

# MAINE OFFICE OF TOURISM

2023 Summer Visitor Tracking Report

MAY – AUGUST 2023



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# STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from May to August 2023. 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

# SEASONAL SNAPSHOT

SUMMER 2023



42,380,000

VISITOR  
DAYS

+ 3.1%



8,537,000

TOTAL  
VISITORS

- 6.3%



\$5,171,973,400

DIRECT  
SPENDING

+ 1.1%

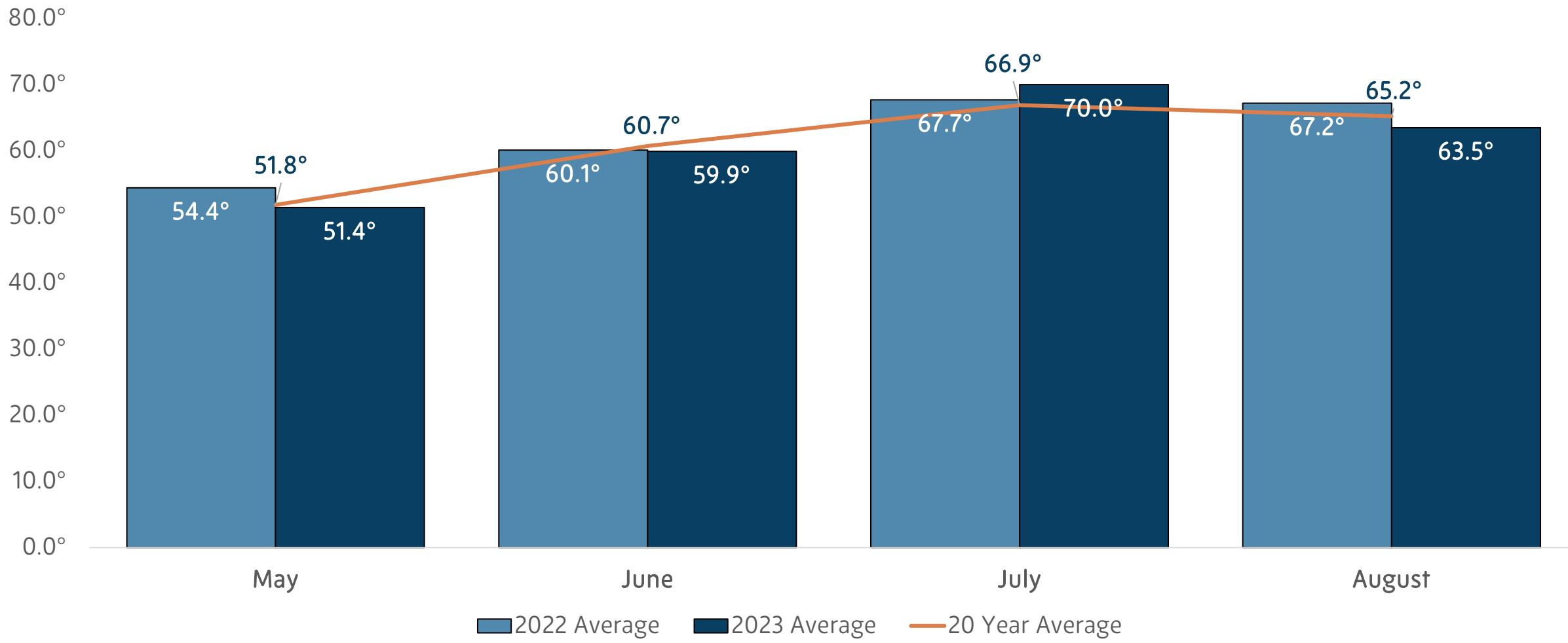
vs. 2022

- » In Summer 2023, there was an **increase in visitor days (+3.1%)** and **visitor spending (+1.1%)**
- » Increased rainfall this season contributed to fewer day trips among Mainers, pushing overall visitation down
- » Compared to the previous year, occupancy decreased slightly (-4.0%), yet there was an **increase in room nights (+1.0%)** due to **increased length of stay and more available units**
- » Compared to last year, **more visitors would recommend Maine (+1% point)** and the **specific region they visited (+6% points)** and **more visitors were very satisfied with their trip (+10% points)**
- » **Fewer visitors felt Maine was overcrowded (-9% points)**
- » Visitors' ratings of **Lodging (+5% points)**, **Customer Service (+9% points)**, and **Value for Money (+8% points)** significantly increased this summer, returning to normal levels and showing less concern on the cost of lodging compared to Summer of 2022

# EXECUTIVE SUMMARY



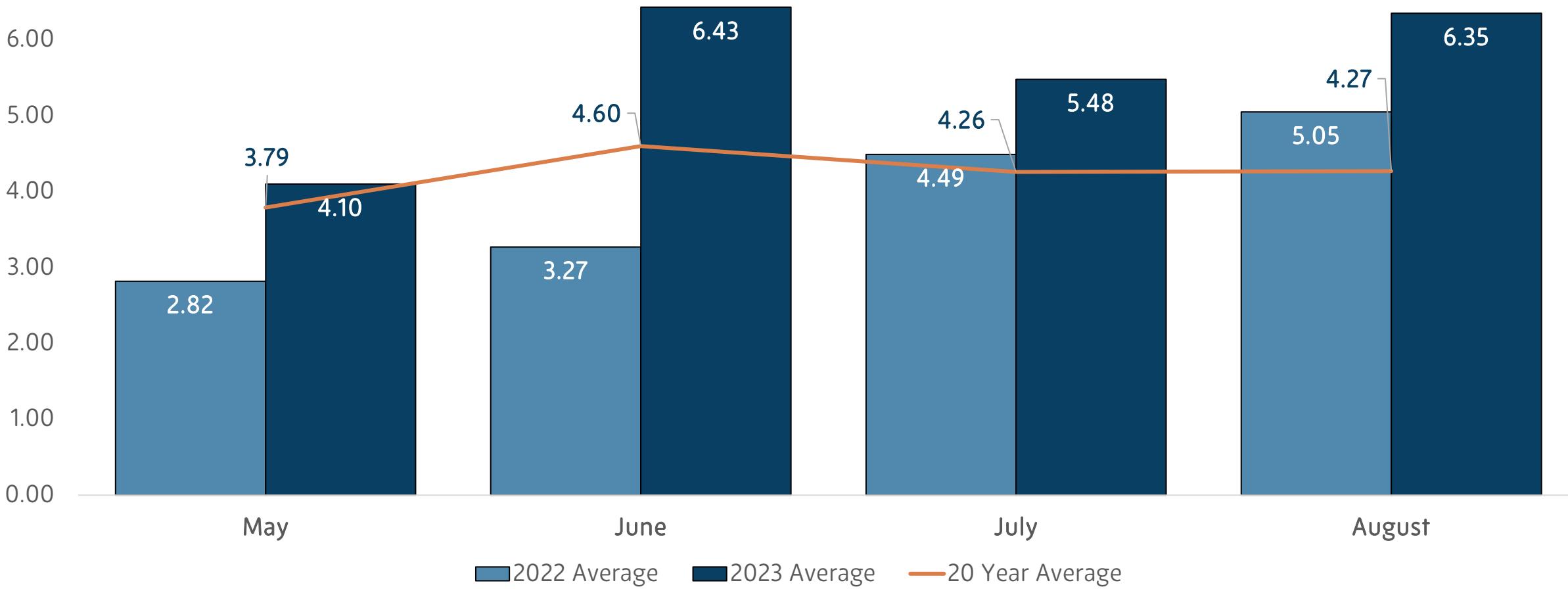
# TEMPERATURE



Source: NOAA.

# PRECIPITATION

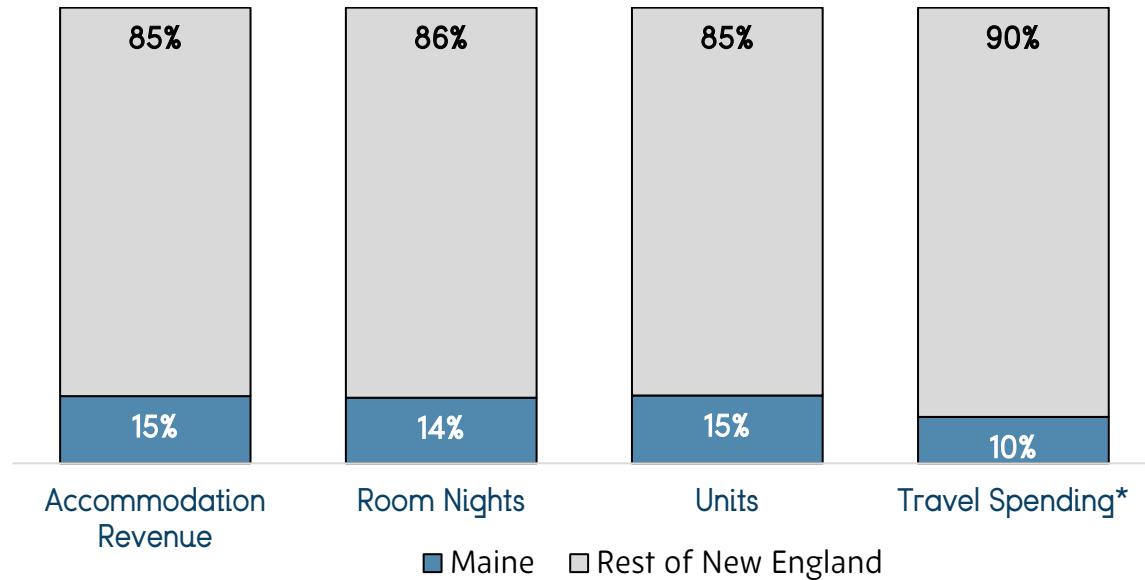
Rainfall this summer was significantly higher than last summer and above the 20-year average, leading to fewer in state visits by Maine residents.



Source: NOAA.

# MARKET SHARE & HOTEL METRIC COMPARISONS

- » Maine's market share in New England when it comes to accommodation revenue, room nights, units, and travel spending **ranges between 10%-15%**.
- » The consistency in the market share across multiple variables reinforces confidence in Maine's overall market share in New England.
- » Compared to the New England region, hotel occupancy in Maine was **-3.2%** lower and hotel room rates were **+2.0%** higher, resulting in RevPAR that was **-1.2%** lower than the rest of the region.



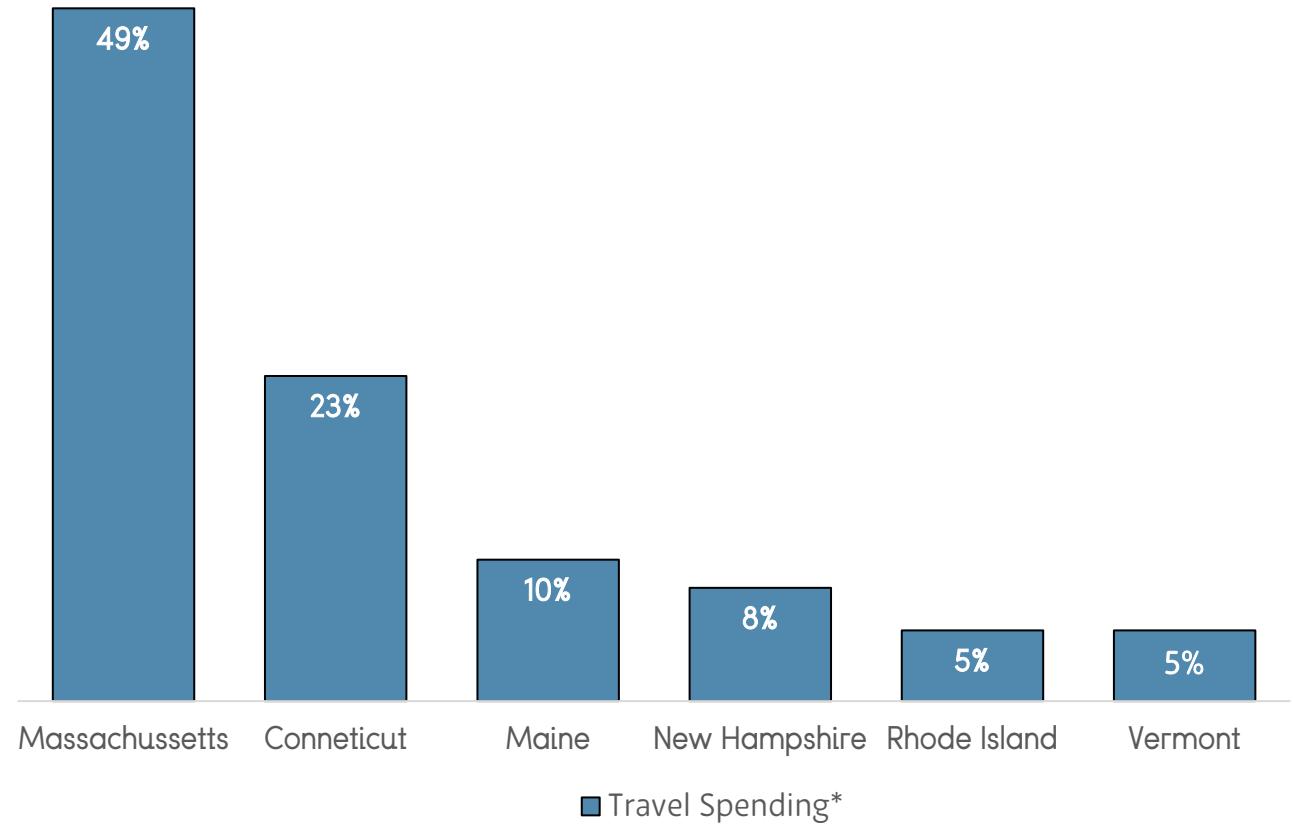
Hotel Metrics**	Maine	New England	Δ% from NE
Occupancy Rate (%)	69.1%	71.4%	- 3.2%
Average Daily Rate	\$212.71	\$208.46	+ 2.0%
RevPAR	\$146.98	\$148.84	- 1.2%

\*Source: US Travel Association.

\*\*Source: Smith Travel Research.

# MARKET SHARE BY STATE

- » Travel spending in Maine accounted for **10%** of all visitor spending in the New England region.
- » Among New England states, Summer 2023 travel spending in Maine was only surpassed by Massachusetts and Connecticut.



\*Source: US Travel Association.

# VISITOR JOURNEY: IMPACT OF TOURISM



# KEY PERFORMANCE INDICATORS

The number of visitor days in Summer 2023 increased by +8.1% compared to last summer. Visitor days were boosted by longer average stays and more rental units available to visitors.

Visitor spending was up slightly.

Occupancy dropped slightly and the number of day trippers dropped significantly resulting in fewer total visitors in Summer 2023.

KPIs	2022	2023	Δ% from '22
Visitors (#)	9,107,300	8,537,000	- 6.3%
Visitor Days <sup>1</sup>	41,114,900	42,380,000	+ 3.1%
Direct Spending	\$5,113,858,100	\$5,171,973,400	+ 1.1%
Room Nights	5,448,100	5,502,700	+ 1.0%

<sup>1</sup>Visitor Days is the total number of days spent by visitors in the state of Maine. This include overnight visitors and day trippers.

# VISITATION METRICS

Visitation <sup>1</sup>	Maine Residents	Out-of-State Visitors	Total
Visitor (#)	1,024,400	7,512,600	8,537,000
Visitor (%)	12.0%	88.0%	100.0%

<sup>1</sup>Visitation estimates provided here are **preliminary** and reflect visitation from May – August 2023. Adjustments will be made to these estimates at the end of the year to account for seasonal fluctuations.

# LODGING METRICS

Occupancy Rate

**64.8%**

- 4.0% from 2022

Average Daily Rate

**\$231.45**

- 1.8% from 2022

Revenue per Available Room

**\$150.09**

- 5.8% from 2022

# DETAILED FINDINGS



# VISITOR JOURNEY: PRE-VISIT

Pre-Visit

Traveler  
Profile

Trip  
Experience

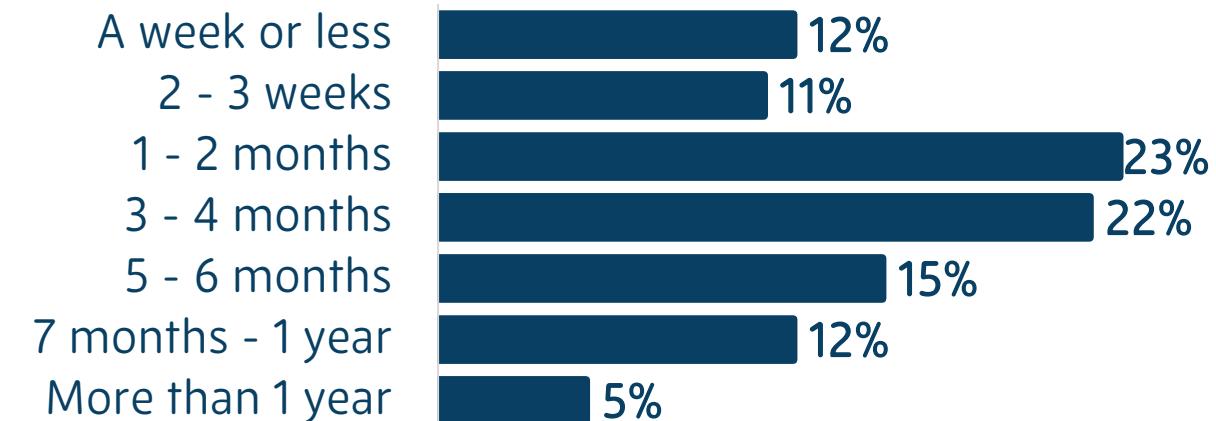
Post-Trip  
Evaluation

Impact of  
Tourism

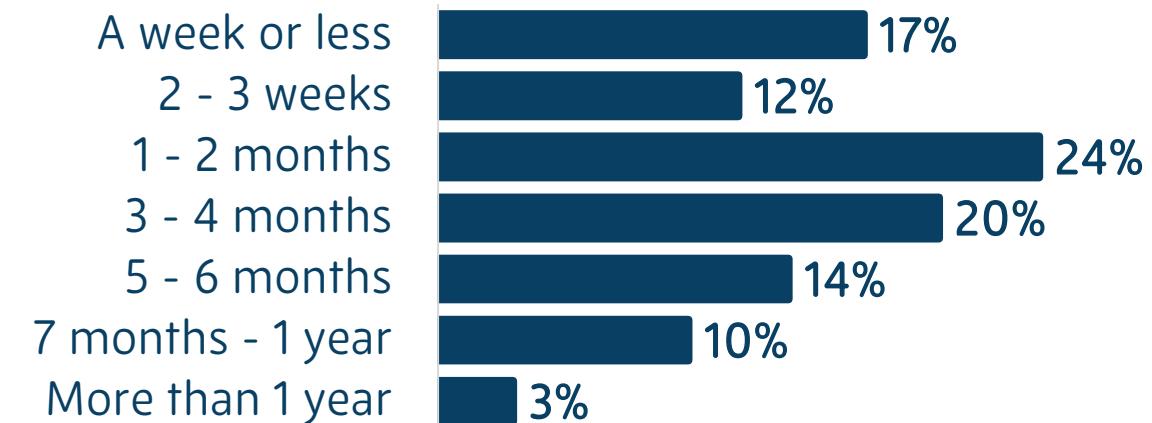
# TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **65 days** in advance (+5 days from 2022)
- » **77%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **56 days** in advance (+5 days from 2022)
- » **47%** of visitors have a booking window of more than 3 months

**Beginning of Trip Planning Cycle**

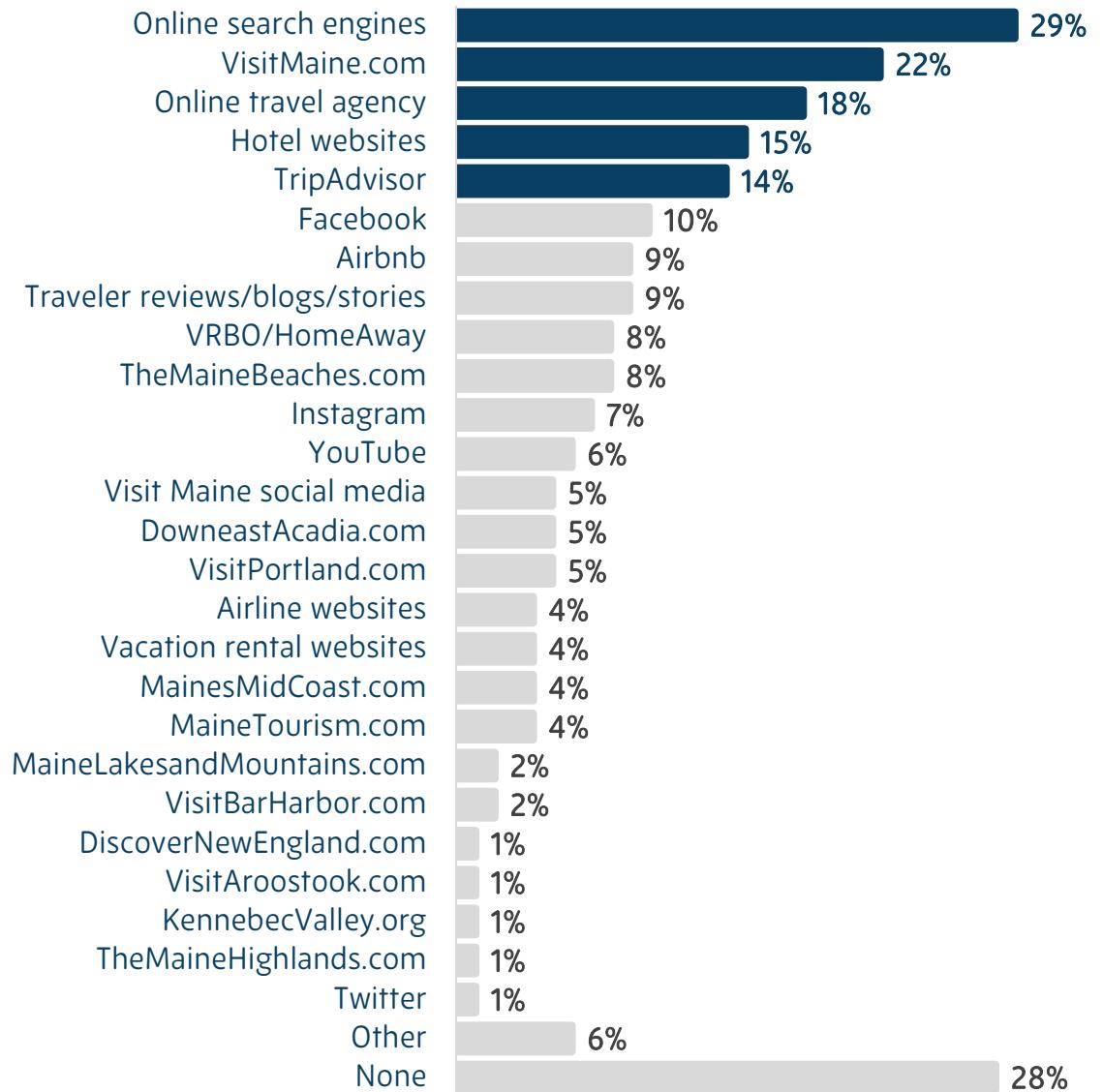


**Booked Accommodations/Made Trip Decisions**



# ONLINE TRIP PLANNING SOURCES\*

- » Over 7 in 10 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, to help them plan their trip in Maine
- » Over 1 in 5 visitors used VisitMaine.com (+7% points from 2022)



\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

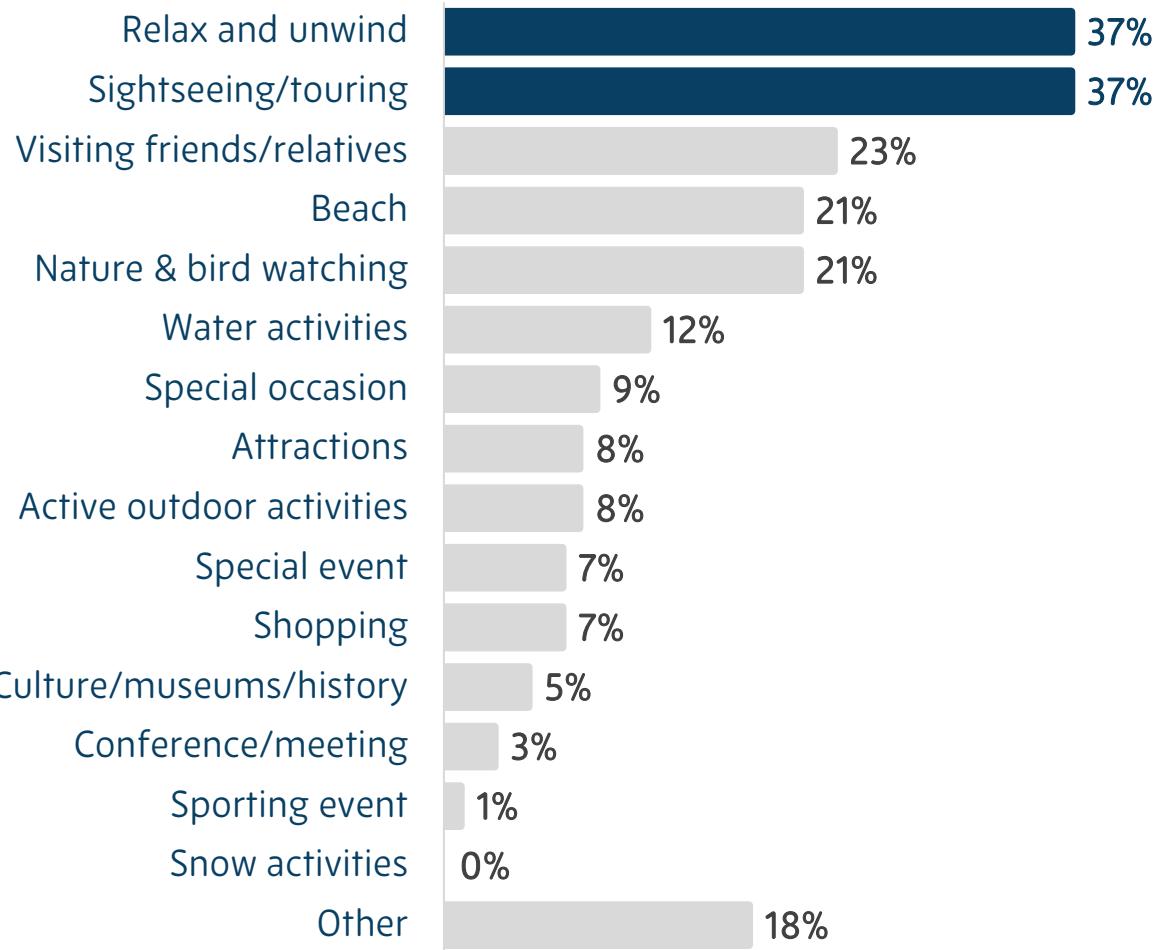
- » **1 in 3** visitors relied on advice from their friends and family to help them plan their trip in Maine (-5% points from 2022)
- » **Nearly 1 in 5** visitors used travel guides/brochures to help plan their trip in Maine (+8% points from 2022)
- » **Nearly 2 in 5** visitors did not use any other resources to help them plan their trip in Maine



\*Multiple responses permitted.

# REASONS FOR VISITING\*

- » Nearly 2 in 5 visitors came to Maine to relax and unwind (-2% point from 2022) and for sightseeing/touring (+4% points from 2022)



# TV SHOWS & FILM\*

- » **3%** of visitors said a TV show or film inspired their tip to Maine
- » **42%** of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit
- » **5%** of visitors who were NOT inspired by a TV show or film to visit Maine said they visited the location of a TV show or film while in Maine

Base: 3% of visitors who were inspired by a TV show or film

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

42%

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

26%

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

13%

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

8%

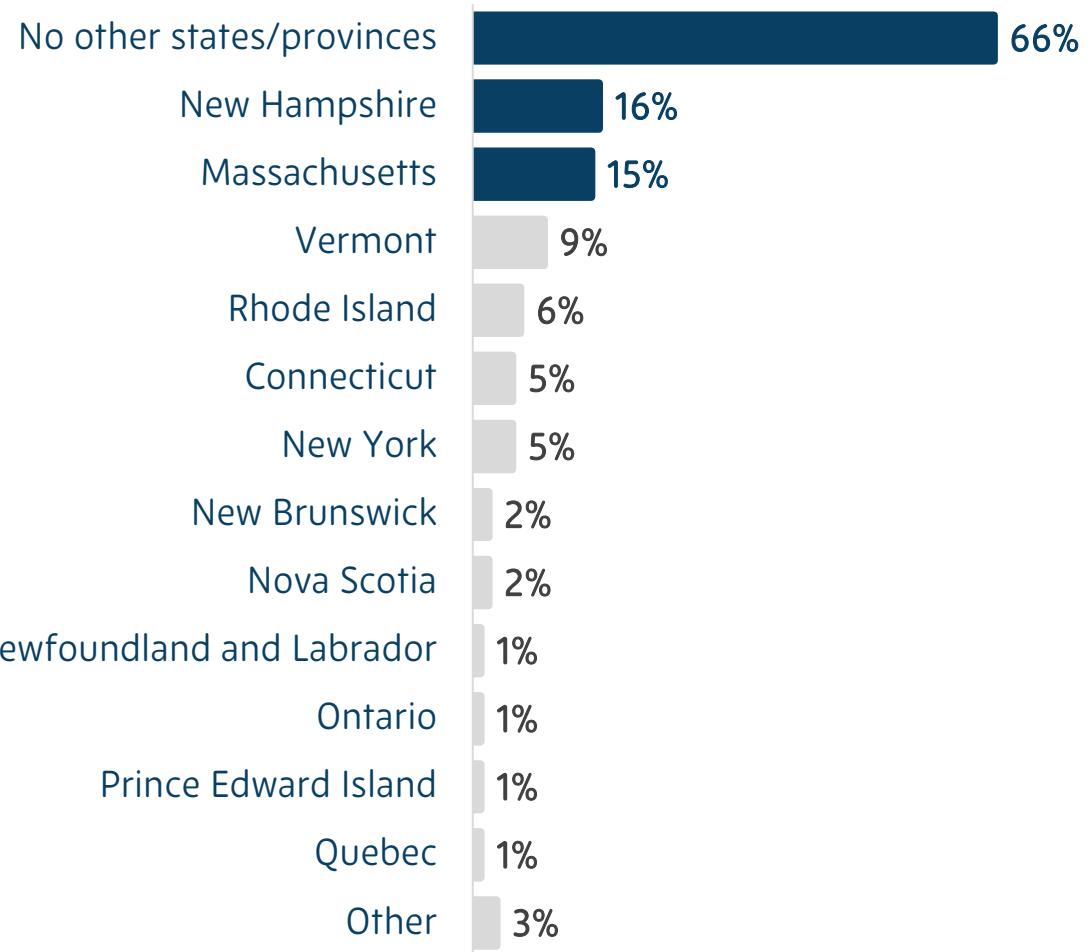
Something else

11%

\*Questions were not asked until January 2023.

# OTHER STATES & PROVINCES CONSIDERED\*

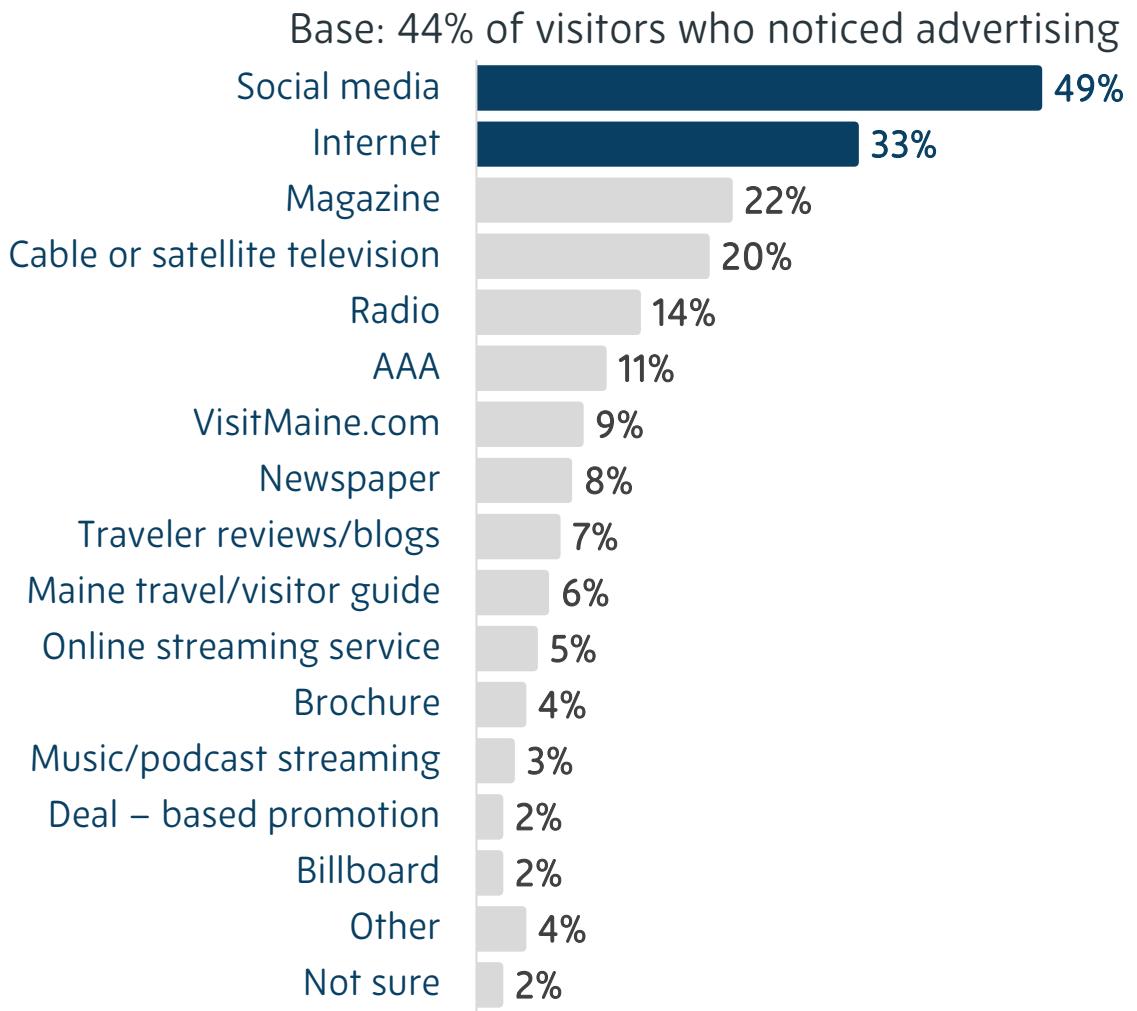
- » **2 in 3** visitors considered visiting **ONLY** Maine while planning their trips (+2% points from 2022)
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



\*Multiple responses permitted.

# PRE-TRIP RECALL OF ADVERTISING\*

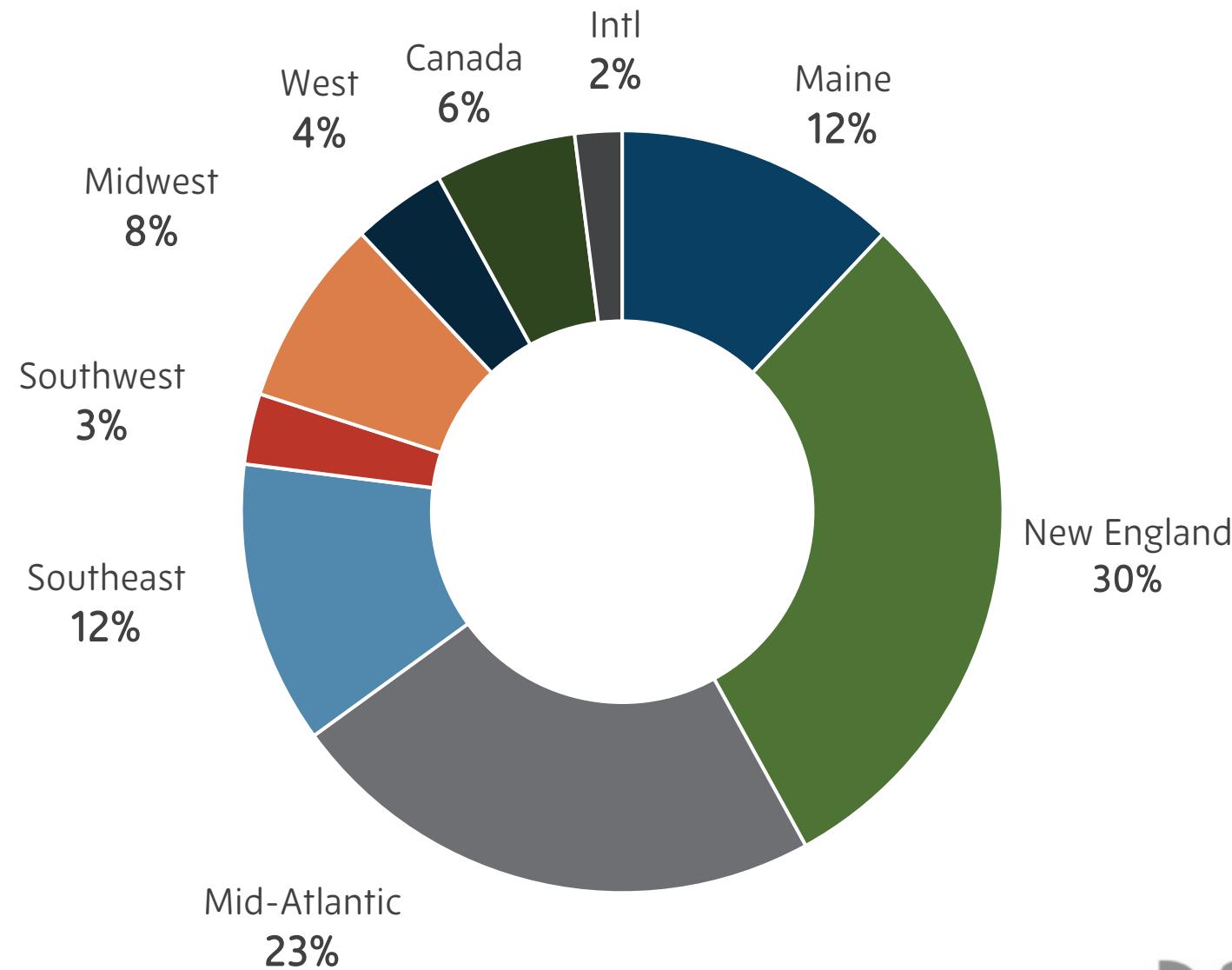
- » Over **2 in 5** visitors noticed advertising or promotions for Maine prior to their trip (-3% points from 2022)
- » Visitors who recalled this advertising primarily saw it on social media (+11% points from 2022) or the internet (-3% points from 2022)
- » Visitors who recalled this advertising on television increased +7% points from 2022
- » This information influenced **23% of all** visitors to visit Maine
- » In Summer of 2023, more domestic visitors planned on travelling abroad or taking a cruise which had an impact on recall of domestic destinations (such as Maine)



# VISITOR JOURNEY: TRAVELER PROFILE



# VISITOR ORIGINS



# TOP ORIGIN STATES & PROVINCES

- » 82% of visitors traveled to/within Maine from these 17 U.S. states and Canadian provinces
- » Over 1 in 10 visitors were residents of Maine traveling throughout the state (-5% points from 2022)

State	Percent
Massachusetts	14%
Maine	12%
New York	9%
New Hampshire	7%
Florida	6%
Connecticut	5%
Pennsylvania	5%
New Jersey	4%
Vermont	3%
Quebec	3%
California	2%
Georgia	2%
Maryland	2%
North Carolina	2%
Ohio	2%
Texas	2%
Virginia	2%

# TOP ORIGIN MARKETS

- » **3 in 10** visitors traveled from these 12 U.S. markets
- » **16%** of visitors traveled to Maine from Boston or New York City

Market	Percent
Boston	8%
New York City <sup>1</sup>	8%
Washington DC - Baltimore <sup>2</sup>	4%
Philadelphia	2%
Portland, ME	2%
Albany	1%
Atlanta	1%
Providence, RI	1%
Chicago	1%
Manchester, NH	1%
Hartford, CT	1%
Augusta, ME	, 1%

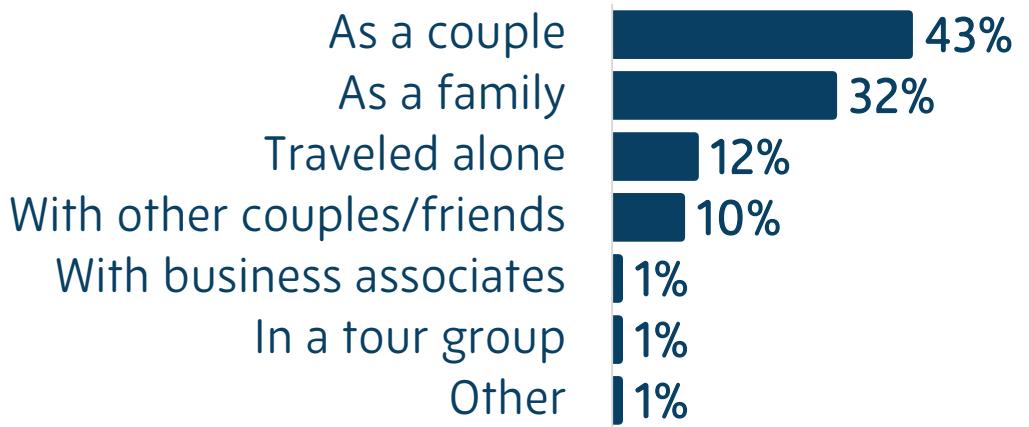
<sup>1</sup> Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

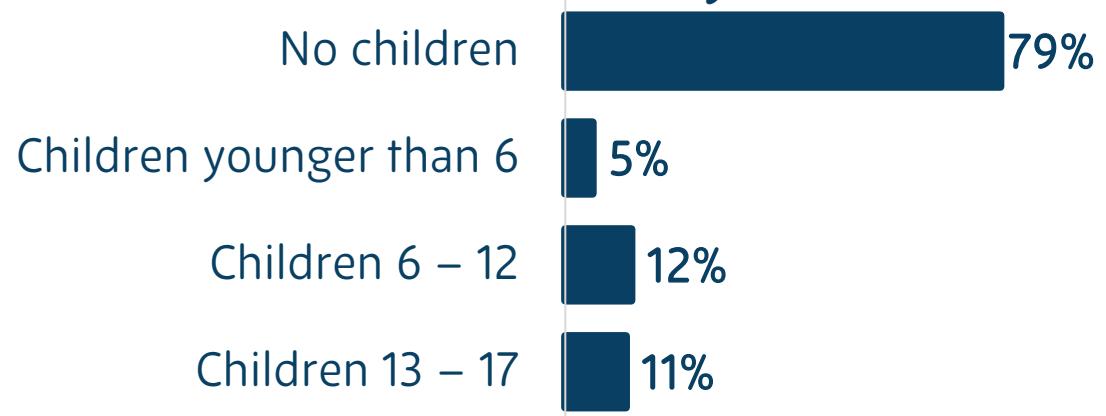
# TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **3.2** people
- » Over **2 in 5** visitors traveled as a couple
- » Nearly **1 in 3** traveled as a family
- » **21%** of visitors traveled with one or more children in their travel party

## Travel Party Composition



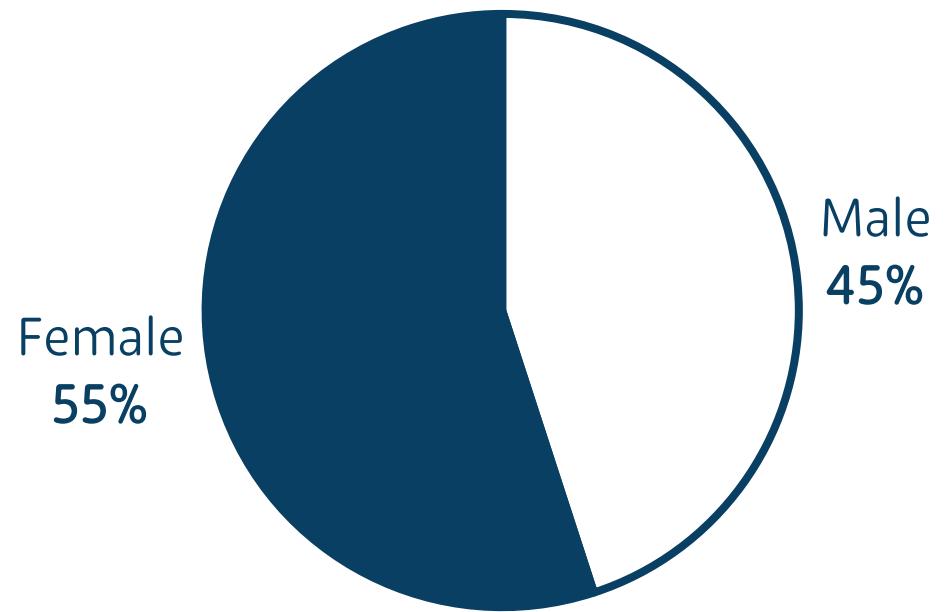
## Children in Travel Party\*



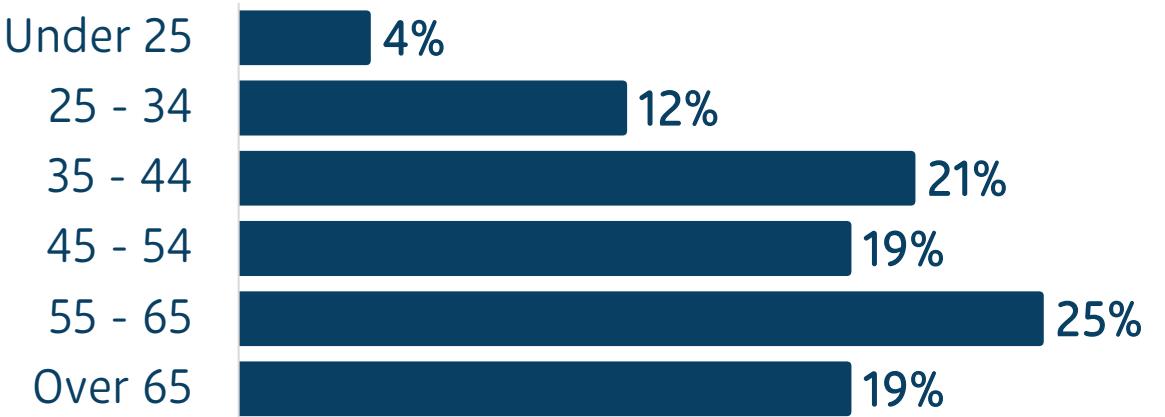
\*Multiple responses permitted.

# GENDER

- » Over **half** of visitors to Maine interviewed were females



» The average age of visitors to Maine is **52** years old



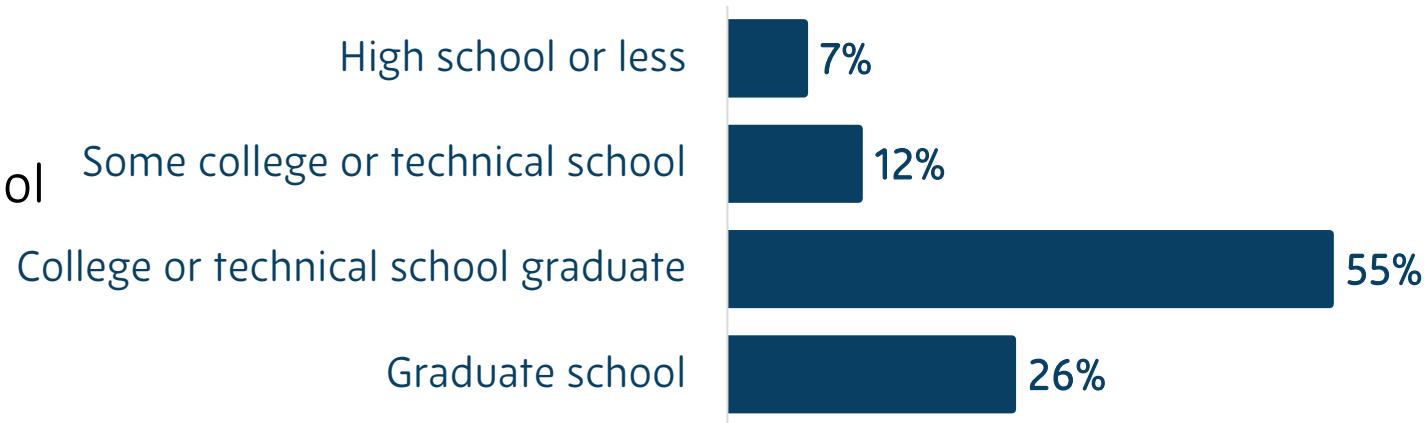
# RACE & ETHNICITY

» Nearly 9 in 10 visitors to Maine were white



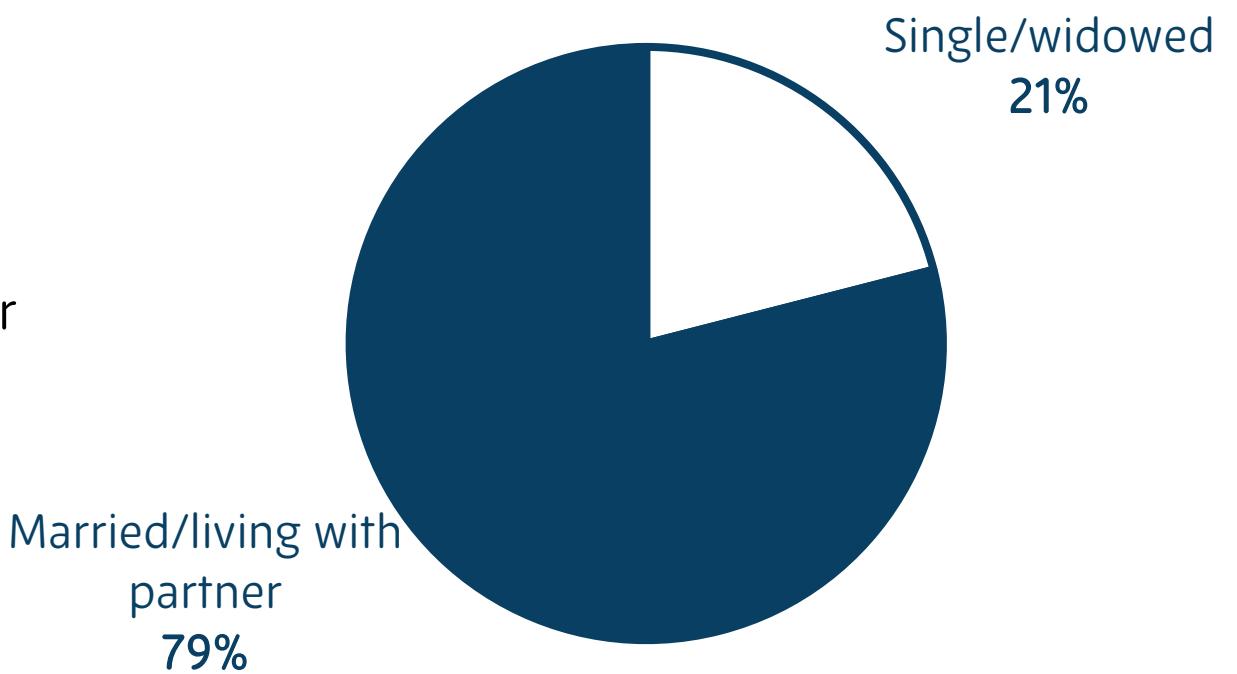
# EDUCATIONAL ATTAINMENT

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



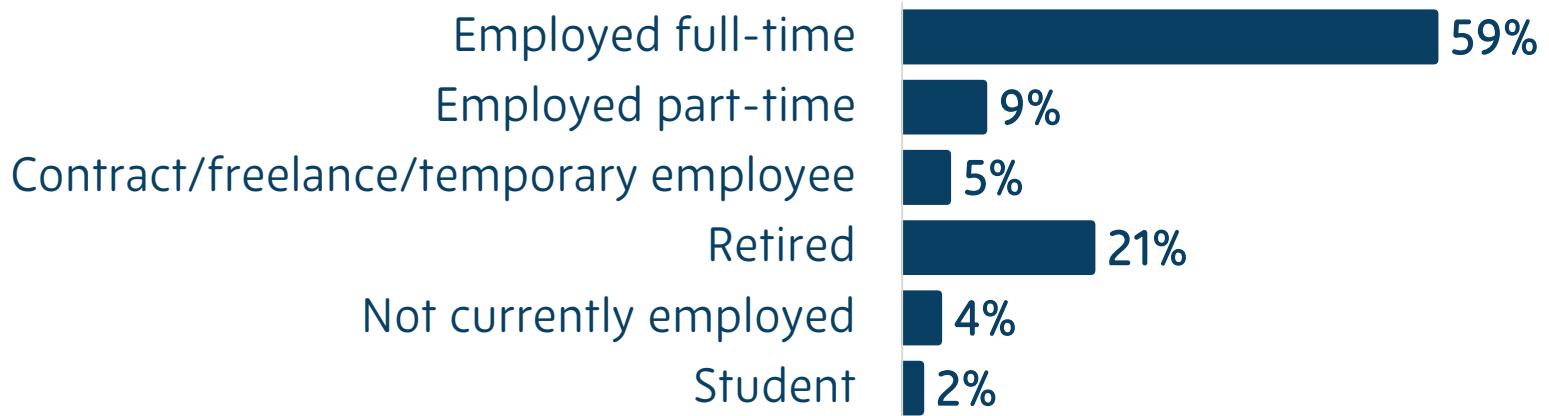
# MARITAL STATUS

- » Nearly **4 in 5** visitors to Maine were married or living with their partner



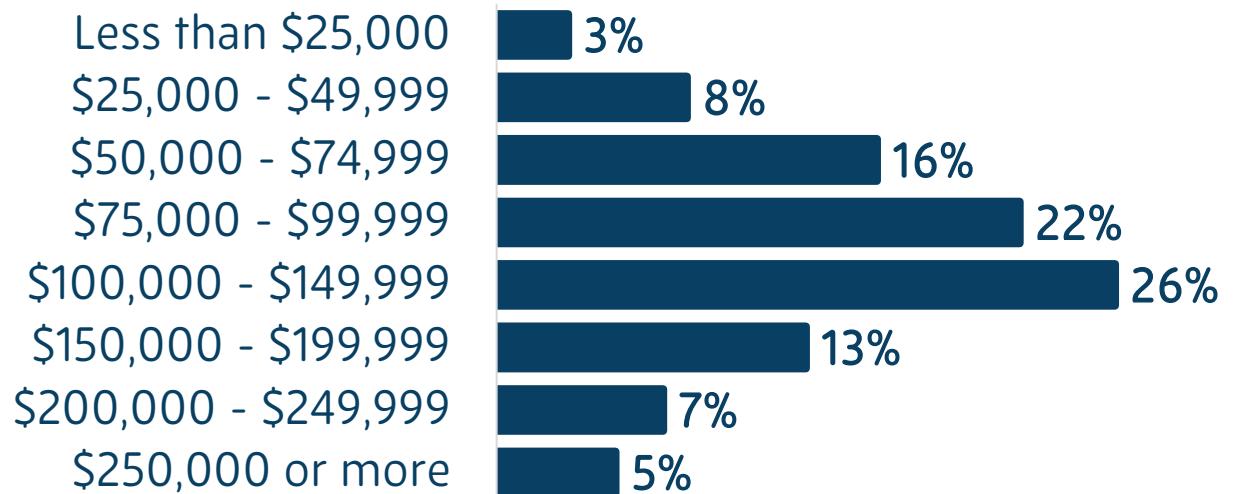
# EMPLOYMENT STATUS

» Over **7 in 10** visitors to Maine were employed, most full-time



# HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$101,900** per year
- » **25%** of visitors to Maine earned more than \$150,000 per year



# NEW & RETURNING VISITORS

» 22% of visitors were traveling in Maine for the first time

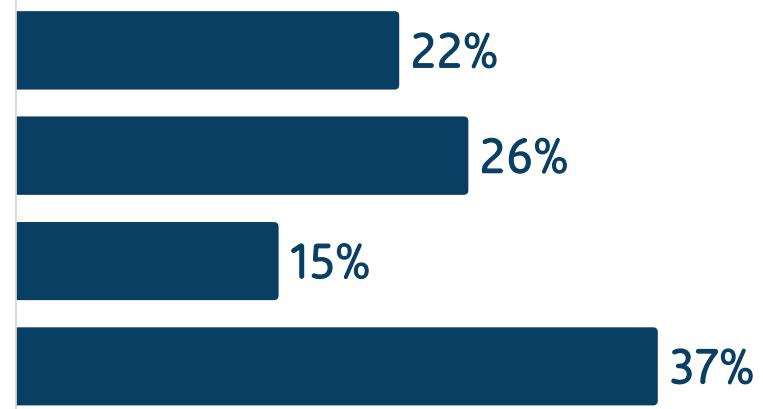
» Maine has high repeat and loyal visitors, as 37% had previously traveled in Maine more than 10 times

This is my first time

2 - 5 times

6 - 10 times

11+ times

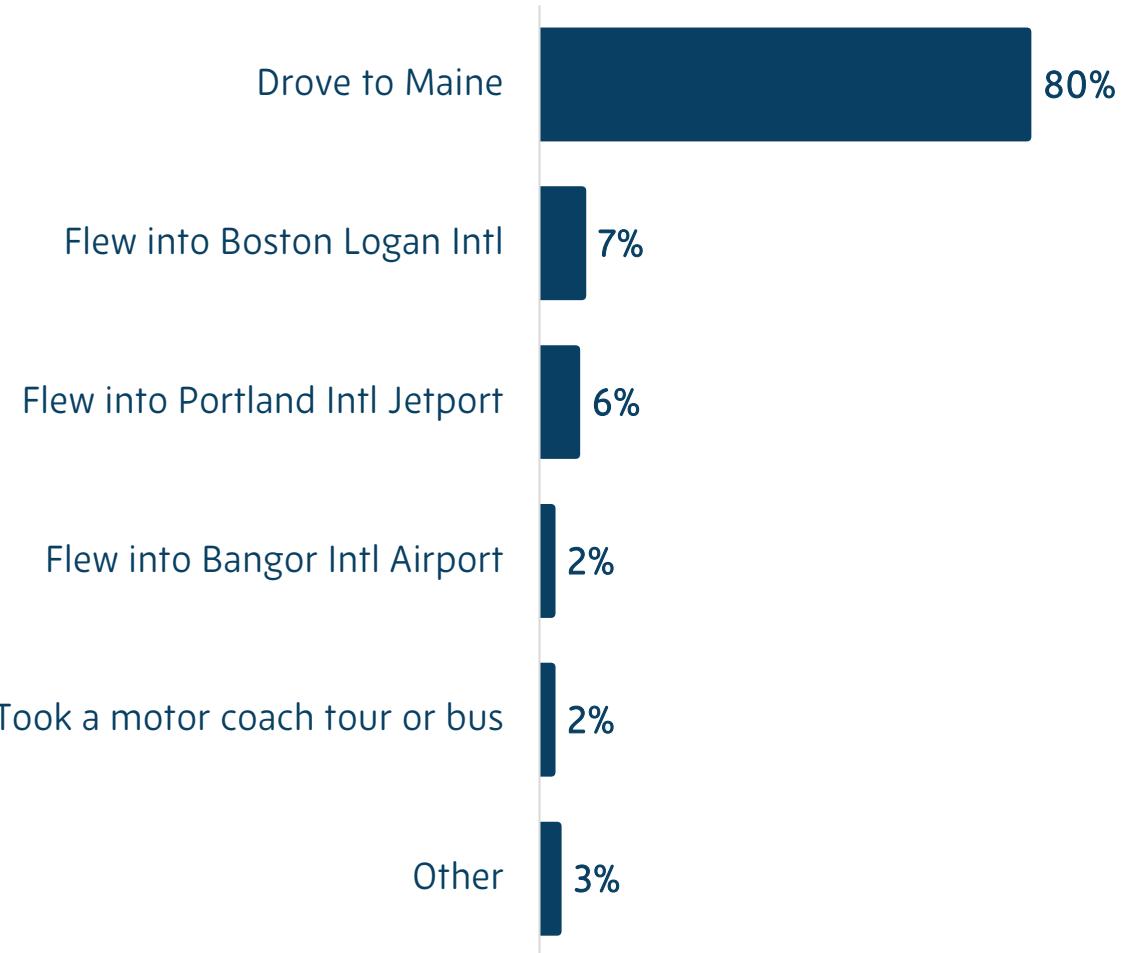


# VISITOR JOURNEY : TRIP EXPERIENCE



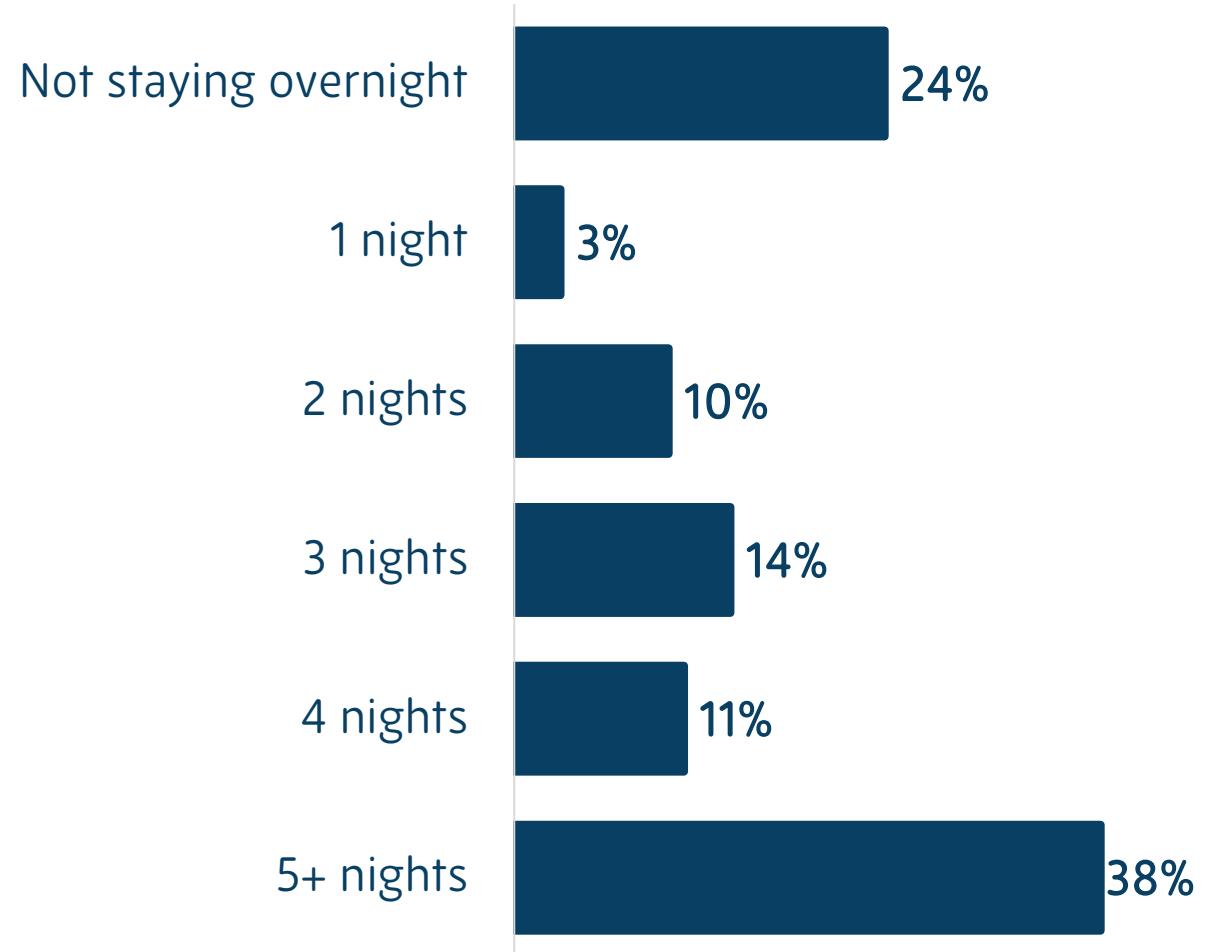
# MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with 80% choosing to travel by car over plane, motor coach/bus, or train (-4% points from 2022)
- » Most visitors who flew to Maine arrived at Boston Logan International Airport or Portland International Jetport



# NIGHTS STAYED

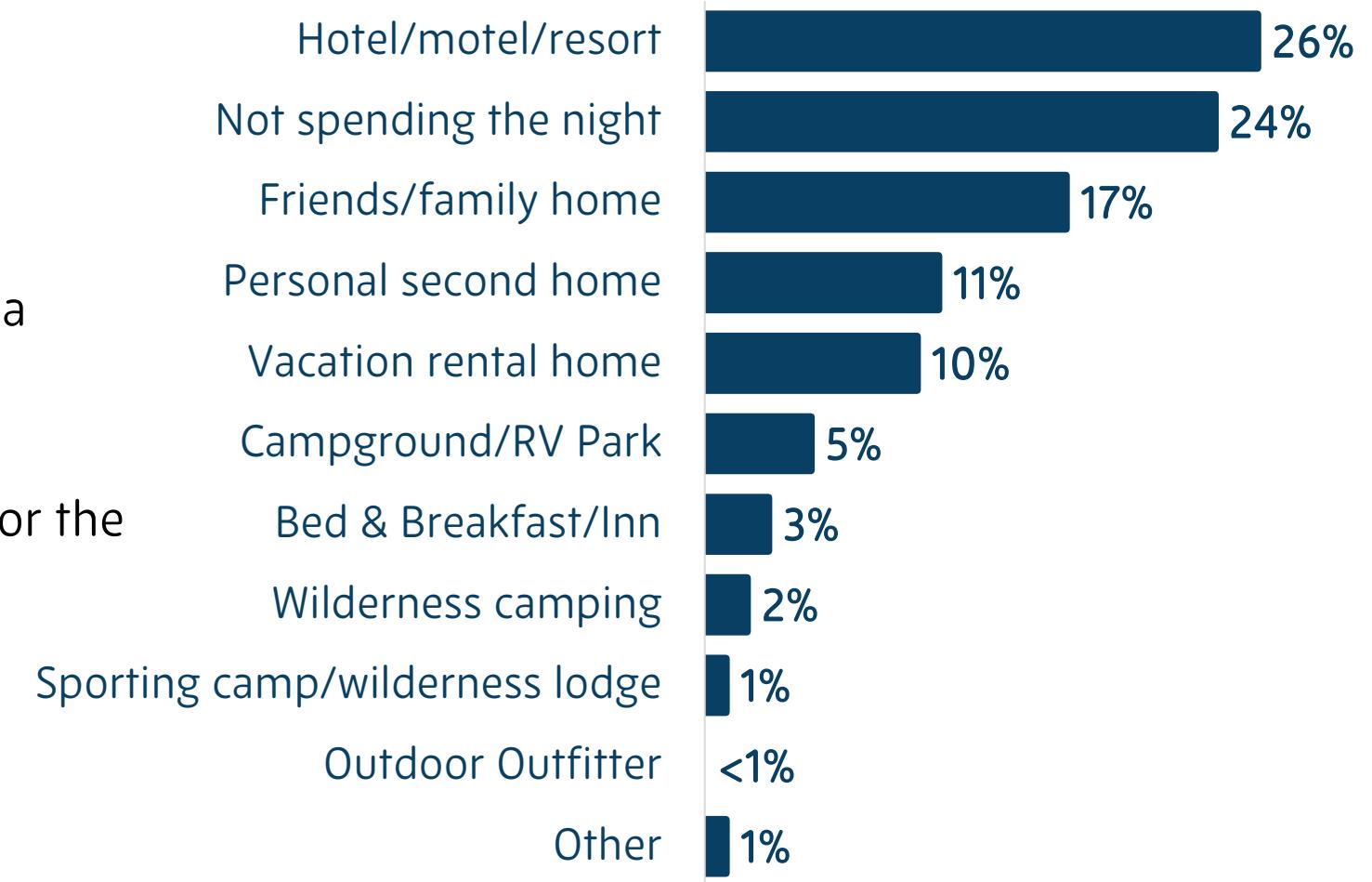
- » 76% of visitors stayed one or more nights in Maine on their trip (+2% points from 2022)
- » Typical visitors stayed **5.0\*** nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed **4.7** nights in Maine on their trips



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

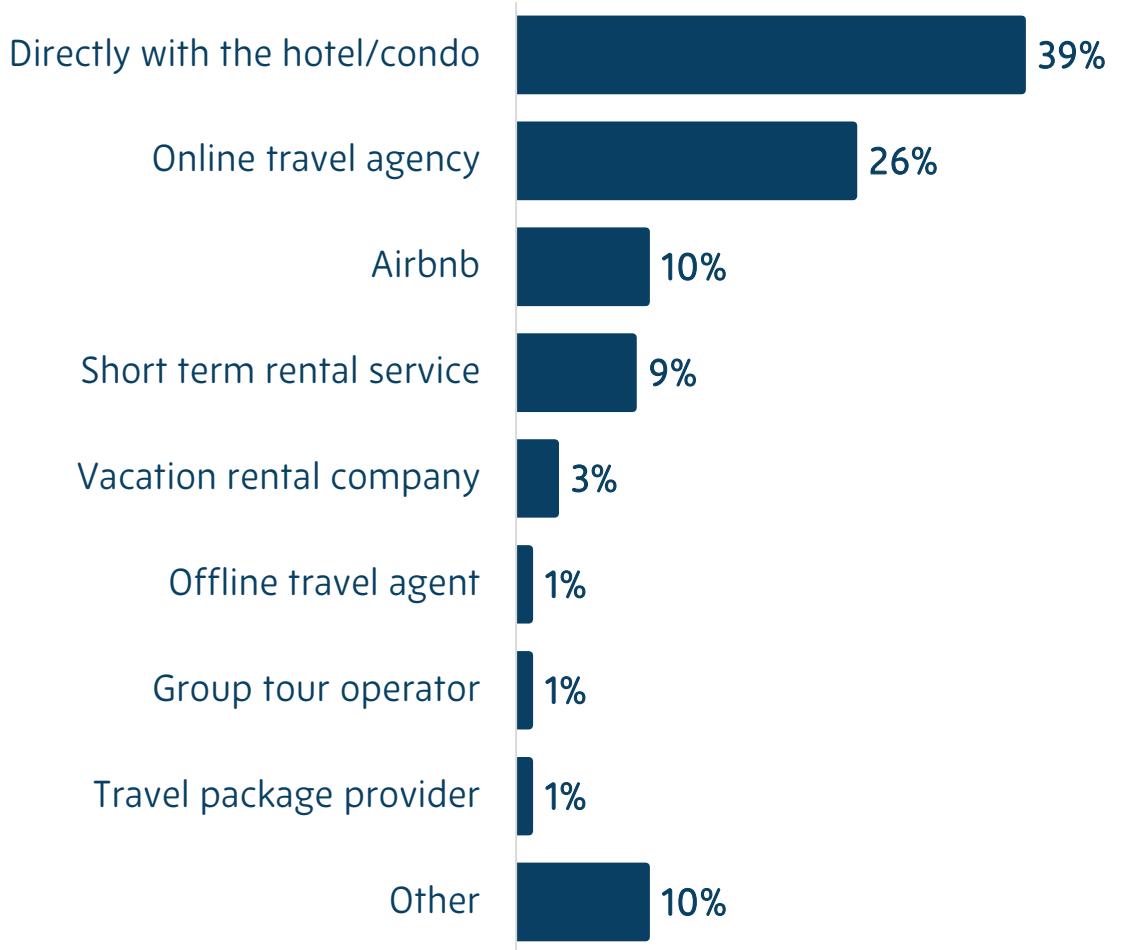
# ACCOMMODATIONS

- » Over **1 in 4** visitors stayed overnight at a hotel/motel/resort
- » About **1 in 4** visitors were just visiting for the day



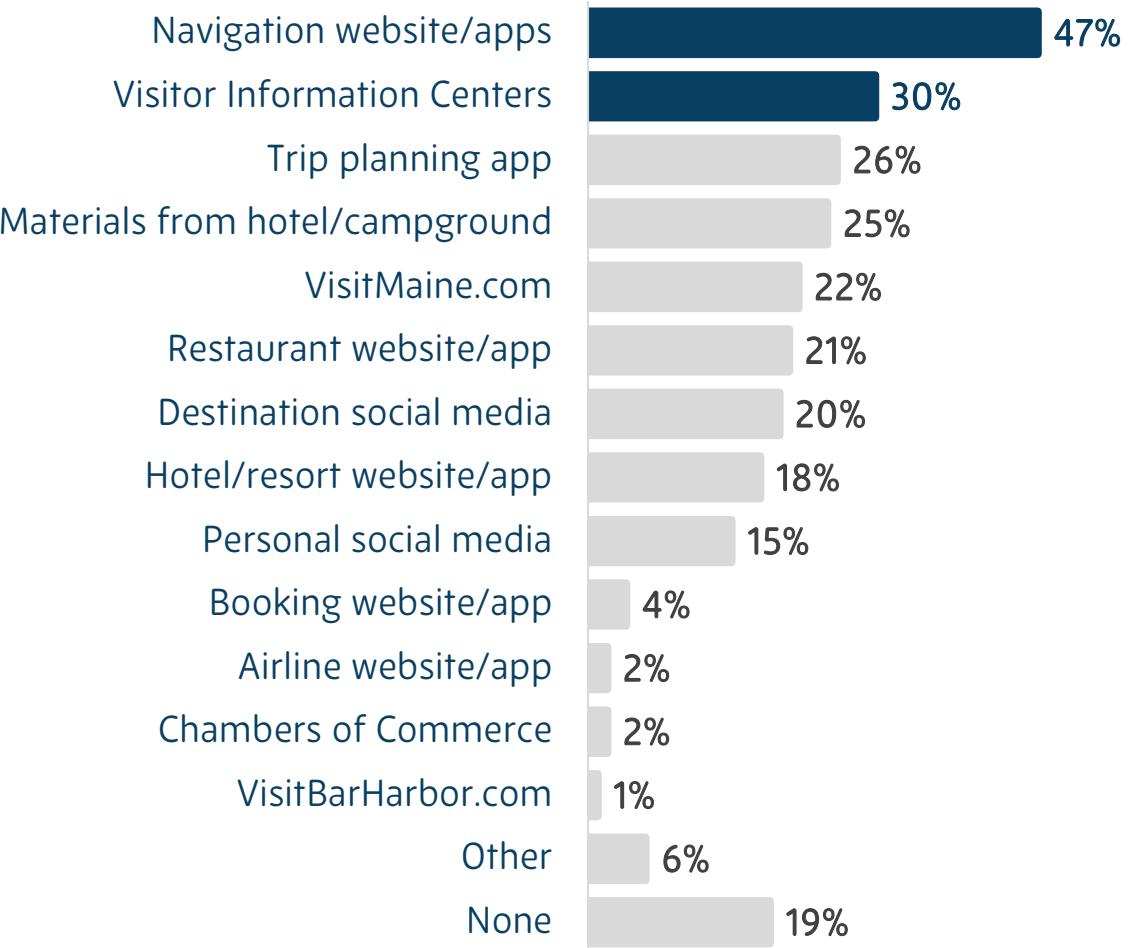
# BOOKING METHODS

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



# IN-MARKET VISITOR RESOURCES\*

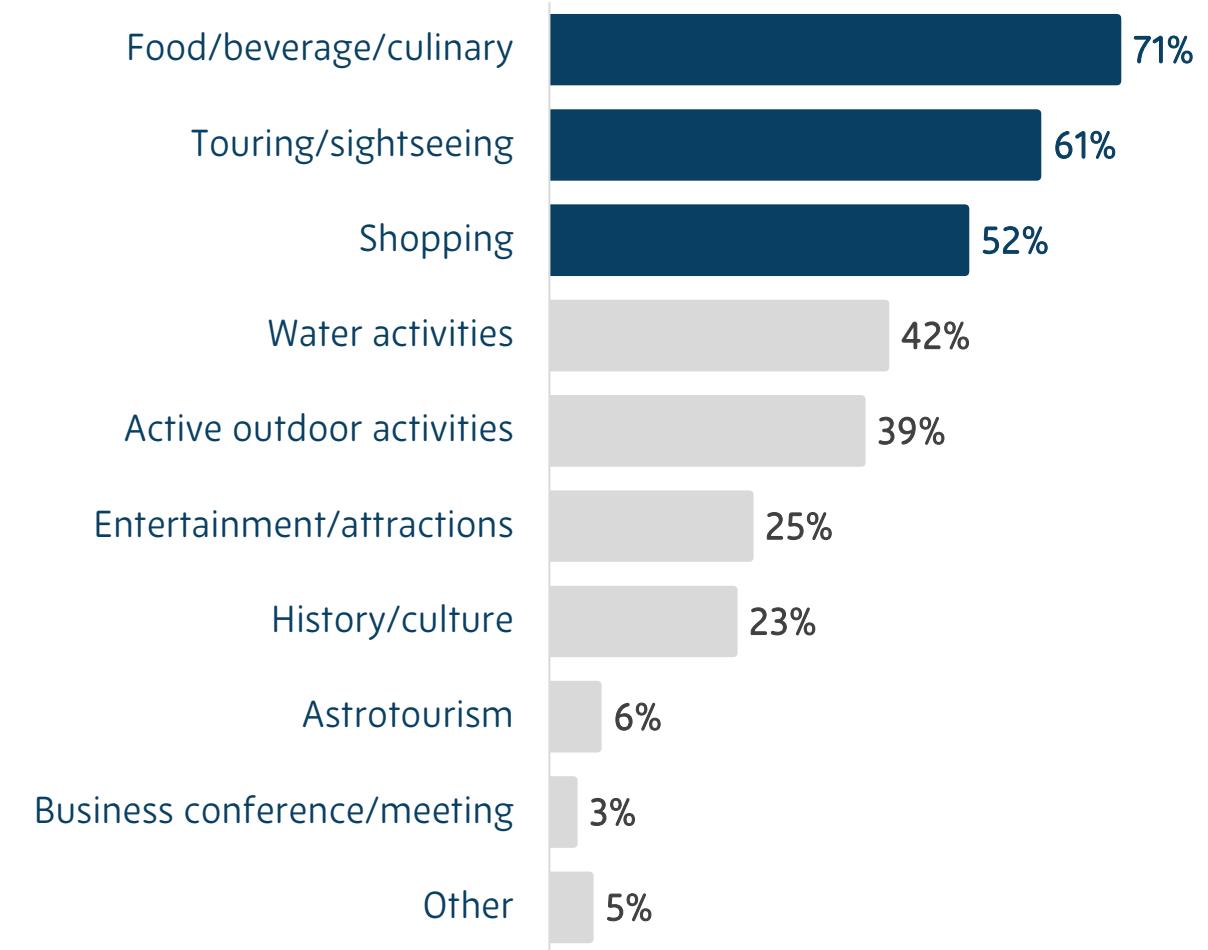
- » Visitors were more likely to rely on navigation websites/apps to plan activities in-market
- » Nearly **3 in 10** of visitors went to visitor information centers (+8% points from 2022)
- » **1 in 5** visitors did not use any resources to plan activities while they were in-market



\*Multiple responses permitted.

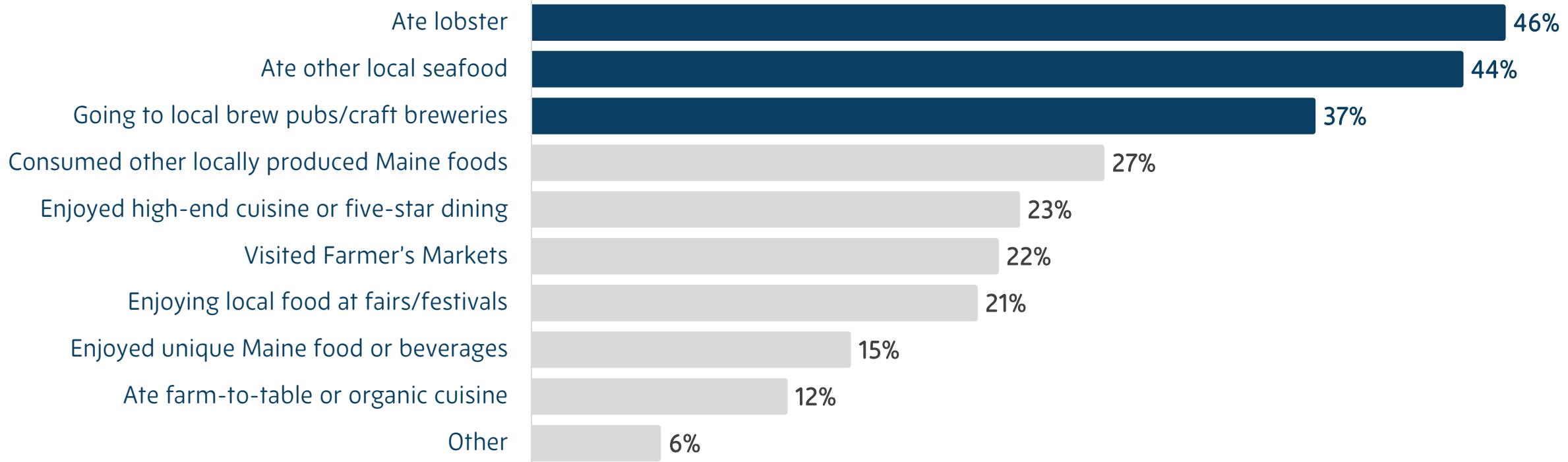
# VISITOR ACTIVITIES\*

- » **71%** of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » **3 in 5** visitors went touring/sightseeing during their trip to Maine
- » **Half** of visitors went shopping during their trip to Maine



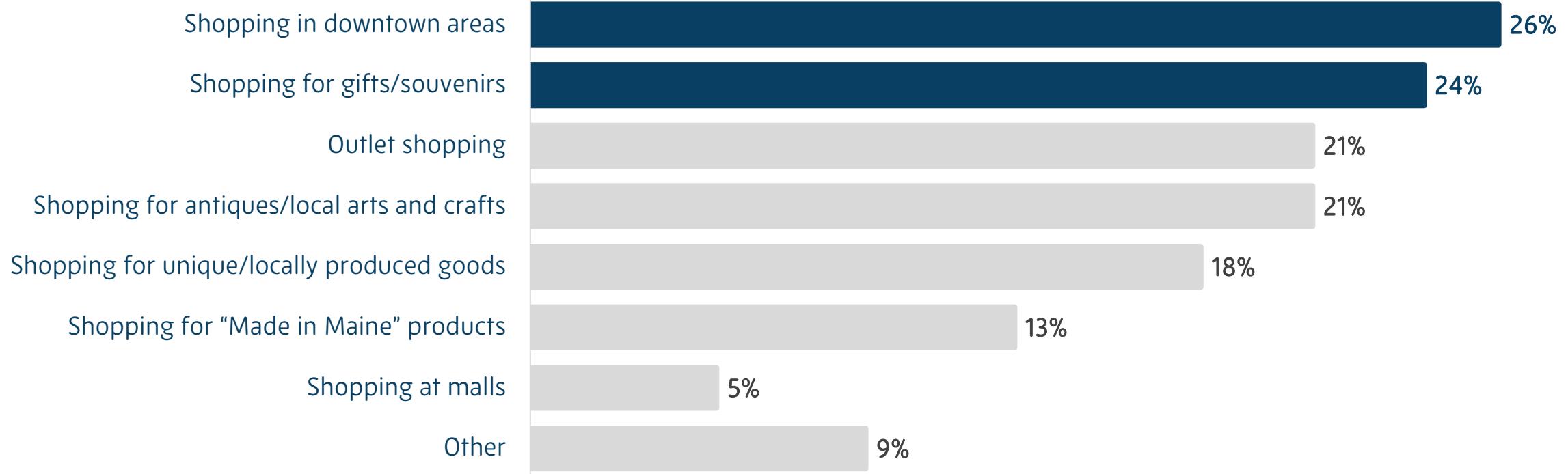
\*Multiple responses permitted.

# FOOD & BEVERAGE ACTIVITIES\*

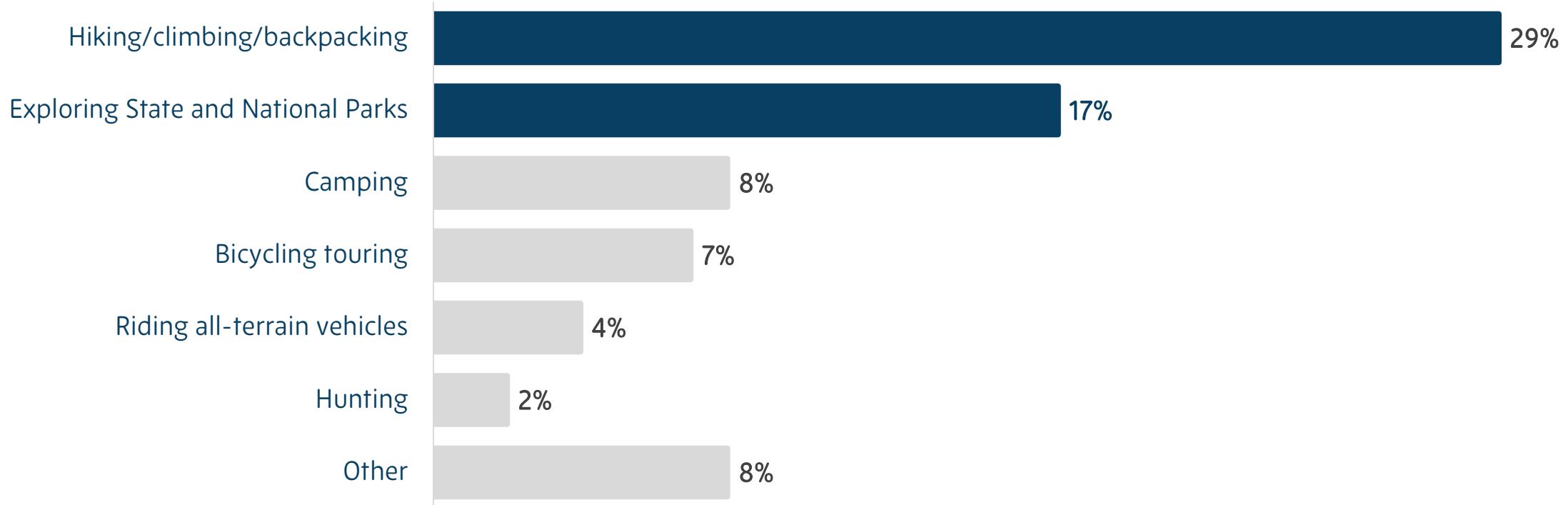


\*Multiple responses permitted.

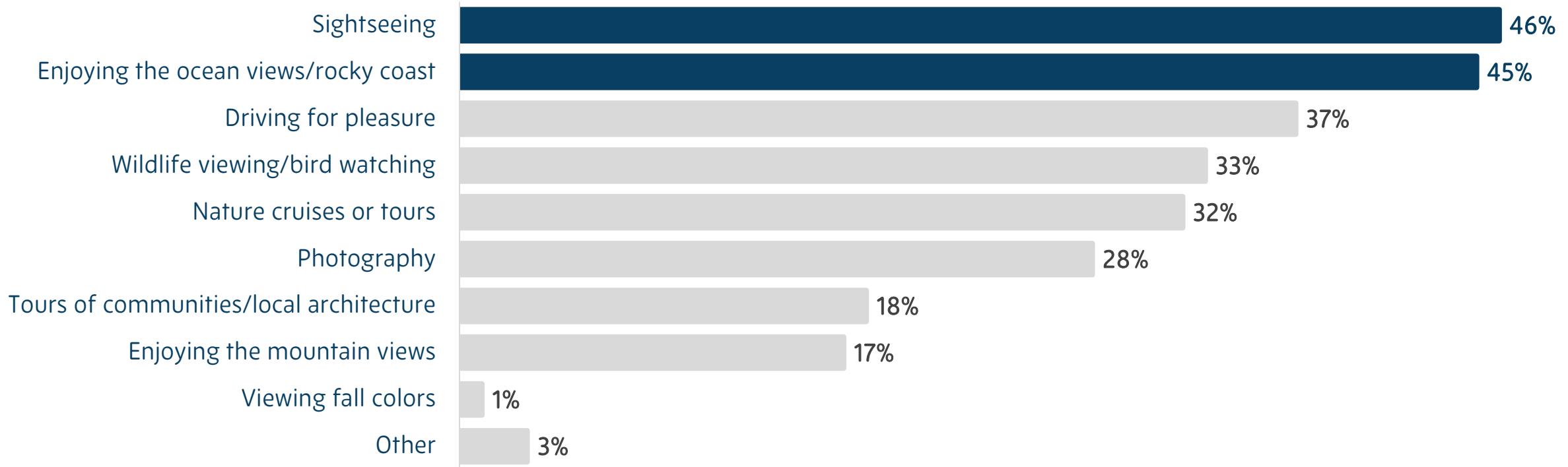
# SHOPPING ACTIVITIES\*



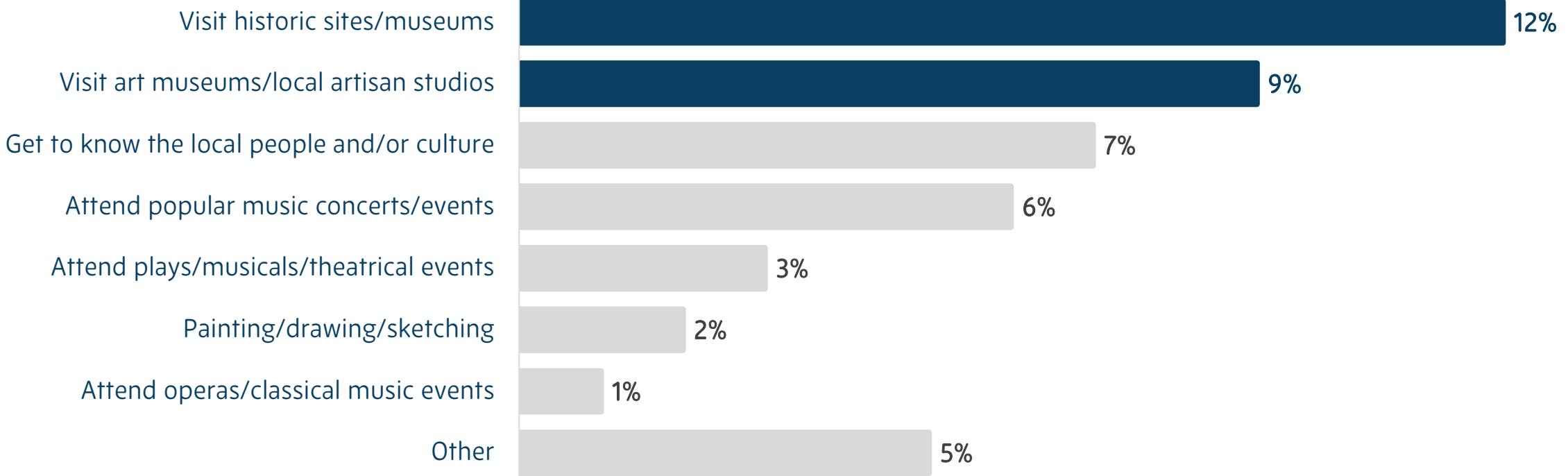
# ACTIVE OUTDOOR ACTIVITIES\*



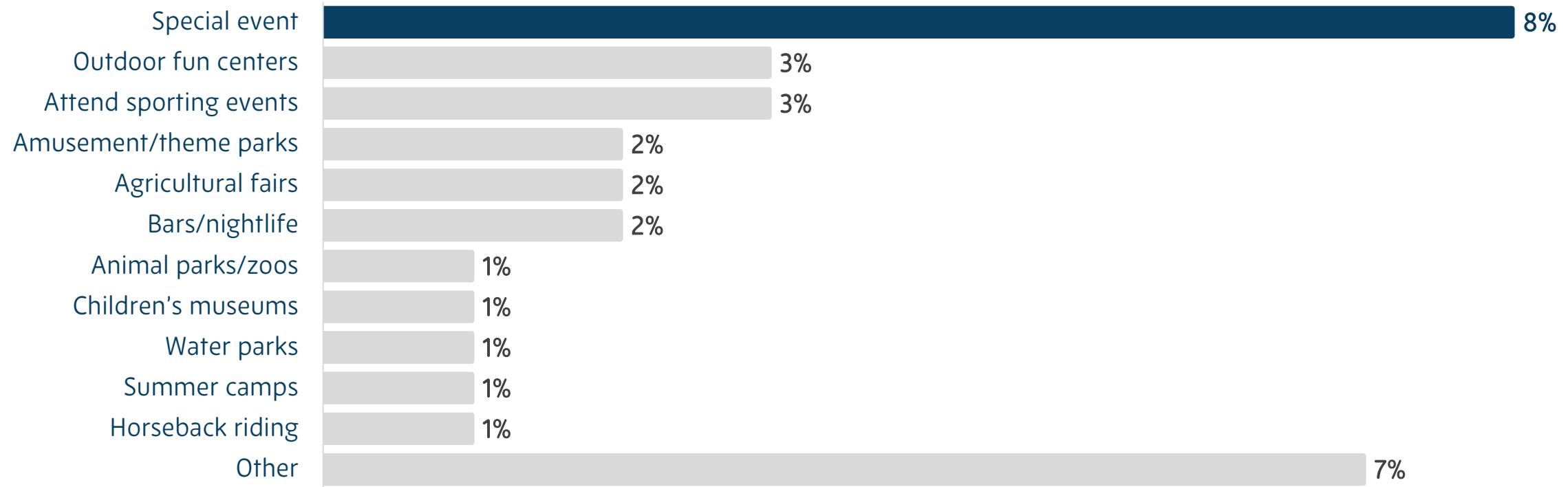
# TOURING & SIGHTSEEING ACTIVITIES\*



# HISTORICAL & CULTURAL ACTIVITIES\*



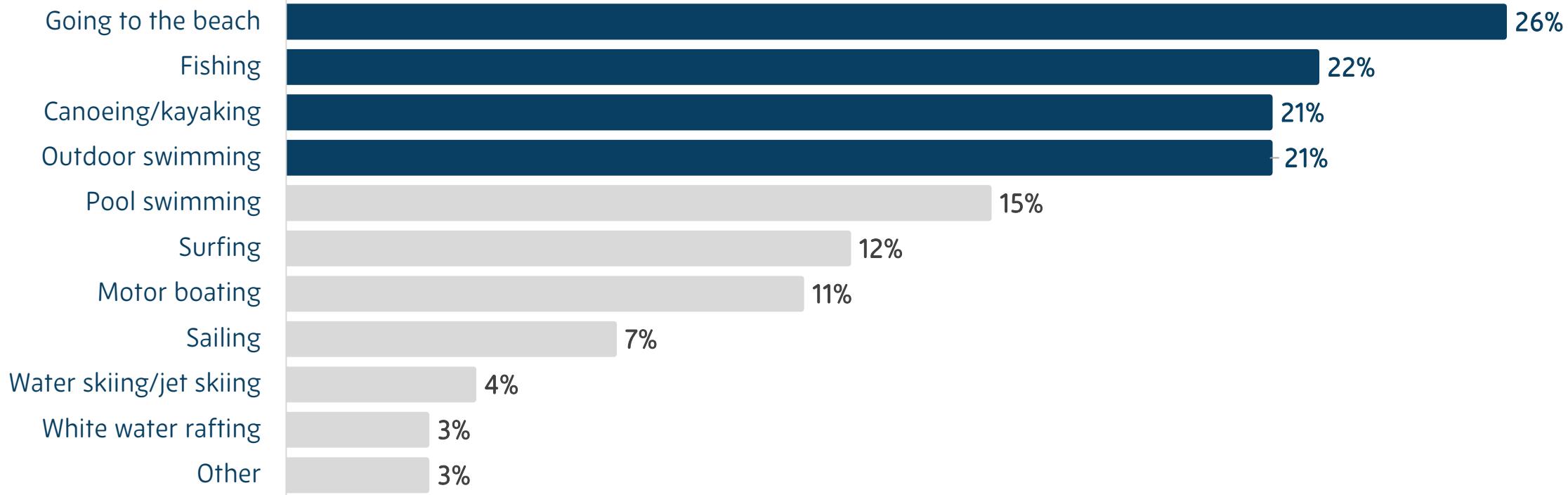
# ENTERTAINMENT ACTIVITIES\*



\*Multiple responses permitted.

\*\*Other includes visiting the Botanical Gardens.

# WATER ACTIVITIES\*



# DAILY TRAVEL PARTY SPENDING

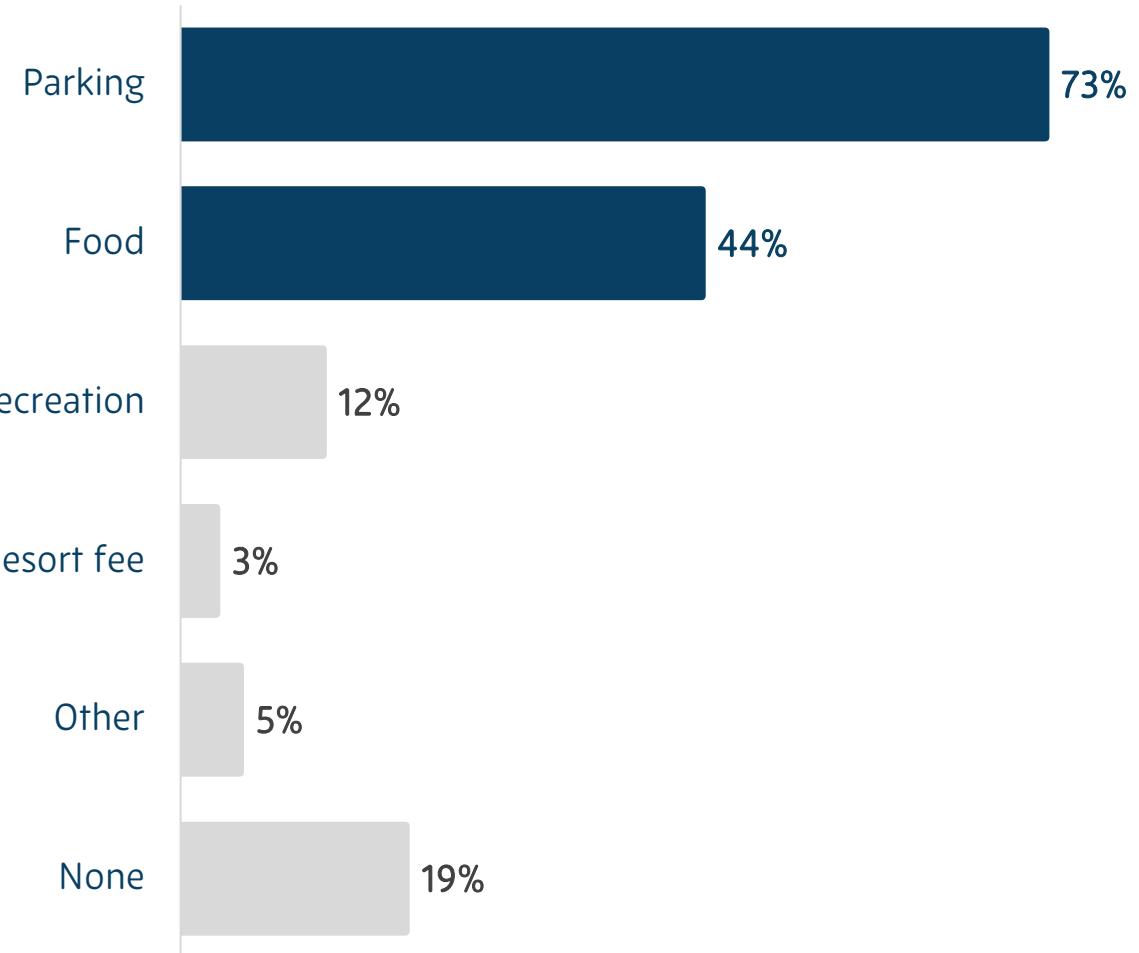
	<b>Paid Lodging</b>	<b>Unpaid Lodging</b>	<b>Day Trippers</b>
Accommodations	\$231	\$0	\$0
Restaurants	\$129	\$77	\$76
Groceries	\$42	\$38	\$15
Shopping	\$84	\$62	\$95
Activities & attractions	\$94	\$51	\$76
Transportation	\$50	\$44	\$27
Other	\$23	\$15	\$19
<b>Daily Spending</b>	<b>\$653</b>	<b>\$287</b>	<b>\$308</b>

# TOTAL TRAVEL PARTY SPENDING

	<b>Paid Lodging</b>	<b>Unpaid Lodging</b>	<b>Day Trippers</b>
Accommodations	\$1,086	\$0	\$0
Restaurants	\$606	\$685	\$76
Groceries	\$197	\$338	\$15
Shopping	\$395	\$552	\$95
Activities & attractions	\$442	\$454	\$76
Transportation	\$235	\$392	\$27
Other	\$108	\$134	\$19
<b>Trip Spending</b>	<b>\$3,069</b>	<b>\$2,555</b>	<b>\$308</b>

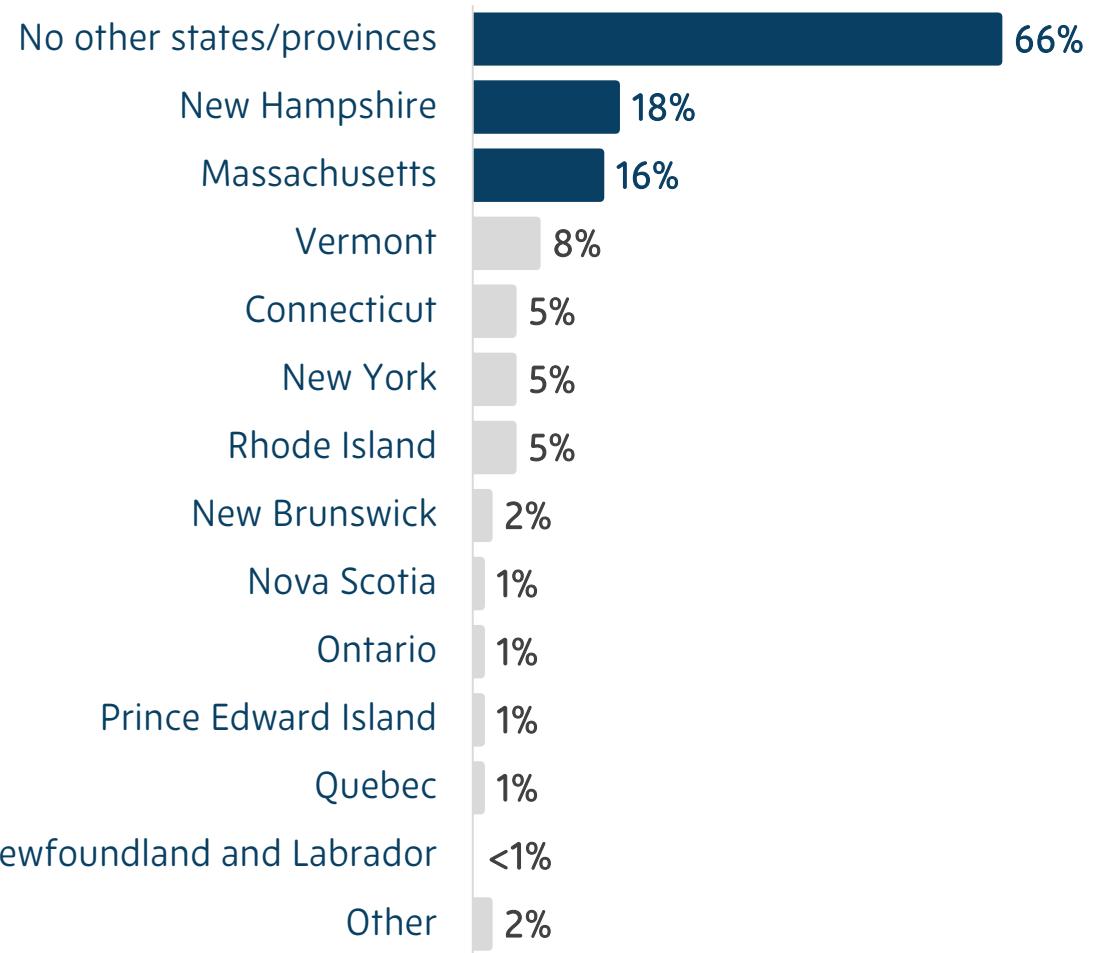
# LODGING AMENITIES\*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for nearly **3 in 4** visitors
- » Price for accommodations included parking for over **7 in 10** visitors
- » Food was included in accommodations' pricing for over **2 in 5** visitors



# OTHER STATES & PROVINCES VISITED\*

- » **2 in 3** 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

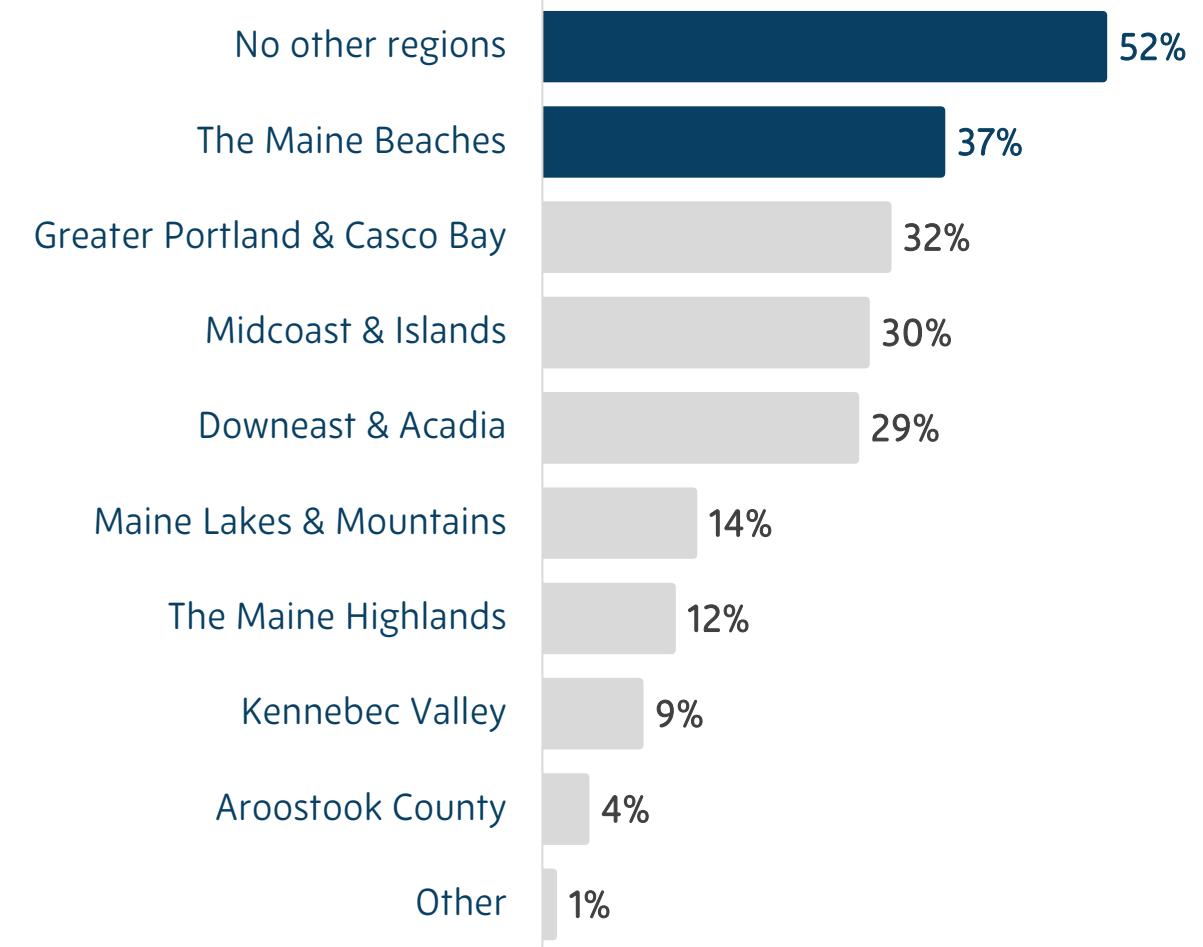


\*Multiple responses permitted.

# 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 (+3% points from 2022)

» **37%** of visitors visited the Maine Beaches in addition to their primary destination within Maine (+8% points from 2022)



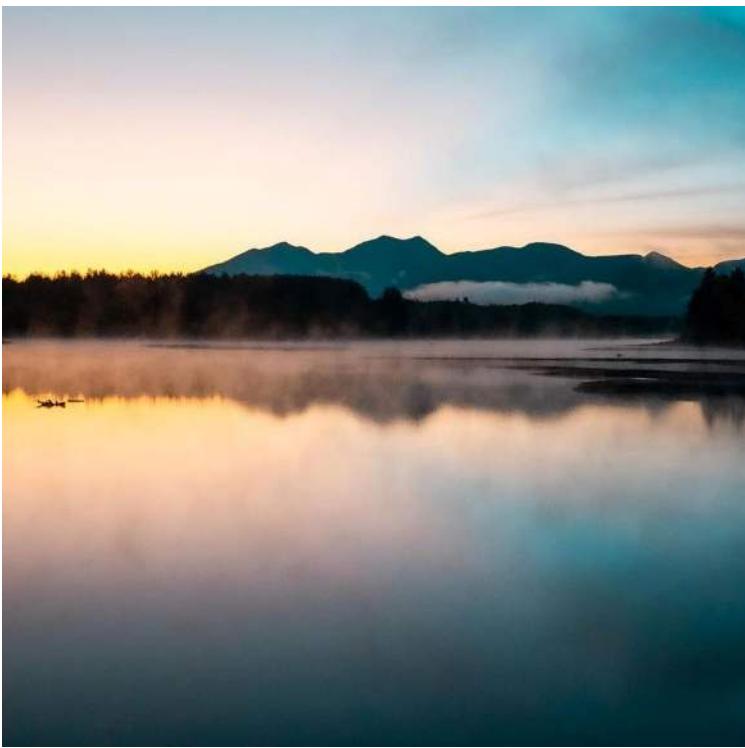
\*Multiple responses permitted.

# VISITOR JOURNEY : POST-TRIP EVALUATION



# UNIQUENESS

"Welcoming and friendly people, a relaxing and peaceful environment, great seafood, and many activities for all ages."



"This beautiful rocky coastline with huge sandy beaches where birds of any sorts like to nest. Great seafood, friendly people, a relaxing and peaceful environment."



"More history & culture, many interesting activities & tours, a lot of wildlife, and amazing rocky coastline with charming lighthouses, friendly people. The best seafood and a peaceful environment."



# UNIQUENESS

"Maine has amazing and beautiful wildlife and natural places to explore and visit and planning sleeping accommodations is so easy when you arrive that much planning ahead of time isn't required!!! The national parks and recreation are absolutely phenomenal!"



"I think that Maine as a whole welcomes tourists with a lot of warmth, a lot of friendliness and all activities are well organized to provide them unforgettable vacations. Maine shows charisma for tourists."

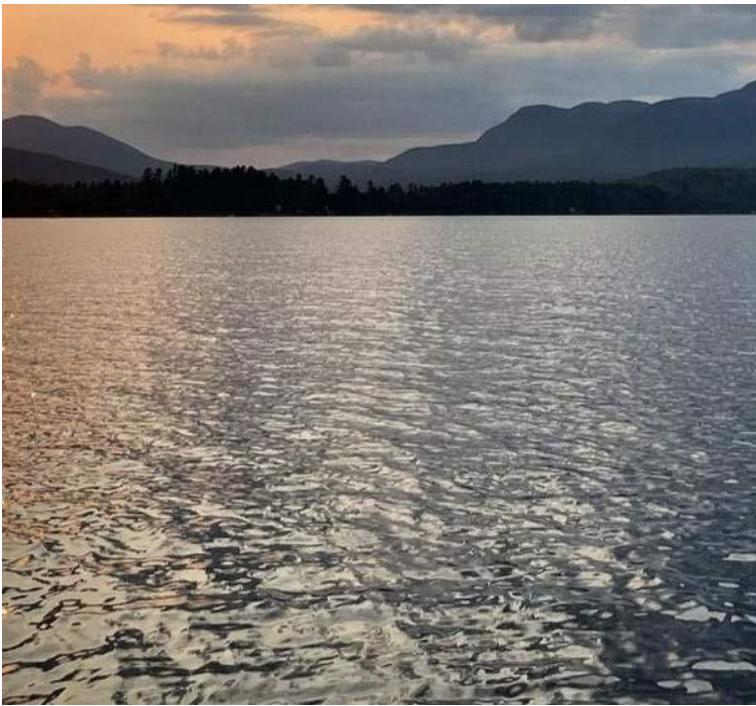


"An environment of peace, security, happiness, tranquility, and friendship that you won't find in all the other states."



# HIGHLIGHTS

"We just arrived yesterday but so far it's the beauty and the small towns everywhere with a tiny post office and maybe a store, it's so cute and the wooden houses are beautiful, and farms are so taken care of."



"The ocean, the coastline, the lighthouses, boat tours, fishing, and the museums."



"Small harbor towns on the water."



# HIGHLIGHTS



"Sightseeing and eating seafood!"



"Private beach. Good book. Offshore breeze. Sunshine."



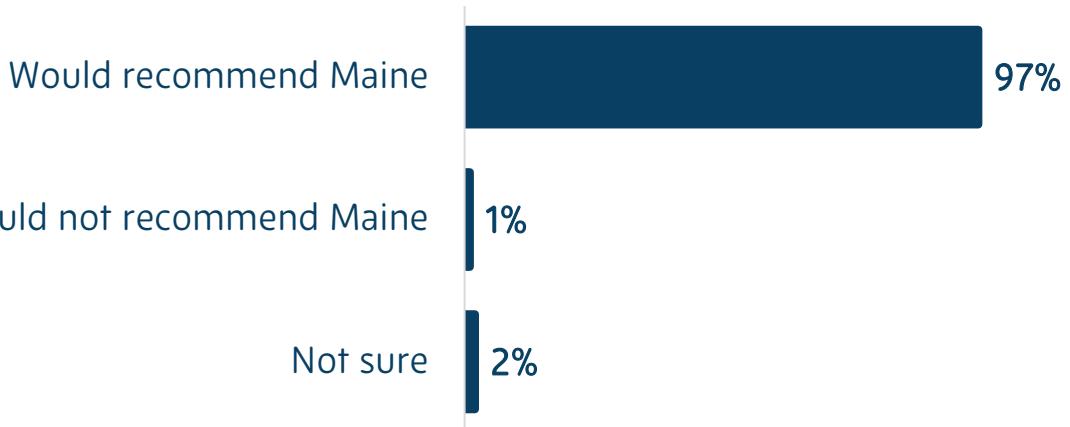
"Meeting people in the community and seeing the natural sights."



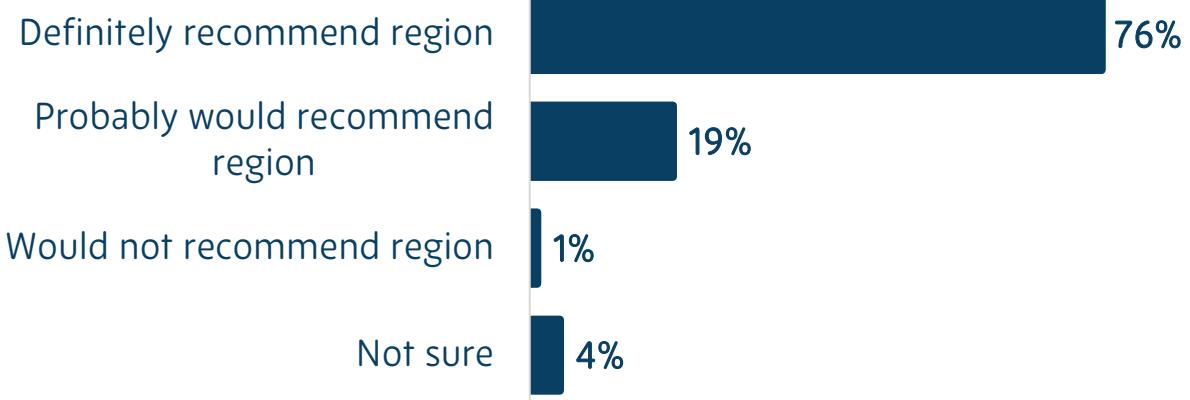
# RECOMMENDING MAINE & ITS REGIONS

- » **97%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **95%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **76%** would definitely recommend

## Likelihood of Recommending Maine



## Likelihood of Recommending Region Visited



# LIKELIHOOD OF RETURNING TO MAINE

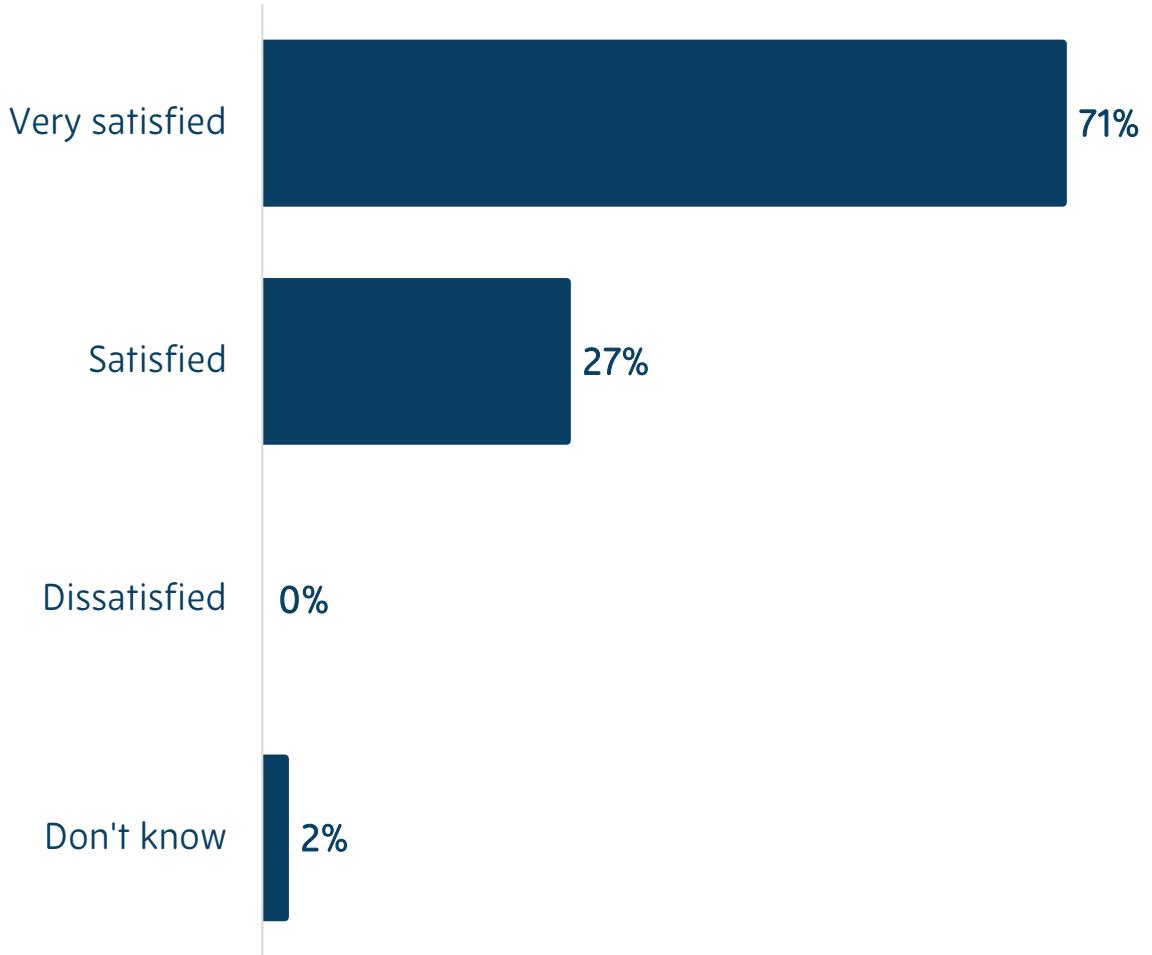
» 94% of visitors will return to Maine for a future visit or vacation



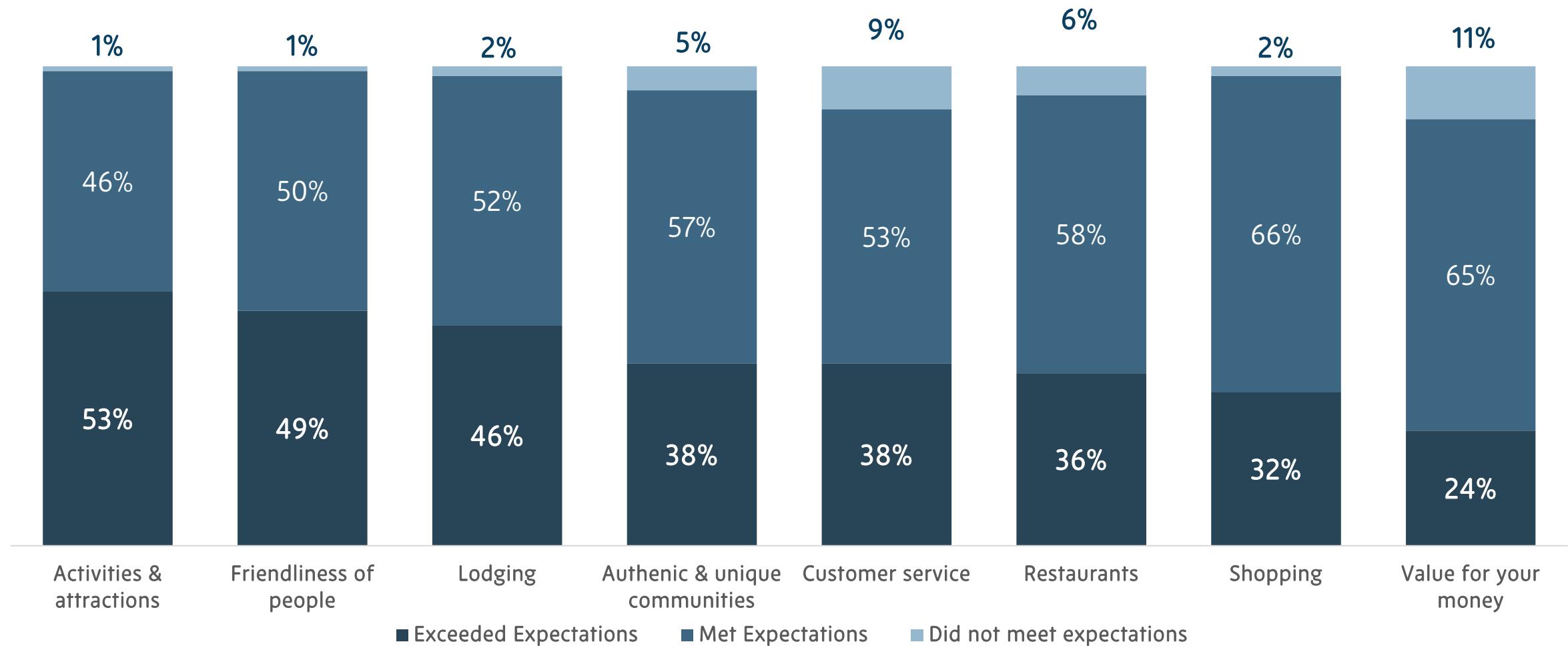
\*6% of all visitors are not sure or will probably not return to Maine for the following reasons:  
1. Prefer a variety of destinations 2. Traffic/difficult drive 3. Too expensive for what you get.

# SATISFACTION

- » 98% of visitors were satisfied with their trip to Maine
- » Over 7 in 10 visitors were very satisfied with their trip to Maine

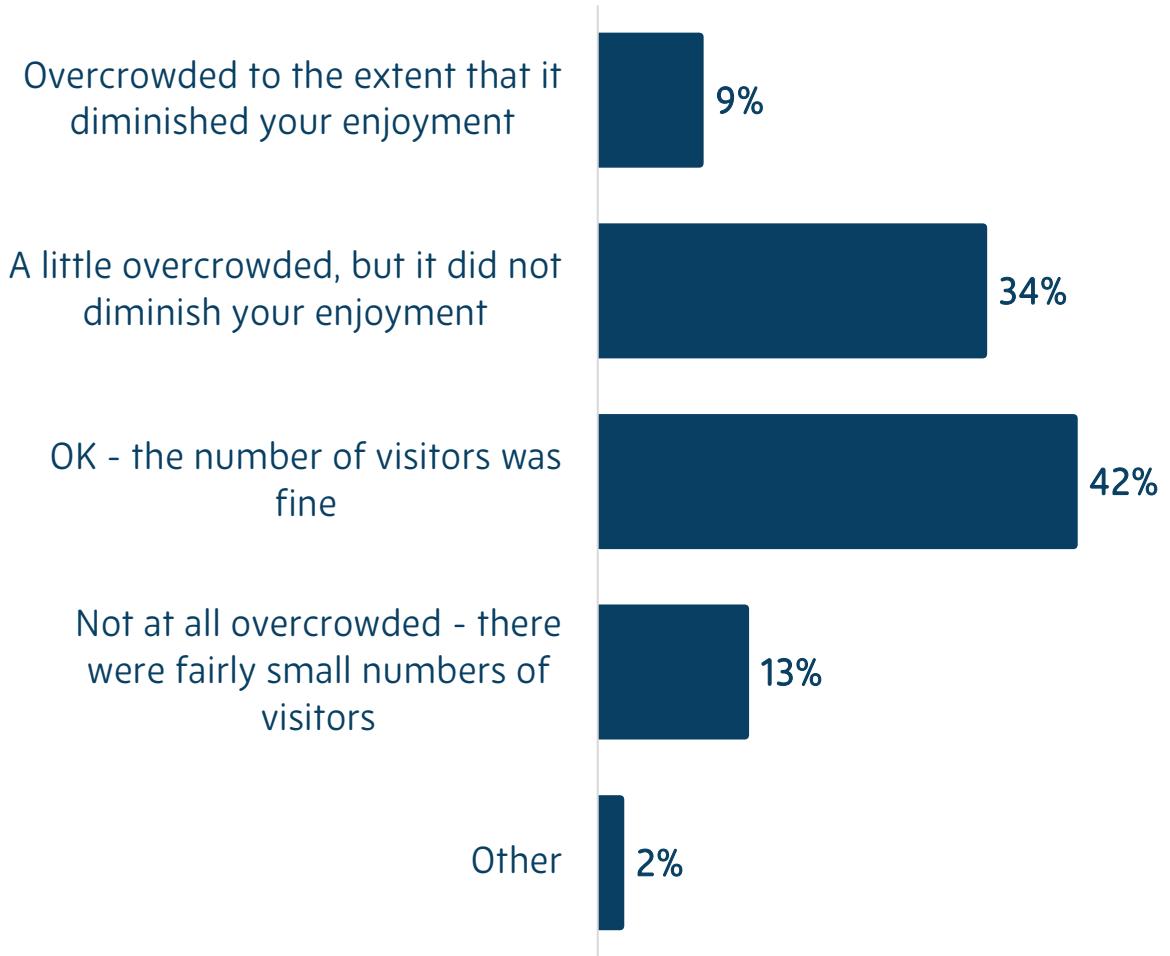


# TRIP RATINGS



# OVERCROWDING

- » **42%** of visitors thought the number of visitors during their trip to Maine was fine
- » **34%** of visitors thought it was a little overcrowded



# PERCEPTIONS

"You can surf on a sandy beach, then relax on a rocky coastline listening to the waves and to the seagulls, and finally finish your day enjoying a good steamed lobster. This is Maine's vacation!!!"



"You can just feel the energy shift.  
Vacation mode. Summer joy."



"You can go to the beach, rivers or  
mountains all in one day!"



# PERCEPTIONS

"We were originally scheduled to visit Vermont but learned on our way there that tourists were asked not to come because of flooding. We didn't think we'd be able to find lodging. The place we called went the extra mile to accommodate us. Having a good time. Plenty of events. Good paddling."



"Visually stunning. Culturally rich."



"Very beautiful, a landscape like no other. It's clean, generally safe areas and family friendly. There's something for everybody."



# ANNUAL COMPARISONS



# VISITOR JOURNEY : PRE-VISIT

Pre-Visit

Traveler  
Profile

Trip  
Experience

Post-Trip  
Evaluation

Impact of  
Tourism

# TRIP PLANNING CYCLE

Trip Planning Cycle	2022	2023
A week or less	14%	12%
2 - 3 weeks	12%	11%
1 - 2 months	24%	23%
3 - 4 months	17%	22%
5 - 6 months	15%	15%
7 months - 1 year	13%	12%
More than 1 year	5%	5%
Days in Planning Cycle	60	65
Booking Window	2022	2023
A week or less	19%	17%
2 - 3 weeks	14%	12%
1 - 2 months	24%	24%
3 - 4 months	16%	20%
5 - 6 months	14%	14%
7 months - 1 year	10%	10%
More than 1 year	3%	3%
Days in Booking Window	51	56

# ONLINE TRIP PLANNING SOURCES\*

Online Trip Planning Sources	2022	2023
Online search engines	37%	29%
VisitMaine.com	15%	22%
Online travel agency	11%	18%
Hotel websites	18%	15%
TripAdvisor	11%	14%
Facebook	12%	10%
Airbnb	12%	9%
Traveler reviews/blogs/stories	13%	9%
VRBO/HomeAway	9%	8%
TheMaineBeaches.com	3%	8%
Instagram	10%	7%
YouTube	7%	6%
Visit Maine social media	5%	5%
DowneastAcadia.com	3%	5%
VisitPortland.com	2%	5%
Airline websites	5%	4%
Vacation rental websites	6%	4%
MainesMidCoast.com	2%	4%
MaineTourism.com	4%	4%
MaineLakesandMountains.com	2%	2%
VisitBarHarbor.com	3%	2%
DiscoverNewEngland.com	2%	1%
VisitAroostook.com	1%	1%
KennebecValley.org	1%	1%
TheMaineHighlands.com	1%	1%
Twitter	2%	1%
Other	7%	6%
None	25%	28%

\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

Other Trip Planning Sources	2022	2023
Advice from friends/family	38%	33%
Travel guides/brochures	11%	19%
Called the Maine Office of Tourism	5%	15%
Articles or travelogues	21%	14%
Visit Maine e-newsletter	4%	10%
AAA	16%	10%
Travel books & magazines	6%	7%
Visitor Guide	4%	6%
Travel planning apps	9%	6%
Called local convention and visitors bureaus	1%	1%
Called local Chambers of Commerce	3%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Travel agent	2%	1%
Other	4%	3%
None	37%	36%

\*Multiple responses permitted.

# REASON FOR VISITING\*

Reasons for Visiting	2022	2023
Relax and unwind	39%	37%
Sightseeing/touring	33%	37%
Visiting friends/relatives	23%	23%
Beach	17%	21%
Nature & bird watching	17%	21%
Water activities	10%	12%
Special occasion	10%	9%
Attractions	11%	8%
Active outdoor activities	10%	8%
Special event	8%	7%
Shopping	7%	7%
Culture/museums/history	5%	5%
Conference/meeting	5%	3%
Sporting event	1%	1%
Astrotourism	1%	1%
Snow activities	0%	0%
Other	12%	18%

\*Multiple responses permitted.

# TV SHOWS & FILM\*

Trip Inspiration From Film	2022	2023
Yes	NA	3%
No	NA	96%
Don't know	NA	1%
How Film Inspired Trip**	2022	2023
Visiting a location related to a TV show or film was the main reason I visited Maine	NA	8%
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	NA	26%
Maine was a destination consideration and visiting a location related to a TV show or film was the deciding factor	NA	13%
Seeing Maine in a film or TV show made me think about Maine as a place to visit	NA	42%
Something else	NA	11%
Visited TV or Film Attractions***	2022	2023
Yes	NA	5%
No	NA	93%
Don't know	NA	2%

\*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.

# OTHER STATES/PROVINCES CONSIDERED\*

Other States/Provinces Considered	2022	2023
No other states/provinces	64%	66%
New Hampshire	17%	16%
Massachusetts	16%	15%
Vermont	8%	9%
Rhode Island	9%	6%
Connecticut	6%	5%
New York	7%	5%
New Brunswick	2%	2%
Nova Scotia	2%	2%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Other	3%	3%

\*Multiple responses permitted.

# ADVERTISING/PROMOTIONS

## Recalled Advertising

2022

2023

Yes	47%	44%
No	41%	45%
Not sure	12%	11%

## Influenced by Advertising

2022

2023

Yes	29%	23%
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# ADVERTISING/PROMOTIONS\*

Sources of Advertising Noticed*	2022	2023
Social media	38%	49%
Internet	36%	33%
Magazine	22%	22%
Cable or satellite television	13%	20%
Radio	15%	14%
AAA	11%	11%
VisitMaine.com	8%	9%
Newspaper	9%	8%
Traveler reviews/blogs	7%	7%
Maine travel/visitor guide	5%	6%
Online streaming service	4%	5%
Brochure	4%	4%
Music/podcast streaming	3%	3%
Deal – based promotion	2%	2%
Billboard	3%	2%
Other	5%	4%
Not sure	1%	2%

\*Multiple responses permitted.

# VISITOR JOURNEY : TRAVELER PROFILE



# ORIGIN REGION

Region of Origin	2022	2023
Maine	17%	12%
New England	30%	30%
Mid-Atlantic	20%	23%
Southeast	10%	12%
Southwest	3%	3%
Midwest	8%	8%
West	4%	4%
Canada	6%	6%
International	2%	2%

# ORIGIN STATE/PROVINCE

Origin States & Provinces	2022	2023
Massachusetts	13%	14%
Maine	17%	12%
New York	8%	9%
New Hampshire	8%	7%
Florida	5%	6%
Connecticut	5%	5%
Pennsylvania	4%	5%
New Jersey	4%	4%
Vermont	3%	3%
Quebec	3%	3%
California	2%	2%
Georgia	1%	2%
Maryland	2%	2%
North Carolina	1%	2%
Ohio	2%	2%
Texas	2%	2%
Virginia	3%	2%

# ORIGIN MARKET

Origin Markets	2022	2023
Boston	7%	8%
New York City <sup>1</sup>	8%	8%
Washington DC - Baltimore <sup>2</sup>	3%	4%
Philadelphia	2%	2%
Portland, ME	2%	2%
Albany	1%	1%
Atlanta	1%	1%
Providence, RI	1%	1%
Chicago	1%	1%
Manchester, NH	1%	1%
Hartford, CT	1%	1%
Augusta, ME	1%	1%

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

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

# TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2022	2023
Traveled alone	13%	12%
As a couple	42%	43%
As a family	30%	32%
With business associates	2%	1%
In a tour group	2%	1%
With other couples/friends	11%	10%
Other	0%	1%
<b>Average Travel Party Size</b>	<b>3.2</b>	<b>3.2</b>

# TRAVEL WITH CHILDREN\*

## Children in Travel Party\*

2022

2023

No children	79%	79%
Children younger than 6	6%	5%
Children 6 – 12	12%	12%
Children 13 – 17	9%	11%

## Gender

2022

2023

Male	44%	45%
Female	56%	55%

# DEMOGRAPHIC PROFILE

Age	2022	2023
Under 25	5%	4%
25 – 34	16%	12%
35 – 44	23%	21%
45 – 54	19%	19%
55 – 65	24%	25%
Over 65	13%	19%
Median Age	48	52
Race/Ethnicity	2022	2023
White	89%	89%
Asian	3%	4%
Hispanic	3%	3%
Black	2%	2%
Indigenous	1%	1%
Other	2%	1%

# LIFESTYLE PROFILE

Marital Status	2022	2023
Single/widowed	23%	21%
Married/living with partner	77%	79%
Employment Status	2022	2023
Employed full-time	55%	59%
Employed part-time	11%	9%
Contract/freelance/temporary employee	7%	5%
Retired	18%	21%
Not currently employed	6%	4%
Student	3%	2%

# LIFESTYLE PROFILE

Household Income	2022	2023
Less than \$25,000	5%	3%
\$25,000 - \$49,999	9%	8%
\$50,000 - \$74,999	21%	16%
\$75,000 - \$99,999	23%	22%
\$100,000 - \$149,999	24%	26%
\$150,000 - \$199,999	10%	13%
\$200,000 - \$249,999	4%	7%
\$250,000 or more	4%	5%
Median Household Income	\$91,300	\$101,900

# LIFESTYLE PROFILE

Educational Attainment	2022	2023
High school or less	7%	7%
Some college or technical school	15%	12%
College or technical school graduate	56%	55%
Graduate school	22%	26%

# NEW & RETURNING VISITORS

## Previous Trips to Maine

2022

2023

This is my first time	24%	22%
2 - 5 times	30%	26%
6 - 10 times	15%	15%
11+ times	31%	37%

# VISITOR JOURNEY : TRIP EXPERIENCE



# TRANSPORTATION

Means of Transportation	2022	2023
Drove to Maine	84%	80%
Flew into Boston Logan Intl	4%	7%
Flew into Portland Intl Jetport	6%	6%
Flew into Bangor Intl Airport	2%	2%
Took a motor coach tour or bus	2%	2%
Other	2%	3%

# LENGTH OF STAY

Nights Stayed	2022	2023
Not staying overnight	26%	24%
1 night	3%	3%
2 nights	10%	10%
3 nights	14%	14%
4 nights	12%	11%
5+ nights	35%	38%
Average Length of Stay	4.3	5.0

# ACCOMMODATIONS

Accommodations	2022	2023
Not spending the night	26%	24%
Hotel/motel/resort	23%	26%
Vacation rental home	10%	10%
Personal second home	9%	11%
Bed & Breakfast/Inn	4%	3%
Campground/RV Park	6%	5%
Friends/family home	18%	17%
Wilderness camping	2%	2%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	1%	1%

# BOOKING

Booking Methods	2022	2023
Directly with the hotel/condo	40%	39%
Online travel agency	21%	26%
Airbnb	13%	10%
Short term rental service	8%	9%
Vacation rental company	4%	3%
Offline travel agent	1%	1%
Group tour operator	1%	1%
Travel package provider	1%	1%
Other	11%	10%

# IN-MARKET RESOURCES\*

In-Market Resources	2022	2023
Navigation website/apps	45%	47%
Visitor Information Centers	22%	30%
Trip planning app	15%	26%
Materials from hotel/campground	19%	25%
VisitMaine.com	14%	22%
Restaurant website/app	29%	21%
Destination social media	13%	20%
Hotel/resort website/app	14%	18%
Personal social media	20%	15%
Booking website/app	5%	4%
Airline website/app	2%	2%
Chambers of Commerce	5%	2%
VisitBarHarbor.com	1%	1%
Other	6%	6%
None	22%	19%

\*Multiple responses permitted.

# ACTIVITIES\*

Activities	2022	2023
Food/beverage/culinary	73%	71%
Touring/sightseeing	56%	61%
Shopping	49%	52%
Water activities	39%	42%
Active outdoor activities	37%	39%
Entertainment/attractions	28%	25%
History/culture	21%	23%
Astrotourism	6%	6%
Business conference/meeting	4%	3%
Other	6%	5%

\*Multiple responses permitted.

# FOOD & BEVERAGE ACTIVITIES\*

Food & Beverage Activities	2022	2023
Ate lobster	47%	46%
Ate other local seafood	42%	44%
Going to local brew pubs/craft breweries	40%	37%
Consumed other locally produced Maine foods	30%	27%
Enjoyed high-end cuisine or five-star dining	16%	23%
Visited Farmer's Markets	20%	22%
Enjoying local food at fairs/festivals	21%	21%
Enjoyed unique Maine food or beverages	20%	15%
Ate farm-to-table or organic cuisine	10%	12%
Other	10%	6%

\*Multiple responses permitted.

# SHOPPING ACTIVITIES\*

Shopping Activities	2022	2023
Shopping in downtown areas	22%	26%
Shopping for gifts/souvenirs	18%	24%
Outlet shopping	20%	21%
Shopping for antiques/local arts and crafts	20%	21%
Shopping for unique/locally produced goods	18%	18%
Shopping for "Made in Maine" products	17%	13%
Shopping at malls	8%	5%
Other	14%	9%

\*Multiple responses permitted.

# ACTIVE OUTDOOR ACTIVITIES\*

Active Outdoor Activities	2022	2023
Hiking/climbing/backpacking	30%	29%
Exploring State and National Parks	17%	17%
Camping	8%	8%
Bicycling touring	7%	7%
Mountain/Fat Biking	4%	6%
Riding all-terrain vehicles	3%	4%
Hunting	2%	2%
Other	5%	8%

\*Multiple responses permitted.

# TOURING & SIGHTSEEING ACTIVITIES\*

Touring & Sightseeing Activities	2022	2023
Sightseeing	43%	46%
Enjoying the ocean views/rocky coast	43%	45%
Driving for pleasure	30%	37%
Wildlife viewing/bird watching	27%	33%
Nature cruises or tours	27%	32%
Photography	21%	28%
Tours of communities/local architecture	14%	18%
Enjoying the mountain views	21%	17%
Viewing fall colors	1%	1%
Other	4%	3%

\*Multiple responses permitted.

# HISTORY/CULTURE ACTIVITIES\*

History/Culture Activities	2022	2023
Visit historic sites/museums	10%	12%
Visit art museums/local artisan studios	6%	9%
Get to know the local people and/or culture	5%	7%
Attend popular music concerts/events	8%	6%
Attend plays/musicals/theatrical events	1%	3%
Painting/drawing/sketching	2%	2%
Attend operas/classical music events	1%	1%
Other	8%	5%

\*Multiple responses permitted.

# ENTERTAINMENT ACTIVITIES\*

Entertainment Activities	2022	2023
Outdoor fun centers	3%	3%
Attend sporting events	5%	3%
Amusement/theme parks	3%	2%
Agricultural fairs	2%	2%
Bars/nightlife	1%	2%
Animal parks/zoo	1%	1%
Children's museums	1%	1%
Water parks	1%	1%
Summer camps	1%	1%
Horseback riding	0%	1%
Other	6%	12%

# WATER ACTIVITIES\*

Water Activities	2022	2023
Going to the beach	25%	26%
Fishing	19%	22%
Canoeing/kayaking	18%	21%
Outdoor swimming	19%	21%
Pool swimming	13%	15%
Surfing	7%	12%
Motor boating	12%	11%
Sailing	6%	7%
Water skiing/jet skiing	3%	4%
White water rafting	3%	3%
Other	4%	3%

\*Multiple responses permitted.

# OTHER STATES/PROVINCES VISITED\*

Other States/Provinces Visited	2022	2023
No other states/provinces	66%	66%
New Hampshire	16%	18%
Massachusetts	17%	16%
Vermont	7%	8%
Connecticut	5%	5%
New York	7%	5%
Rhode Island	7%	5%
New Brunswick	2%	2%
Nova Scotia	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	0%	0%
Other	2%	2%

\*Multiple responses permitted.

# TRAVELING IN MAINE\*

Maine Regions Visited	2022	2023
No other regions	49%	52%
The Maine Beaches	29%	37%
Greater Portland & Casco Bay	28%	32%
Midcoast & Islands	37%	30%
Downeast & Acadia	29%	29%
Maine Lakes & Mountains	12%	14%
The Maine Highlands	18%	12%
Kennebec Valley	7%	9%
Aroostook County	6%	4%
Other	1%	1%

# VISITOR JOURNEY : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

<b>Recommending Maine</b>	<b>2022</b>	<b>2023</b>
Would recommend Maine	96%	97%
Would not recommend Maine	1%	1%
Not sure	3%	2%
<b>Recommending Regions</b>	<b>2022</b>	<b>2023</b>
Definitely recommend region	70%	76%
Probably would recommend region	25%	19%
Would not recommend region	1%	1%
Not sure	4%	4%

# RETURNING TO MAINE

## Returning to Maine

2022

2023

Definitely will return	65%	76%
Probably will return	24%	18%
Probably will not return	1%	1%
Not sure	10%	5%

# SATISFACTION

## Satisfaction

2022

2023

Very satisfied	61%	71%
Satisfied	37%	27%
Dissatisfied	0%	0%
Don't know	2%	2%

# TRIP EXPECTATIONS

Exceeded Expectations	2022	2023
Activities & attractions	56%	53%
Friendliness of people	43%	49%
Lodging	41%	46%
Authentic & unique communities	37%	38%
Customer service	32%	38%
Restaurants	31%	36%
Shopping	27%	32%
Value for your money	25%	24%

# OVERCROWDING

## Overcrowding

2022

2023

Overcrowded	17%	9%
A little overcrowded	35%	34%
The number of visitors was fine	36%	42%
Not at all overcrowded	10%	13%
Other	2%	2%

# STUDY METHODS



# METHODOLOGY



## Visitor Tracking

2,286 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 May 1<sup>st</sup>, 2023 and August 31<sup>st</sup>, 2023.

# MAINE OFFICE OF TOURISM

## 2023 Summer Visitor Tracking Report

MAY 2022 – AUGUST 2023

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

