	4%
Chambers of Commerce	2%	4%
Airline website/app	2%	3%
VisitBarHarbor.com	1%	1%
Other	11%	6%
None	23%	24%

*Multiple responses permitted.

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ACTIVITIES*

Activities	2024	2025
Food/beverage/culinary	72%	70%
Shopping	52%	54%
Active outdoor activities	45%	48%
Touring/sightseeing	45%	40%
History/culture	21%	23%
Entertainment/attractions	12%	14%
Astrotourism	6%	7%
Water activities	5%	6%
Business conference/meeting	6%	6%
Other	5%	6%

*Multiple responses permitted.

DETAILED VISITOR ACTIVITIES*

Activity	%	Activity	%	Activity	%
Going to local brew pubs/craft breweries	43%	Enjoying local food at fairs/festivals	13%	Motor boating	2%
Shopping in downtown areas	31%	Enjoyed high-end cuisine or five-star dining	13%	Camping	2%
Sightseeing	30%	Alpine skiing/snowboarding	13%	Painting/drawing/sketching	2%
Ate lobster	30%	Visited Farmer's Markets	12%	Amusement/theme parks	2%
Ate other local seafood	30%	Snowmobiling	11%	Outdoor fun centers	2%
Enjoying the ocean views/rocky coast	29%	Visit historic sites/museums	9%	Canoeing/kayaking	1%
Outlet shopping	29%	Shopping at malls	9%	Pool swimming	1%
Driving for pleasure	24%	Nordic skiing	8%	Outdoor swimming	1%
Photography	22%	Visit art museums/local artisan studios	8%	White water rafting	1%
Wildlife viewing/bird watching	20%	Snowshoeing	7%	Bicycling touring	1%
Shopping for gifts/souvenirs	20%	Attend popular music concerts/events	7%	Hunting	1%
Consumed other locally produced Maine foods	19%	Ate farm-to-table or organic cuisine	5%	Attend operas/classical music events	1%
Shopping for antiques/local arts and crafts	19%	Get to know the local people and/or culture	5%	Animal parks/zoos	1%
Enjoying the mountain views	16%	Fishing	4%	Children's museums	1%
Exploring State and National Parks	16%	Mountain/Fat Biking	4%	Water parks	1%
Shopping for "Made in Maine" products	15%	Attend plays/musicals/theatrical events	4%	Agricultural fairs	1%
Shopping for unique/locally produced goods	15%	Attend sporting events	4%	Sailing	<1%
Enjoyed unique Maine food or beverages	14%	Bars/nightlife	4%	Surfing	<1%
Hiking/climbing/backpacking	14%	Riding all-terrain vehicles	3%	Water skiing/jet skiing	<1%
Nature cruises or tours	13%	Viewing fall colors	2%	Summer camps	<1%
Tours of communities/local architecture	13%	Going to the beach	2%	Horseback riding	<1%

*Multiple responses permitted.

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OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2024	2025
No other states/provinces	75%	72%
New Hampshire	15%	16%
Massachusetts	10%	10%
Vermont	4%	4%
Connecticut	3%	3%
New York	3%	2%
Rhode Island	2%	2%
New Brunswick	1%	1%
Nova Scotia	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	<1%	<1%
Ontario	<1%	<1%
Prince Edward Island	<1%	<1%
Other	2%	2%

*Multiple responses permitted.

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TRAVELING IN MAINE*

Maine Regions Visited	2024	2025
No other regions	53%	44%
Greater Portland & Casco Bay	37%	36%
Midcoast & Islands	32%	34%
The Maine Highlands	16%	25%
The Maine Beaches	30%	24%
Downeast & Acadia	18%	22%
Maine Lakes & Mountains	18%	19%
Kennebec Valley	13%	16%
Aroostook County	6%	5%
Other	<1%	1%

*Multiple responses permitted.

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RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2024	2025
Would recommend Maine	97%	97%
Would not recommend Maine	1%	1%
Not sure	2%	2%

Recommending Regions	2024	2025
Definitely recommend region	78%	83%
Probably would recommend region	20%	15%
Would not recommend region	1%	<1%
Not sure	1%	2%

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RETURNING TO MAINE

Returning to Maine	2024	2025
Definitely will return	83%	85%
Probably will return	15%	13%
Probably will not return	<1%	<1%
Not sure	2%	2%

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SATISFACTION

Satisfaction	2024	2025
Very satisfied	69%	74%
Satisfied	30%	25%
Dissatisfied	<1%	<1%
Don't know	1%	1%

TRIP EXPECTATIONS

Exceeded Expectations	2024	2025
Activities & attractions	44%	45%
Friendliness of people	47%	42%
Lodging	44%	34%
Restaurants	35%	33%
Customer service	34%	31%
Shopping	30%	28%
Authentic & unique communities	27%	25%
Value for your money	21%	20%

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OVERCROWDING

Overcrowding	2024	2025
Overcrowded	1%	1%
A little overcrowded	8%	6%
The number of visitors was fine	62%	52%
Not at all overcrowded	29%	40%
Other	<1%	1%

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STUDY METHODS

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METHODOLOGY

Visitor Tracking

1,333 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, 2024 and April 30th, 2025.

MAINE OFFICE OF TOURISM

2025 Winter Visitor Tracking Report

December 2024 – April 2025

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