

MAINE OFFICE OF TOURISM

2024 Summer Visitor Tracking Report

MAY – AUGUST 2024



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STUDY OBJECTIVES: VISITOR JOURNEY

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

Pre-Visit

- Planning cycle
- Planning sources
- Reasons for visiting
- Other considered destinations
- Exposure to advertising
- Advertising sources

Traveler Profile

- Visitor origin
- Travel party composition
- Visitor demographics
- Previous visits

Trip Experience

- Visitor transportation
- Nights stayed
- Accommodations
- Booking methods
- Trip resources
- Visitor activities
- Expectations vs. experience
- Visitor spending
- Included amenities
- Other areas visited

Post-Trip Evaluation

- Uniqueness of Maine
- Highlight of trip
- Recommending Maine
- Satisfaction with trip
- Likelihood of returning
- Perceptions of Maine

Impact of Tourism

- Visitor direct spending
- Number of visitors
- Room nights generated
- Occupancy rate
- Average daily room rates
- Revenue per available room

SEASONAL SNAPSHOT

SUMMER 2024



35,796,200

VISITOR
DAYS

- 15.5%



7,756,000

TOTAL
VISITORS

- 9.1%



\$5,152,155,100

DIRECT
SPENDING

- 0.4%

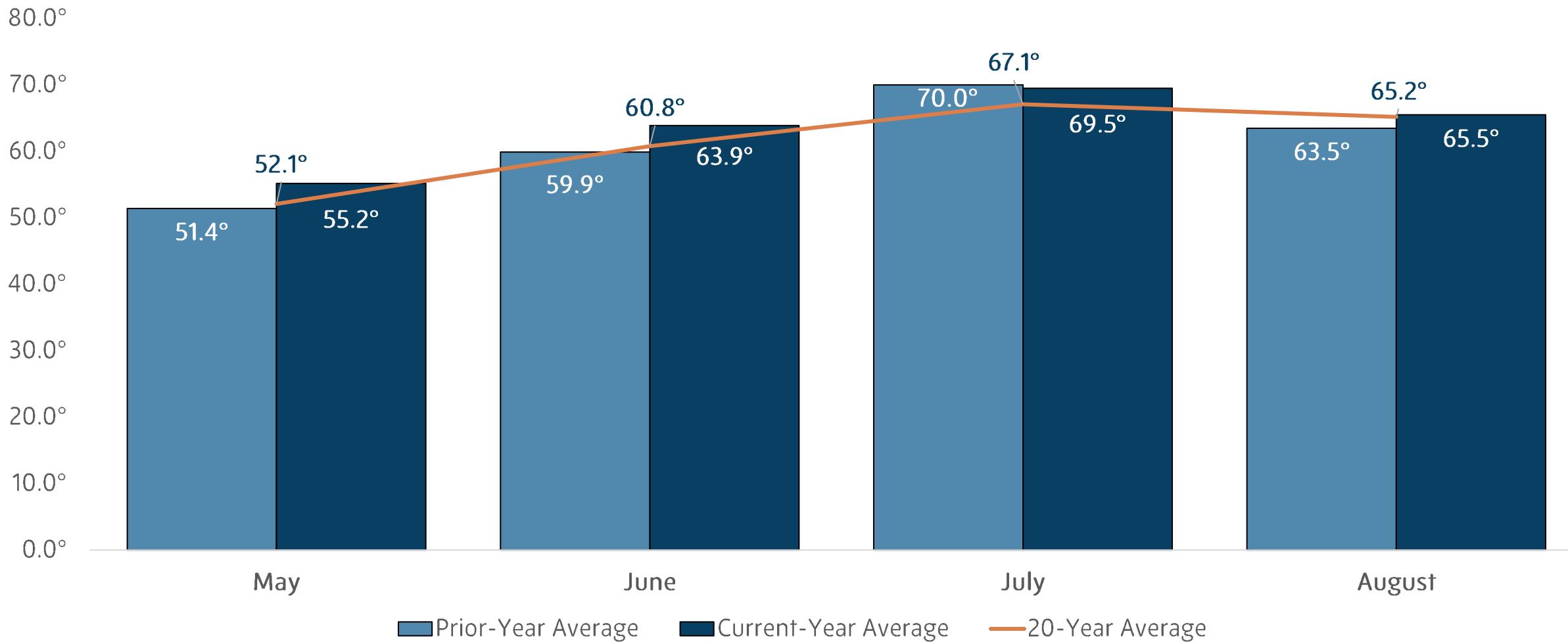
vs. 2023

- » There were 9.1% fewer visitors compared to last year, partly due to fewer available units, lower occupancy, and fewer visitors staying with friends and relatives or in second homes
- » However, an increase in spend per visitor among visitors staying in paid accommodations resulted in only a slight decrease in overall direct spending
 - » Related to this data, the typical household income among Maine visitors increased by over \$10,000 compared to last year
- » The drop in visitor days is largely due to fewer visitors staying with friends and relatives or in second homes (who tend to stay longer in Maine) and a shorter length of stay among this type of visitor
- » Compared to last year, more visitors booked their lodging through an online travel agency (+5% points), while fewer booked directly with the hotel/condo (-7% points)
- » More visitors would definitely recommend the region of Maine they visited compared to last year (+5% points)
- » More visitors reported being very satisfied with their trip this summer (+4% points) and stated they would definitely return (+3% points)
- » Visitor ratings of Maine's lodging options continue to climb, up 4% points⁴ from last summer

EXECUTIVE SUMMARY

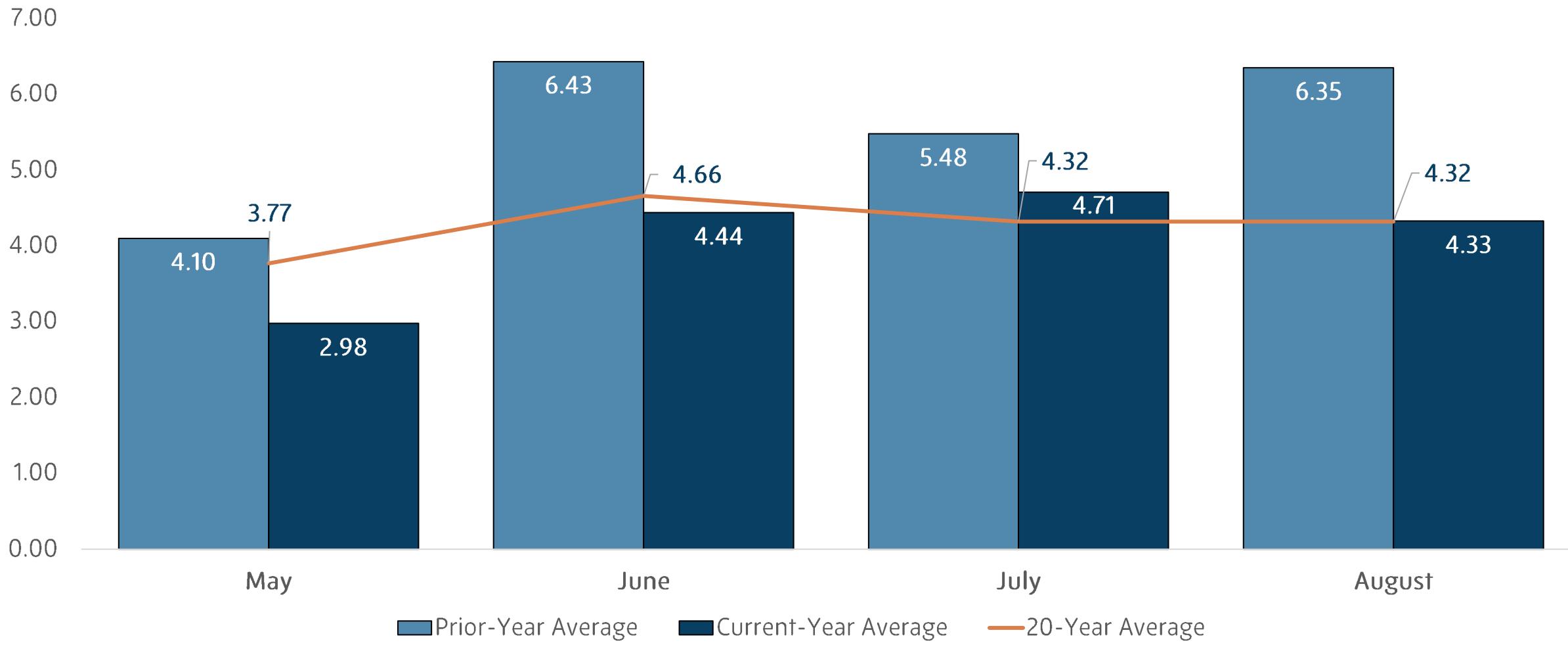


TEMPERATURE



Source: NOAA.

PRECIPITATION



Source: NOAA.

VISITOR JOURNEY: IMPACT OF TOURISM



KEY PERFORMANCE INDICATORS

The number of visitor days¹ in summer 2024 decreased by -15.5% compared to last summer. This change was influenced by a decrease in visitors and in visitor length of stay (particularly among those staying with friends and relatives or in second homes).

A decrease in occupancy rate and fewer rental units available to visitors resulted in fewer total visitors in summer 2024.

Despite this, total visitor spend was only down slightly.

KPIs	2023	2024	Δ% from '23
Visitors (#)	8,537,000	7,756,000	- 9.1%
Visitor Days ¹	42,380,000	35,796,200	- 15.5%
Direct Spending	\$5,171,973,400	\$5,152,155,100	- 0.4%
Room Nights	5,502,700	5,225,600	- 5.0%

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

VISITATION METRICS

Visitation ¹	Maine Residents	Out-of-State Visitors	Total
Visitor (#)	1,008,280	6,747,720	7,756,000
Visitor (%)	13.0%	87.0%	100.0%

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

LODGING METRICS

Occupancy Rate

63.1%

- 2.8% from 2023

Average Daily Rate

\$224.39

- 3.0% from 2023

Revenue per Available Room

\$141.51

- 5.7% from 2023

DETAILED FINDINGS



VISITOR JOURNEY: PRE-VISIT

Pre-Visit

Traveler
Profile

Trip
Experience

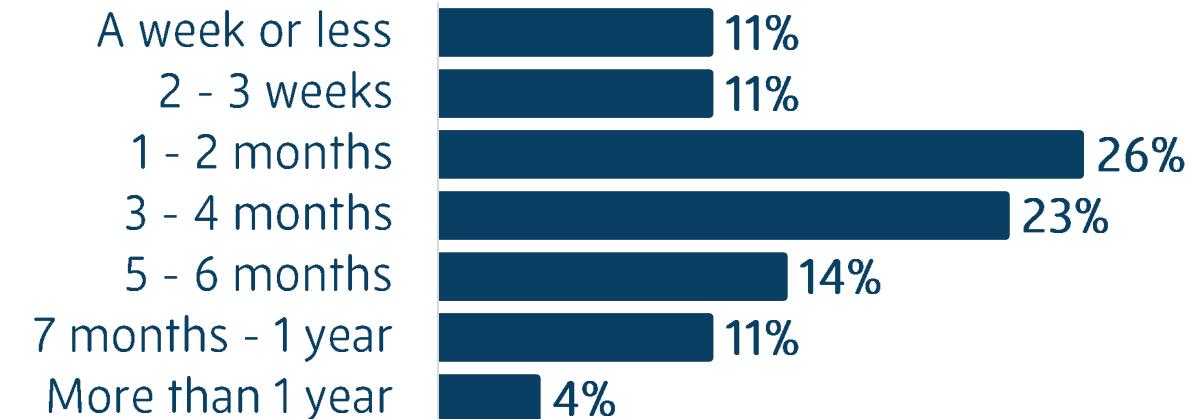
Post-Trip
Evaluation

Impact of
Tourism

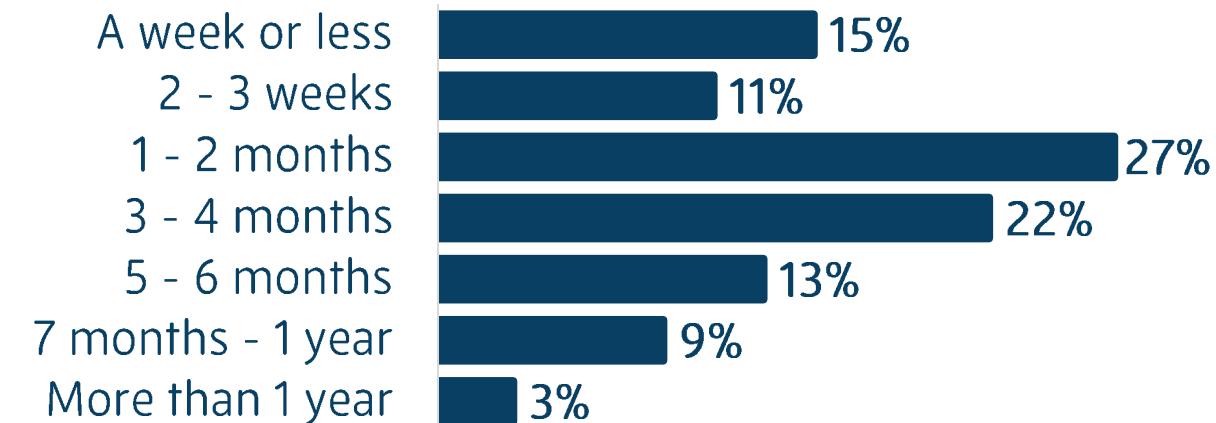
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **63 days** in advance (-2 days from 2023)
- » **78%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **57 days** in advance (+1 day from 2023)
- » **47%** of visitors have a booking window of more than 3 months

Beginning of Trip Planning Cycle

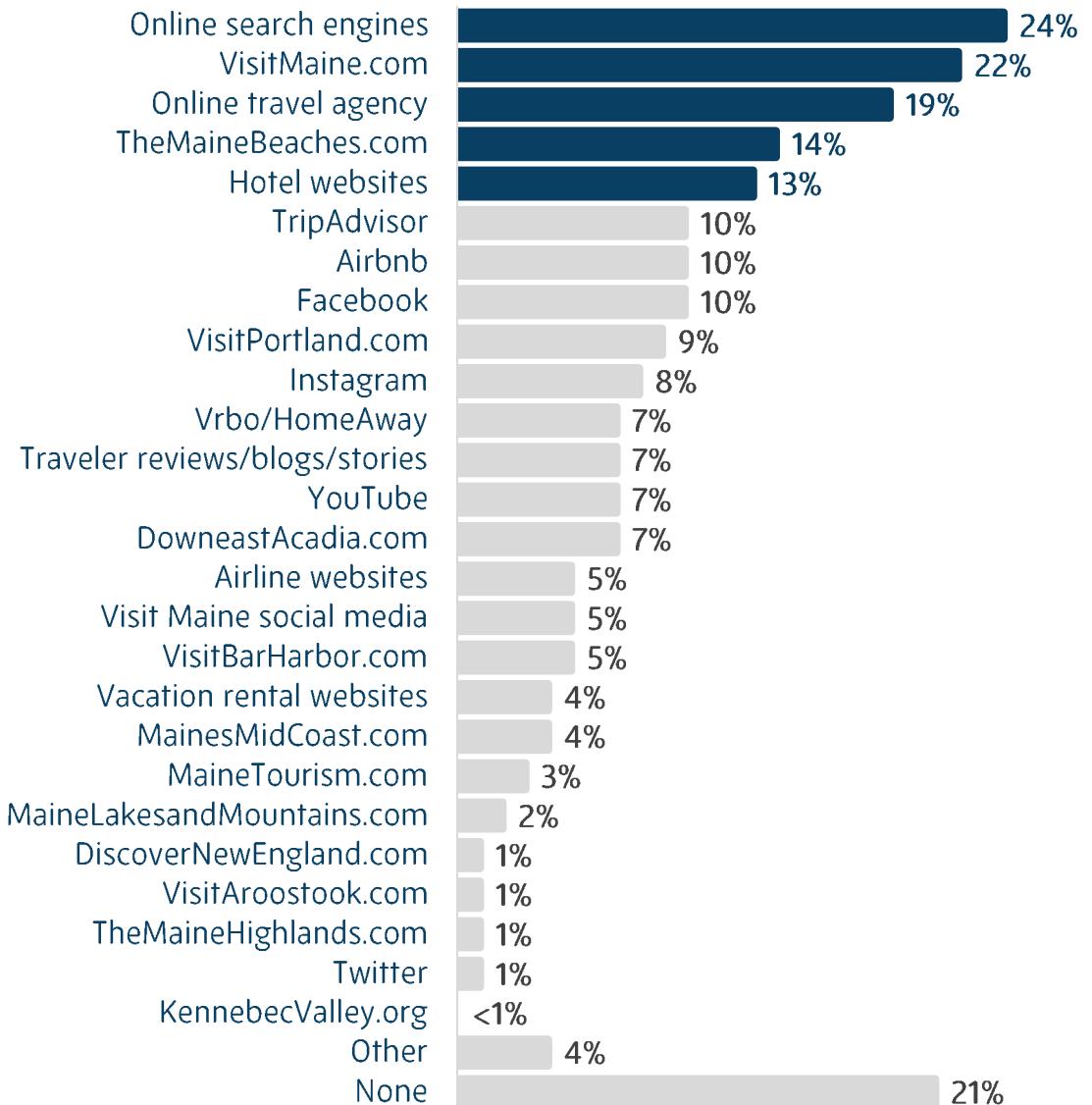


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

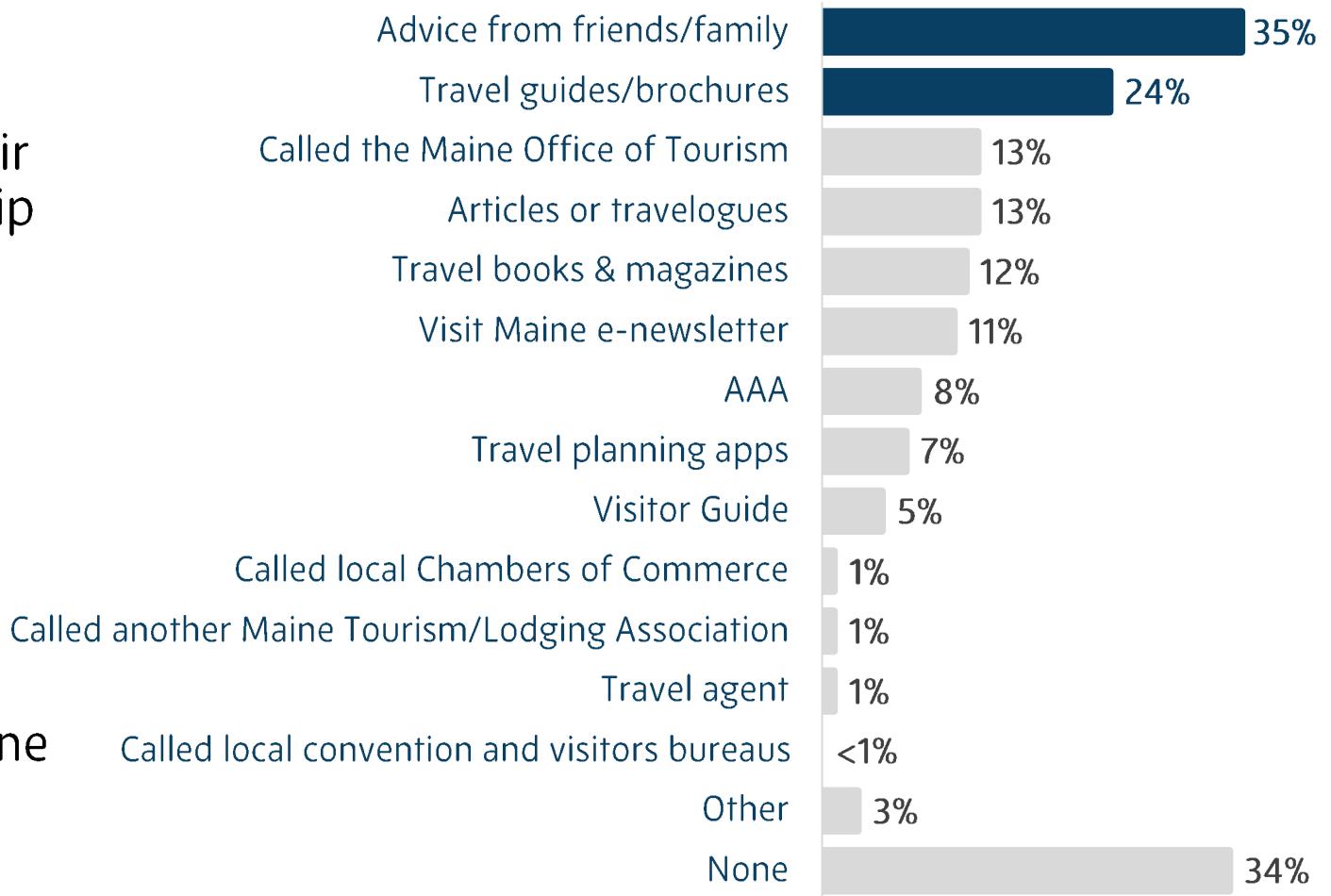
- » Nearly **4 in 5** visitors used one or more online resources to help them plan their trip in Maine
- » Nearly **1 in 4** visitors used an online search engine, such as Google, to help them plan their trip in Maine (-5% points from 2023)
- » Like last year, over **1 in 5** visitors used VisitMaine.com



*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

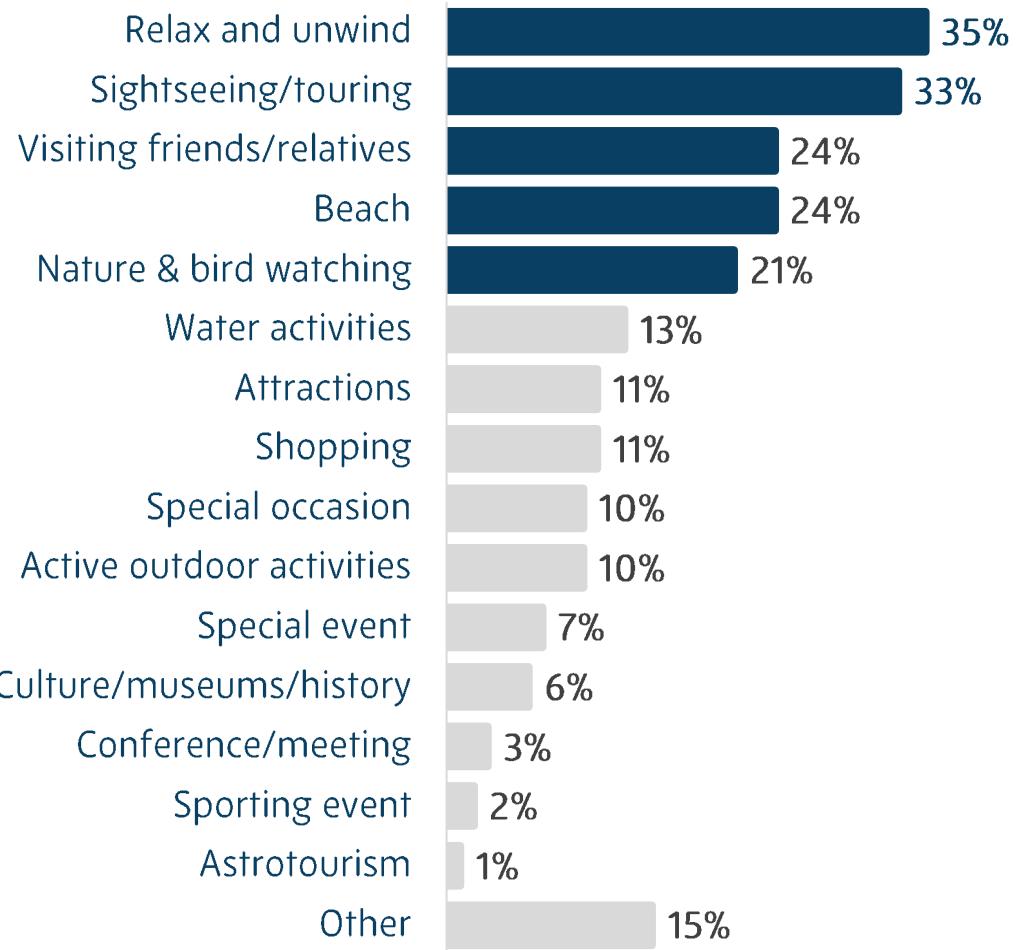
- » Over 1 in 3 visitors relied on advice from their friends and family to help them plan their trip in Maine
- » Nearly 1 in 4 visitors used travel guides/brochures to help plan their trip in Maine (+5% points from 2023)
- » Over 1 in 3 visitors did not use any other resources to help them plan their trip in Maine



*Multiple responses permitted.

REASONS FOR VISITING*

- » More than **1 in 3** visitors came to Maine to relax and unwind (-2% points from 2023)
- » **1 in 3** came for sightseeing/touring (-4% points from 2023)



*Multiple responses permitted.

TV SHOWS & FILM*

- » **5%** of visitors said a TV show or film inspired their trip to Maine (+2% points from 2023)
- » **39%** of visitors who were inspired by a TV show or film said they visited the 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

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

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

39%

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

33%

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

7%

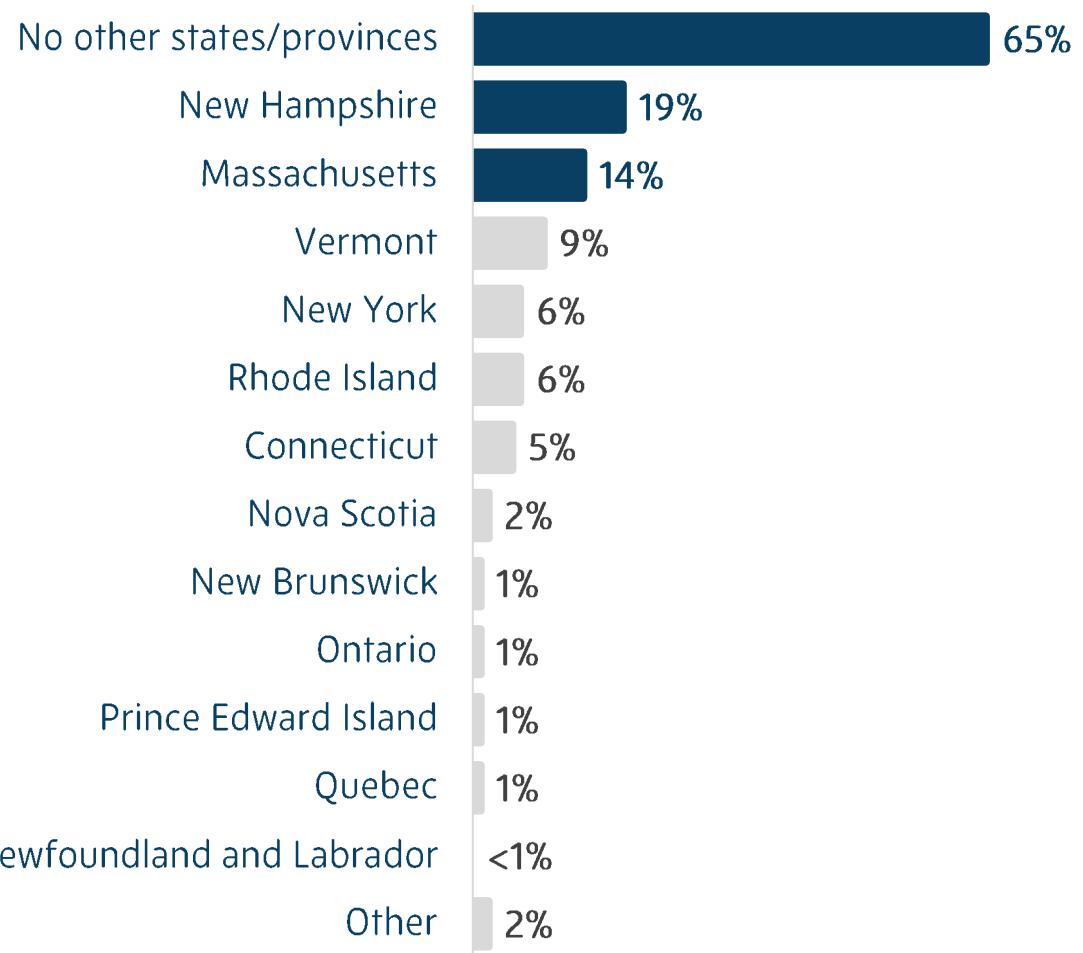
Something else

6%

*Questions were not asked until January 2024.

OTHER STATES & PROVINCES CONSIDERED*

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

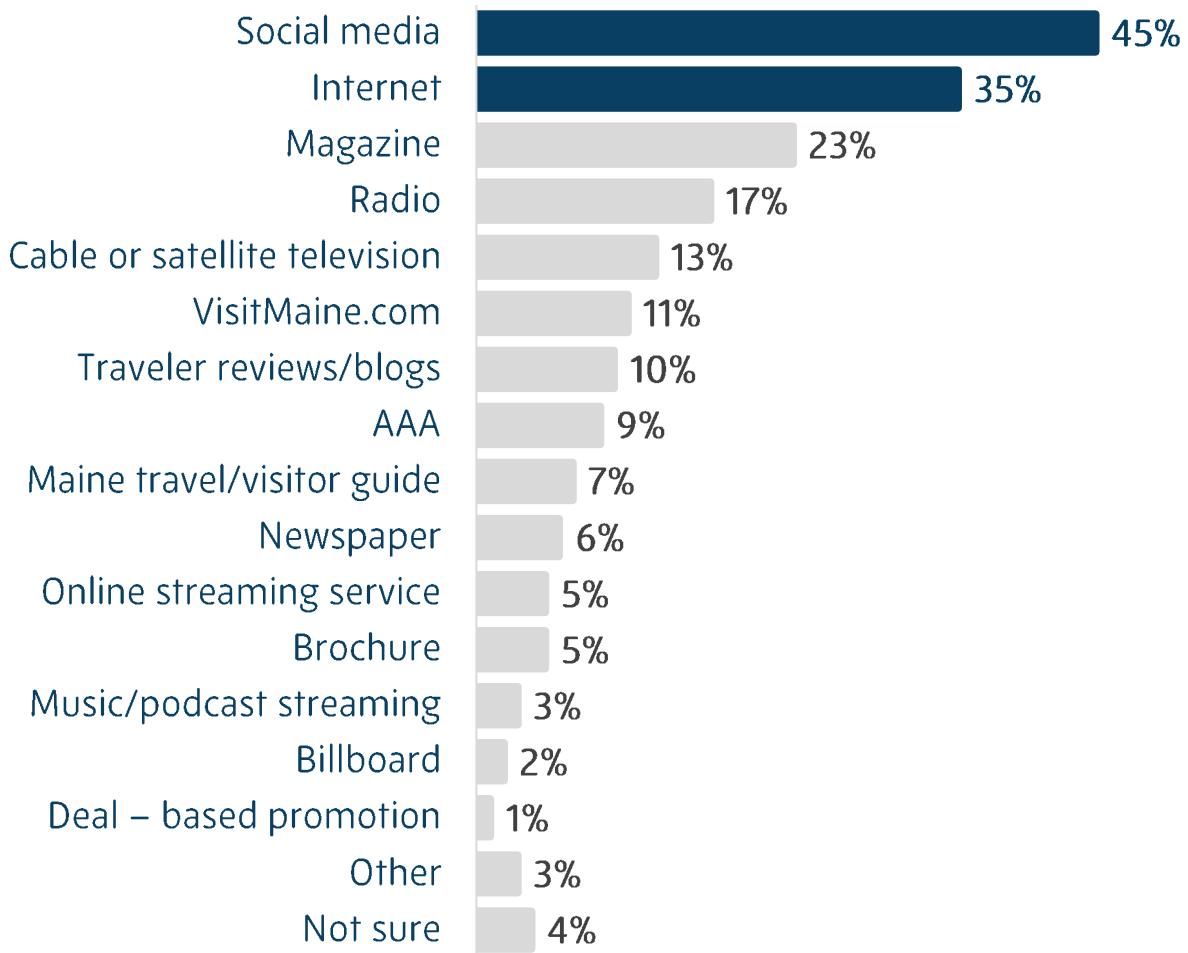


*Multiple responses permitted.

PRE-TRIP RECALL OF ADVERTISING*

- » Over 1 in 3 visitors recalled advertising or promotions for Maine prior to their trip (-8% points from 2023)
- » Visitors who recalled this advertising primarily saw it on social media (-4% points from 2023) or the internet (+2% points from 2023)
- » This information influenced 17% of all visitors to visit Maine (-6% points from 2023)

Base: 36% of visitors who recalled advertising

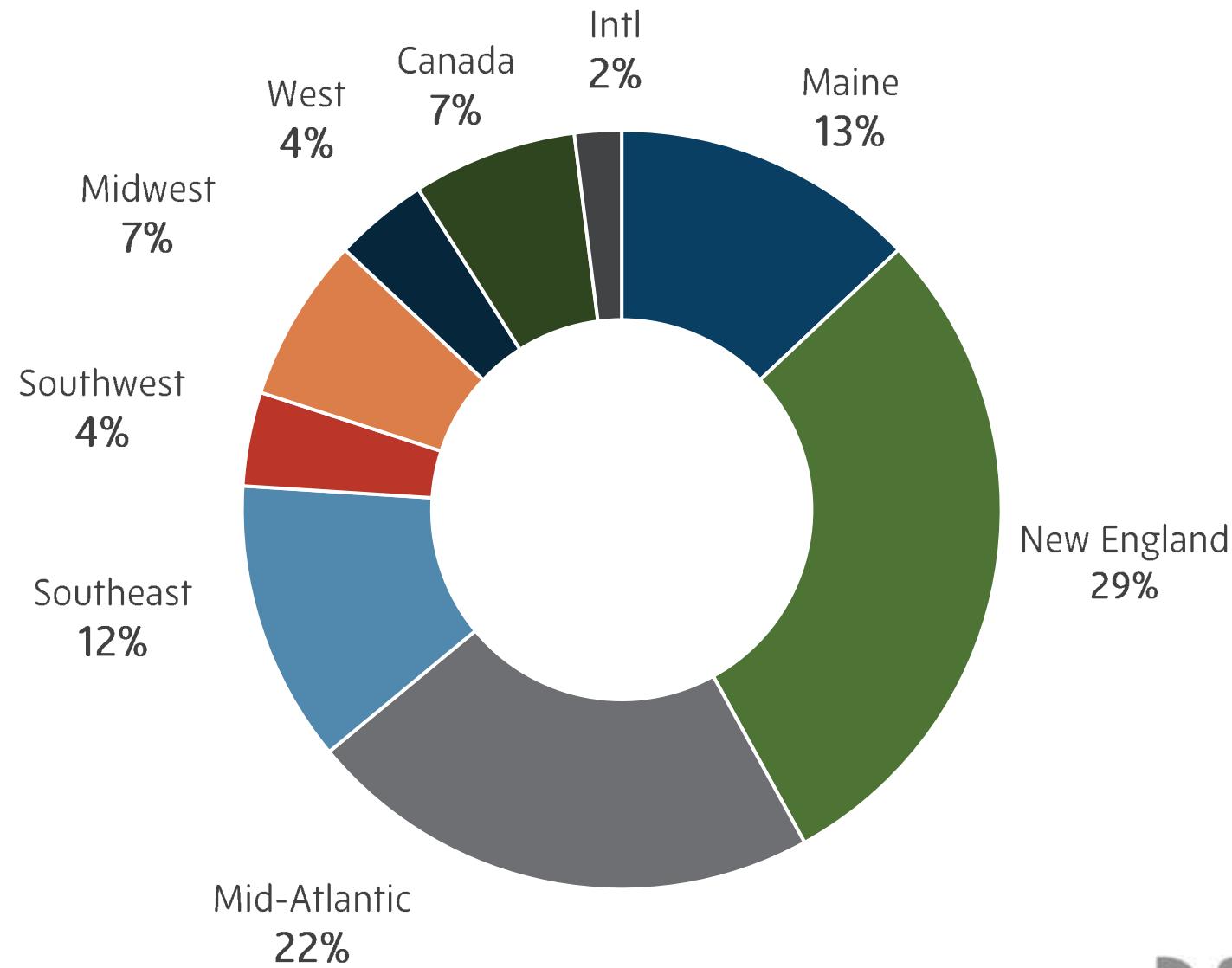


*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **79%** of visitors traveled to/within Maine from these 17 U.S. states and Canadian provinces
- » Over **1 in 8** visitors were residents of Maine traveling throughout the state (+1% point from 2023)

State	Percent
Maine	13%
Massachusetts	13%
New York	8%
New Hampshire	6%
Connecticut	5%
Florida	5%
New Jersey	4%
Pennsylvania	4%
Quebec	4%
Vermont	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
- » **14%** of visitors traveled to Maine from New York City or Boston

Market	Percent
New York City ¹	7%
Boston	7%
Washington DC - Baltimore ²	3%
Philadelphia	2%
Portland, ME	2%
Atlanta	1%
Dallas - Ft. Worth	1%
Chicago	1%
Detroit	1%
Minneapolis	1%
Orlando	1%
Tampa Area	1%

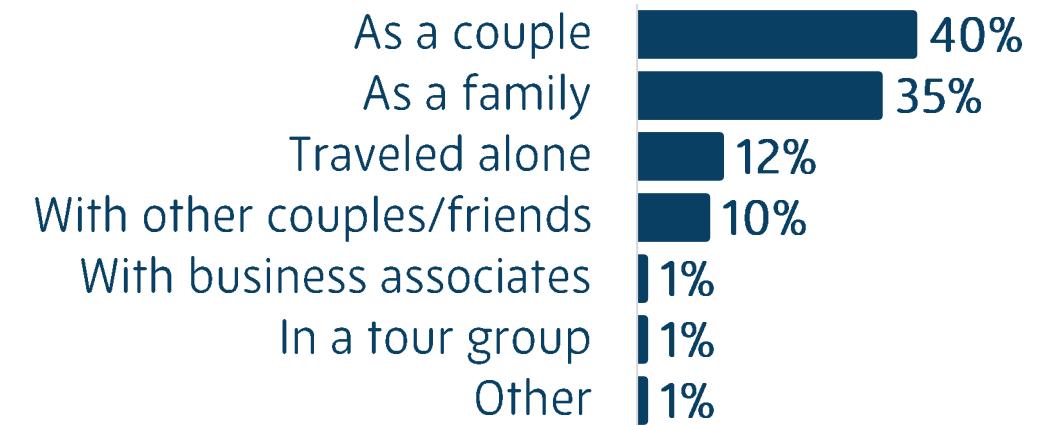
¹ Includes some markets in New Jersey, Pennsylvania, and Connecticut.

² Includes some markets in Maryland, Virginia, and West Virginia.

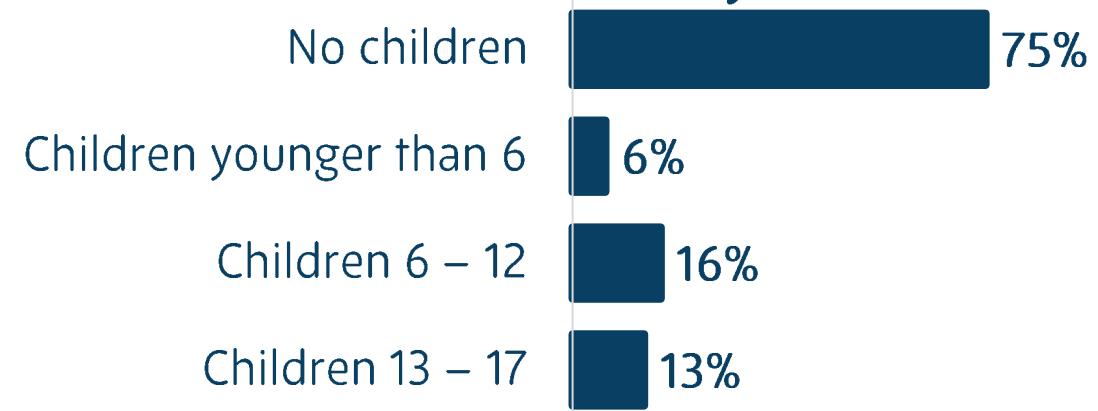
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of 3.2 people
- » 2 in 5 visitors traveled as a couple
- » Over 1 in 3 traveled as a family
- » 1 in 4 visitors traveled with one or more children in their travel party

Travel Party Composition



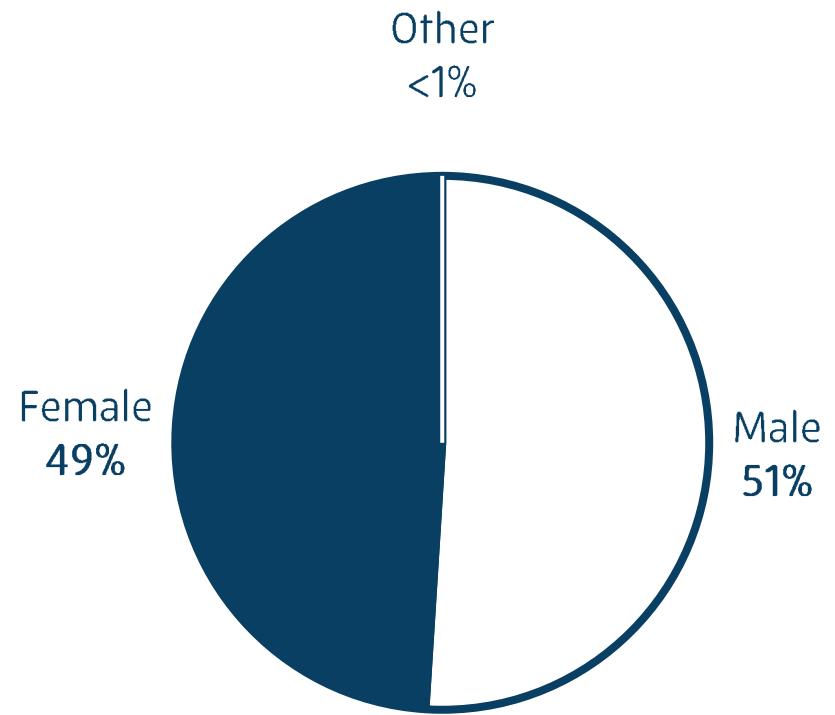
Children in Travel Party*



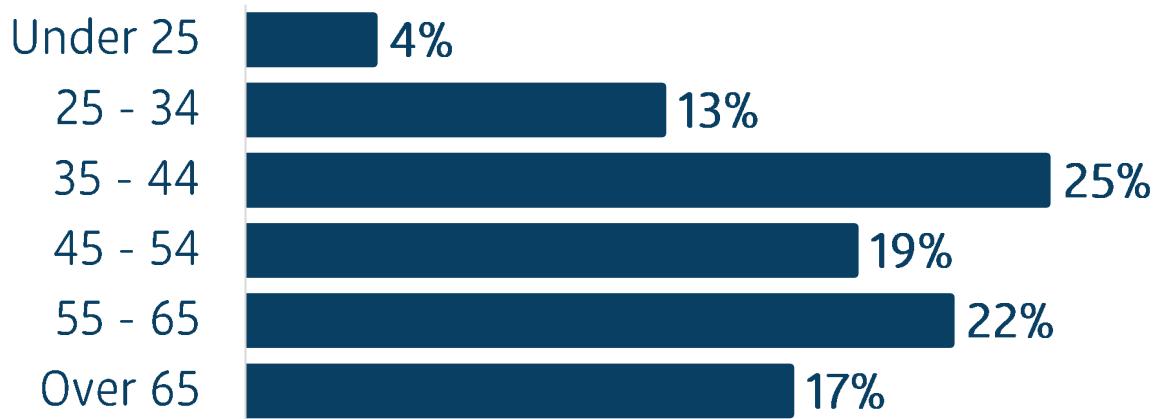
*Multiple responses permitted.

GENDER

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

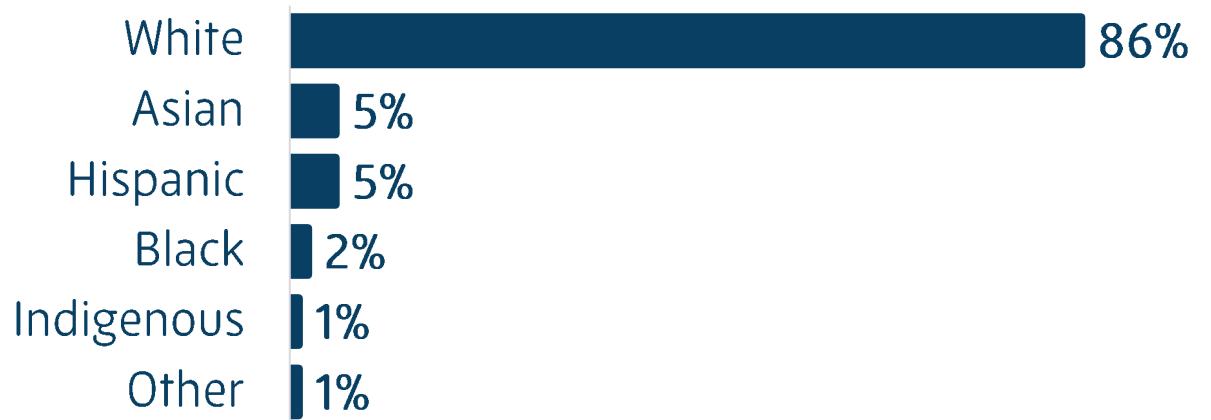


» The average age of visitors to Maine is **49** years old



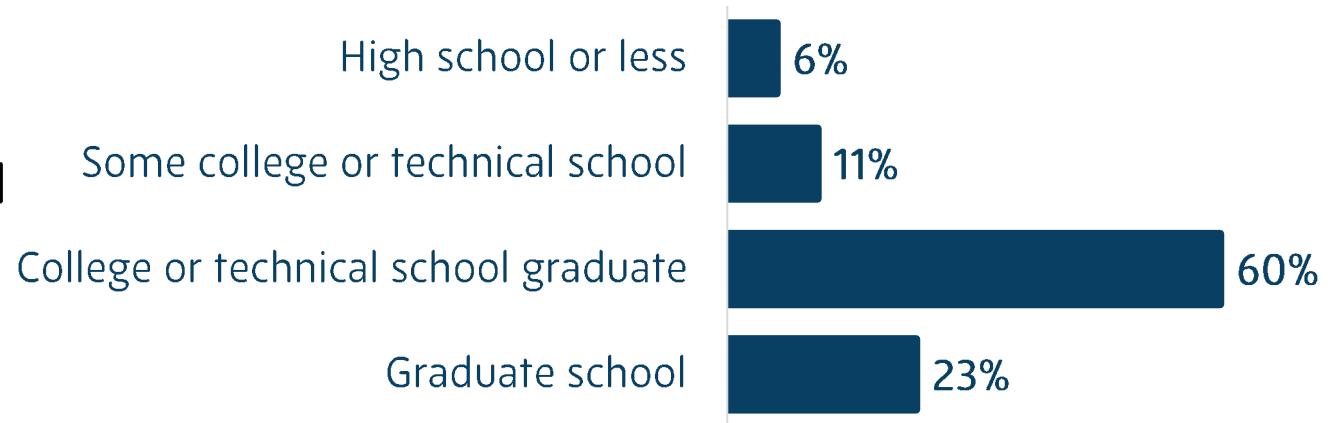
RACE & ETHNICITY

- » Nearly **9 in 10** visitors to Maine were white, but a higher percentage of non-white visitors traveled to Maine compared to last year



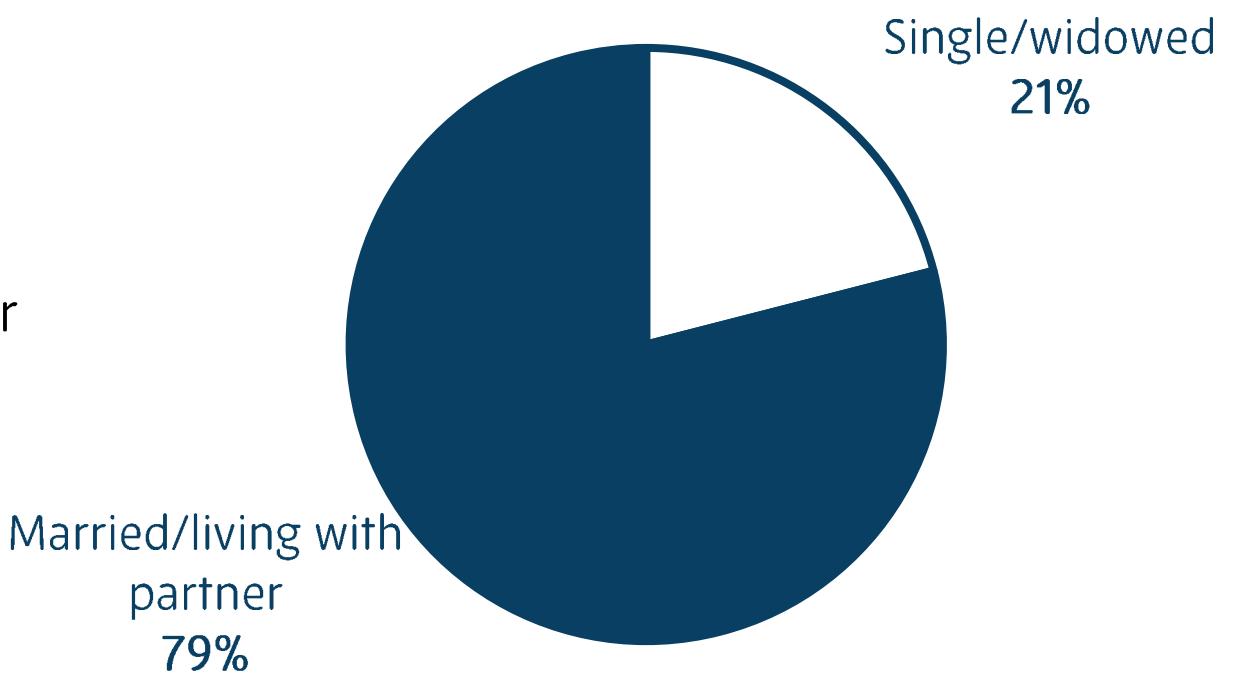
EDUCATIONAL ATTAINMENT

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



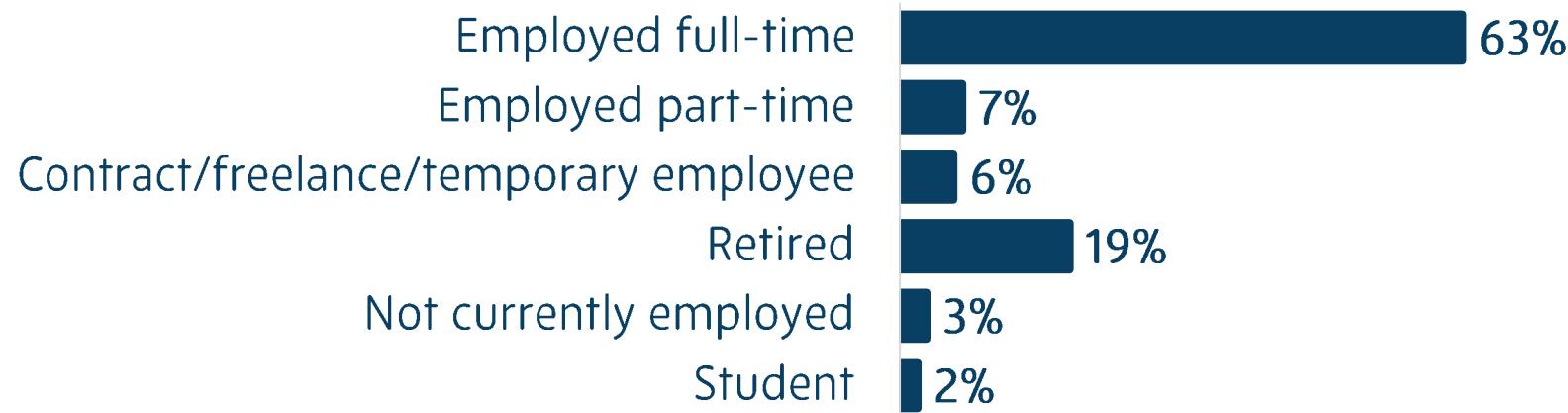
MARITAL STATUS

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



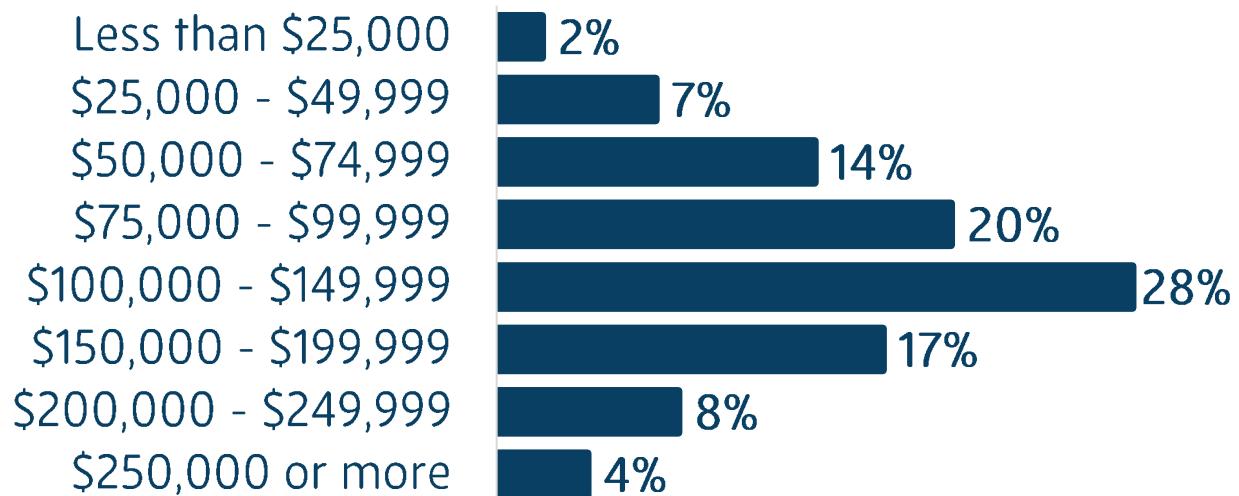
EMPLOYMENT STATUS

» More than **3 in 4** visitors to Maine were employed, most full-time



HOUSEHOLD INCOME

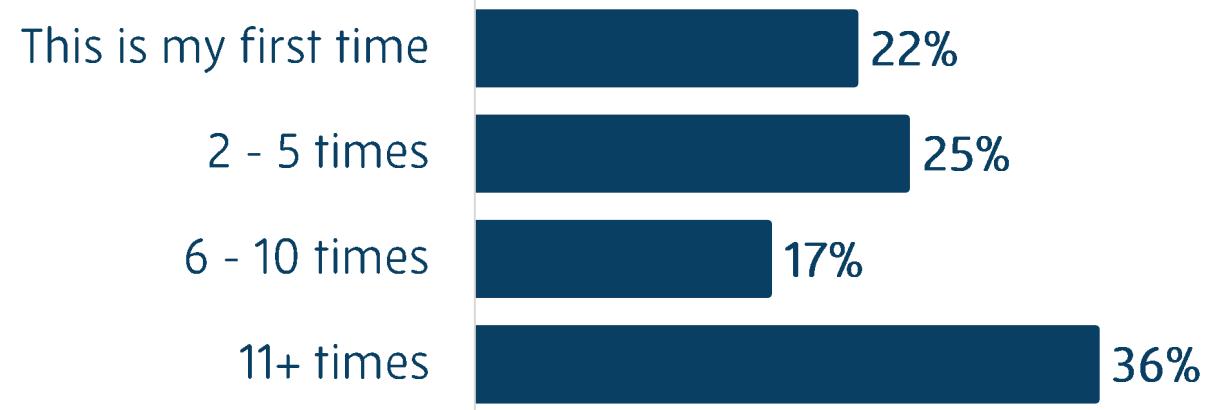
- » The average household income of visitors to Maine is **\$112,500** per year
- » **29%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

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

» Maine has high repeat and loyal visitors, as 36% had previously traveled in Maine more than 10 times

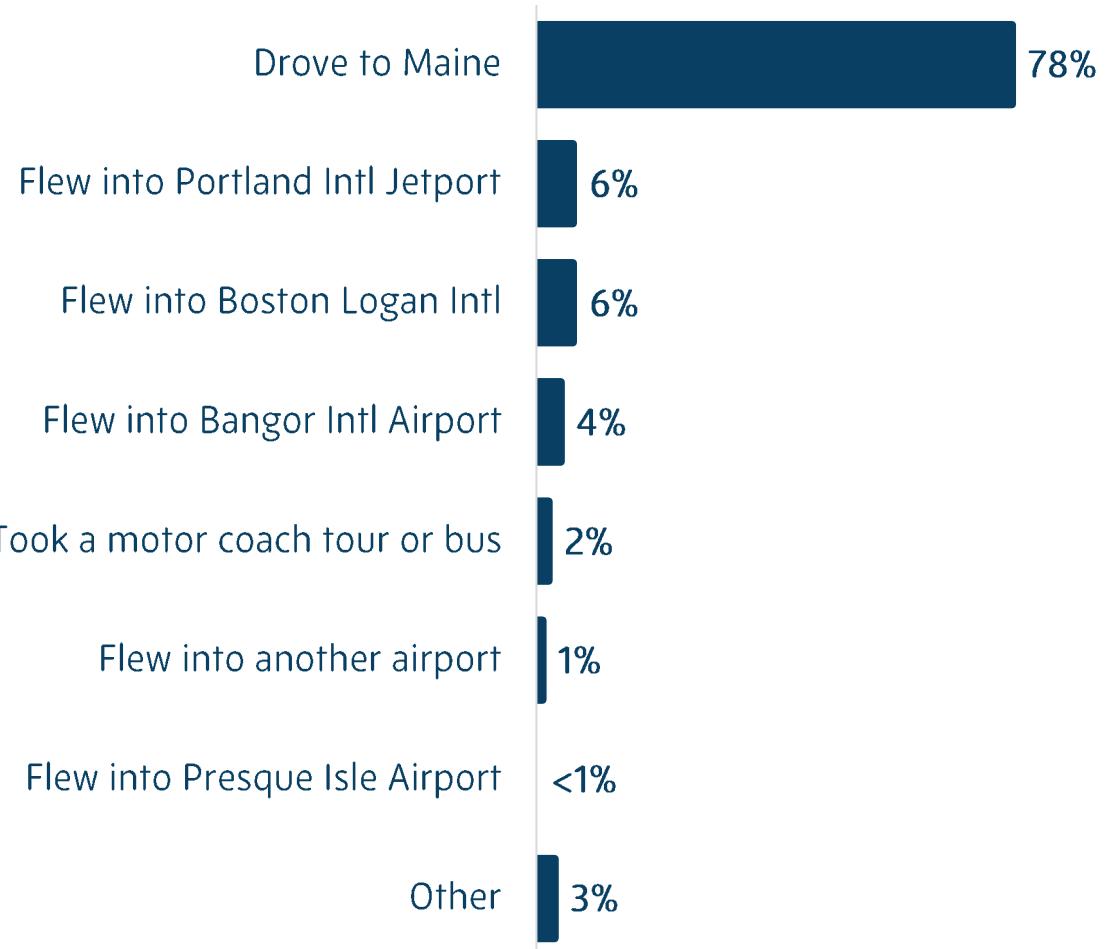


VISITOR JOURNEY : TRIP EXPERIENCE



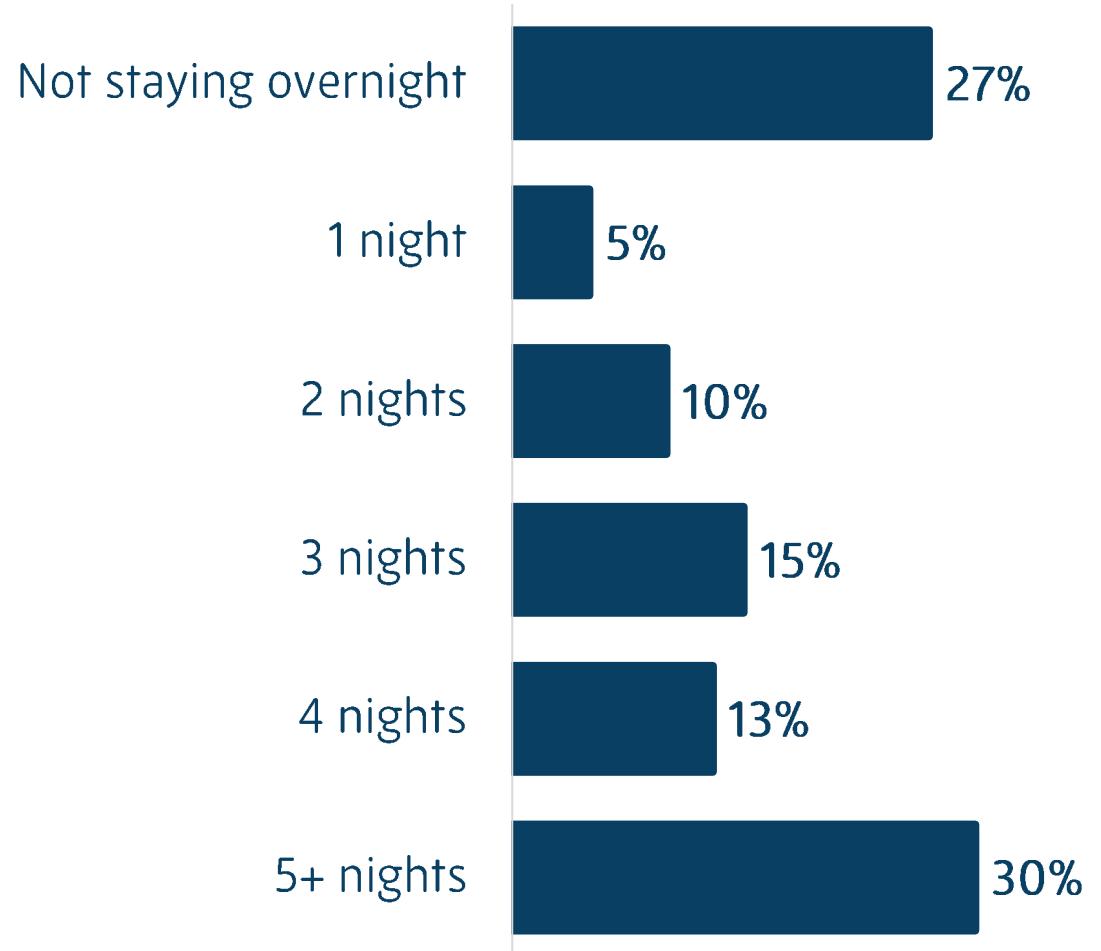
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with 78% choosing to travel by car over plane, motor coach/bus, or train (-2% points from 2023)
- » Most visitors who flew to Maine arrived at Boston Logan International Airport or Portland International Jetport



NIGHTS STAYED

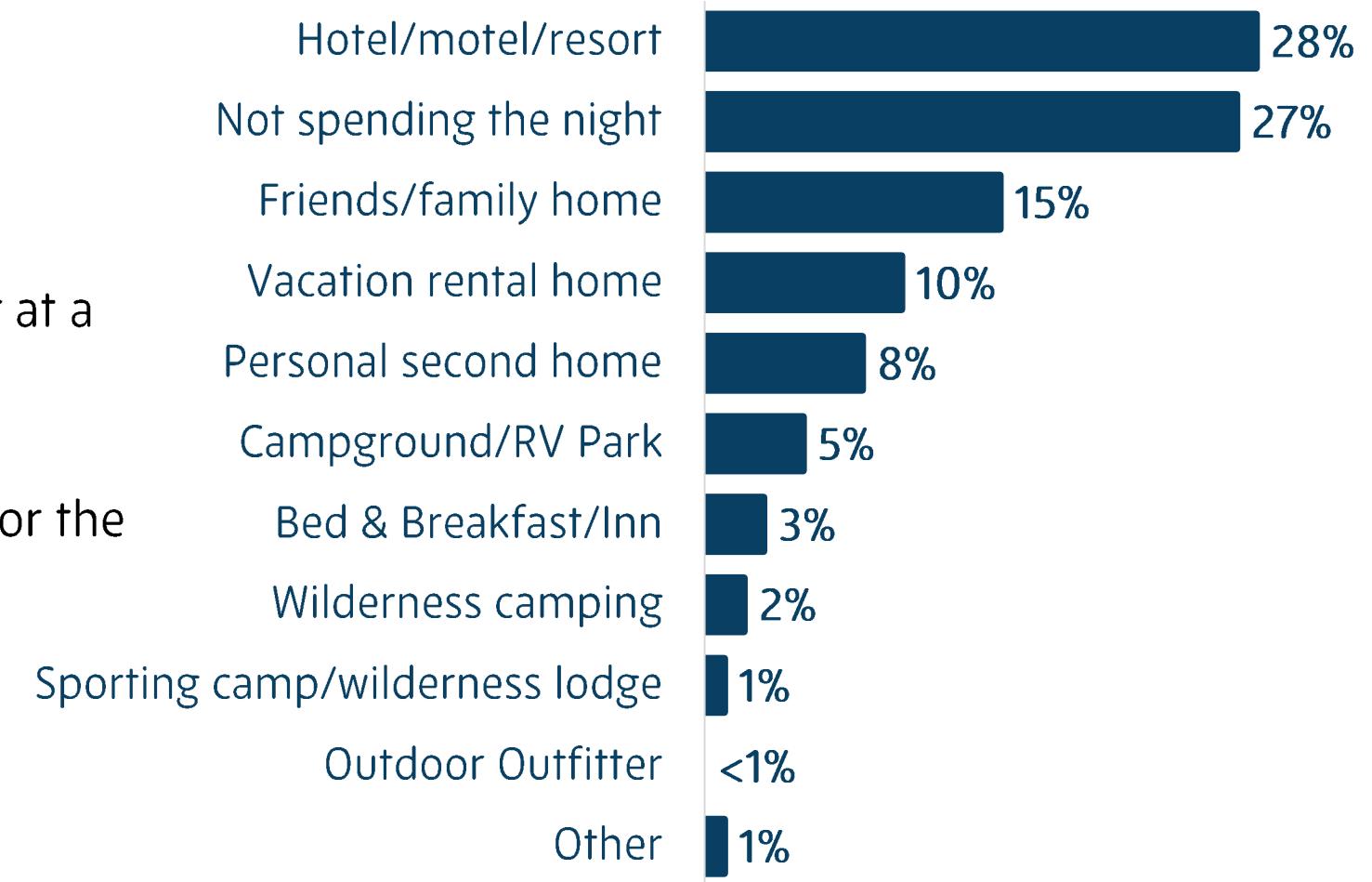
- » 73% of visitors stayed one or more nights in Maine on their trip (-3% points from 2023)
- » Typical visitors stayed **4.6*** nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed **4.9** nights in Maine on their trips



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

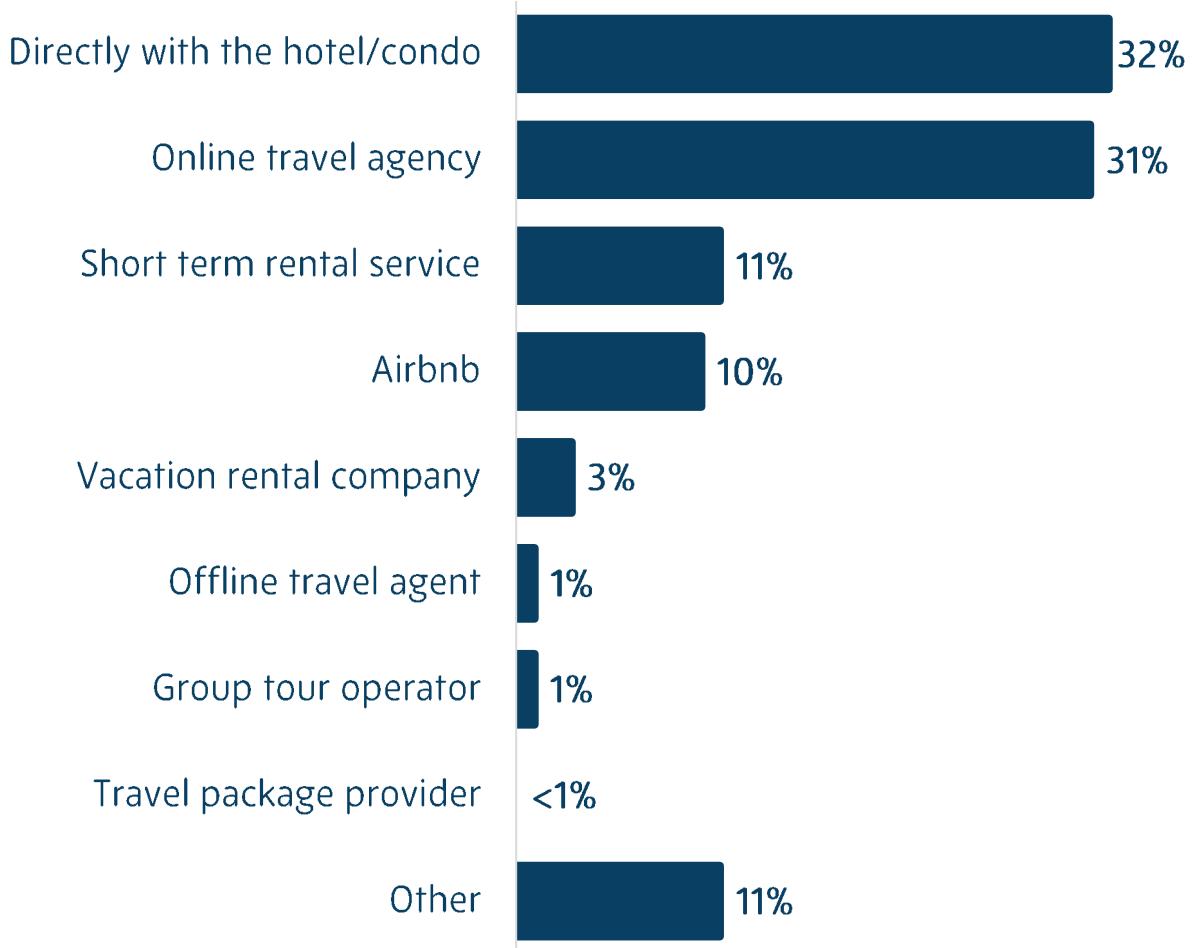
ACCOMMODATIONS

- » Nearly **3 in 10** visitors stayed overnight at a hotel/motel/resort
- » About **1 in 4** visitors were just visiting for the day



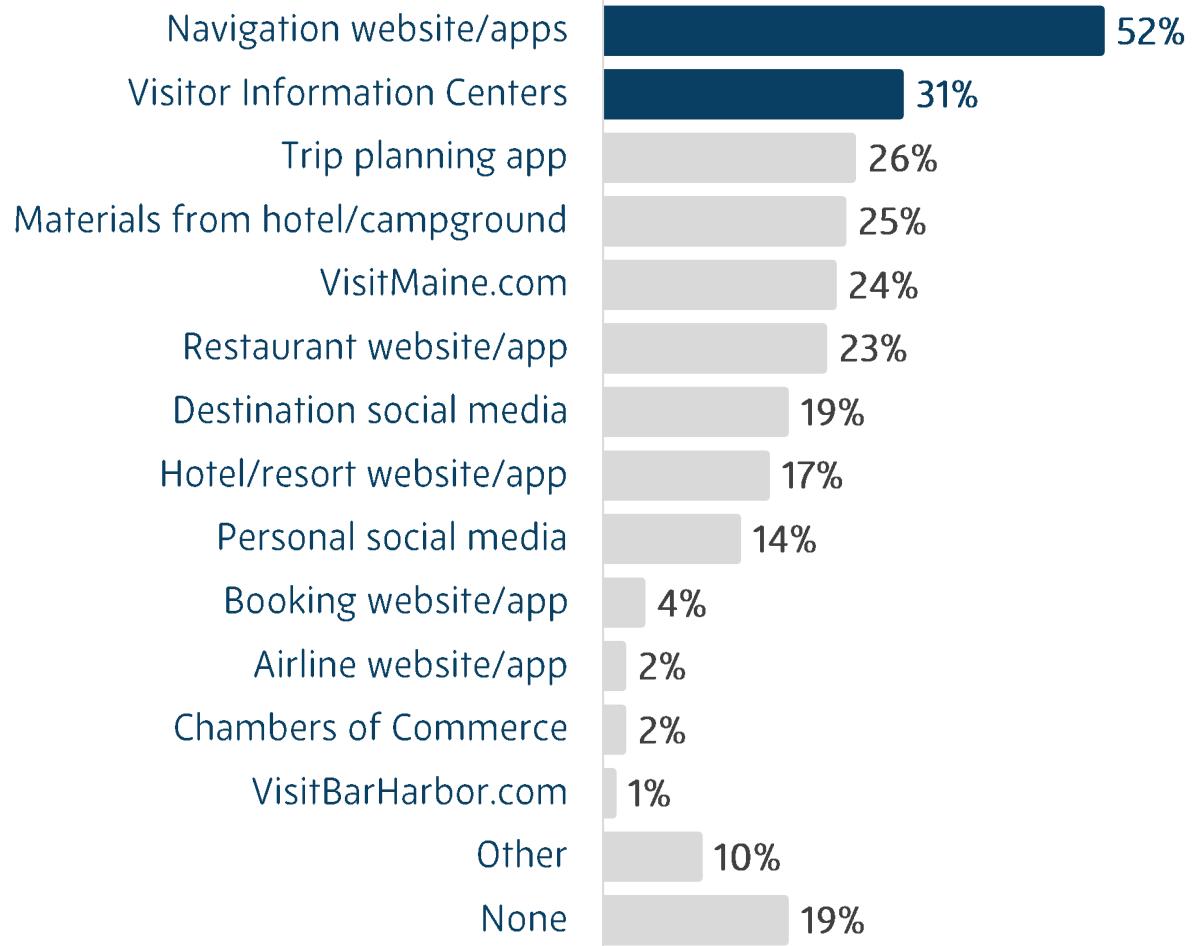
BOOKING METHODS

- » Nearly **1 in 3** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo (-7% points from 2023)
- » Nearly **1 in 3** paid visitors booked their lodging through an online travel agency (+5% points from 2023)



IN-MARKET VISITOR RESOURCES*

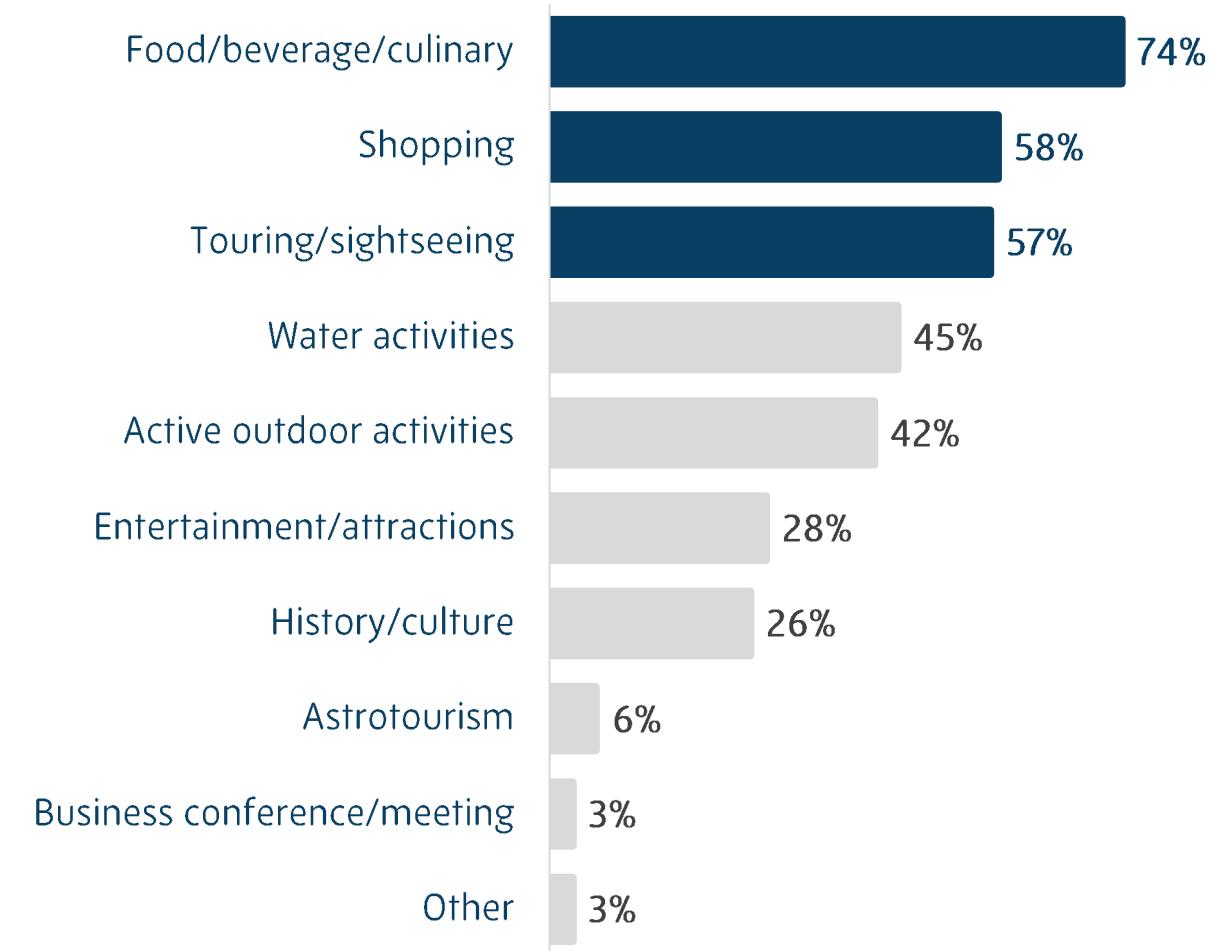
- » Visitors were most likely to rely on navigation websites/apps to plan activities in-market (+5% points from 2023)
- » Over **3 in 10** visitors went to visitor information centers
- » Nearly **2 in 10** visitors did not use any resources to plan activities while they were in-market



*Multiple responses permitted.

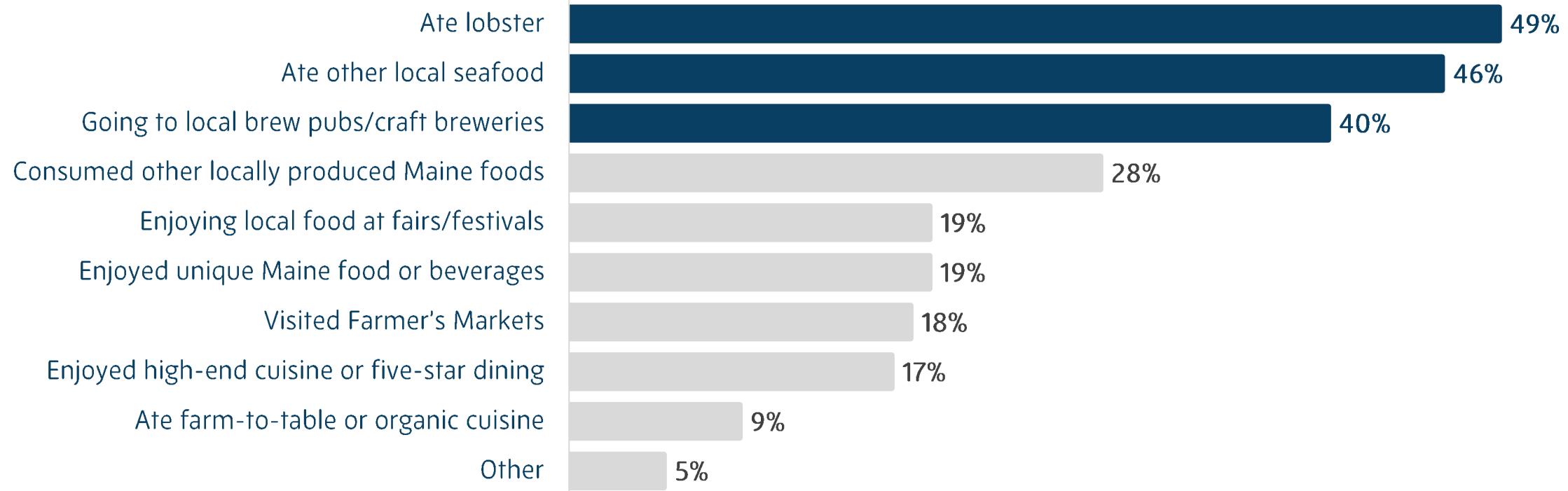
VISITOR ACTIVITIES*

- » 74% of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Nearly 3 in 5 visitors went shopping during their trip to Maine (+6% points from 2023)
- » Another nearly 3 in 5 visitors went touring/sightseeing during their trip to Maine (-4% points from 2023)



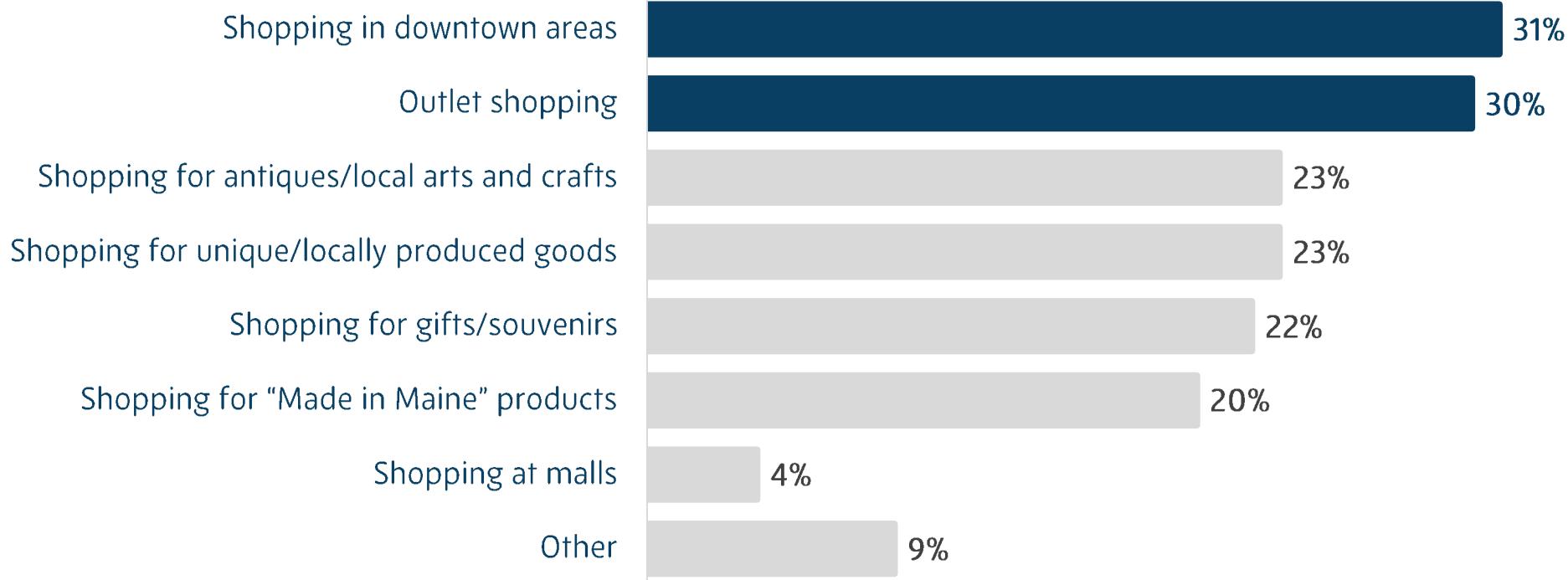
*Multiple responses permitted.

FOOD & BEVERAGE ACTIVITIES*

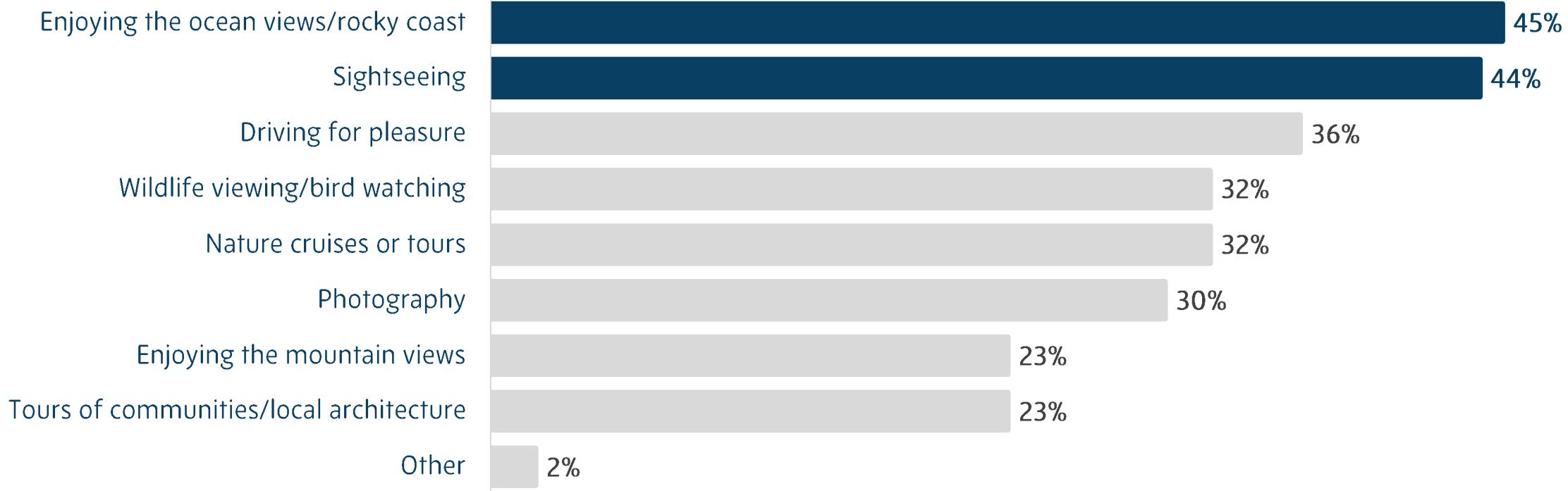


*Multiple responses permitted.

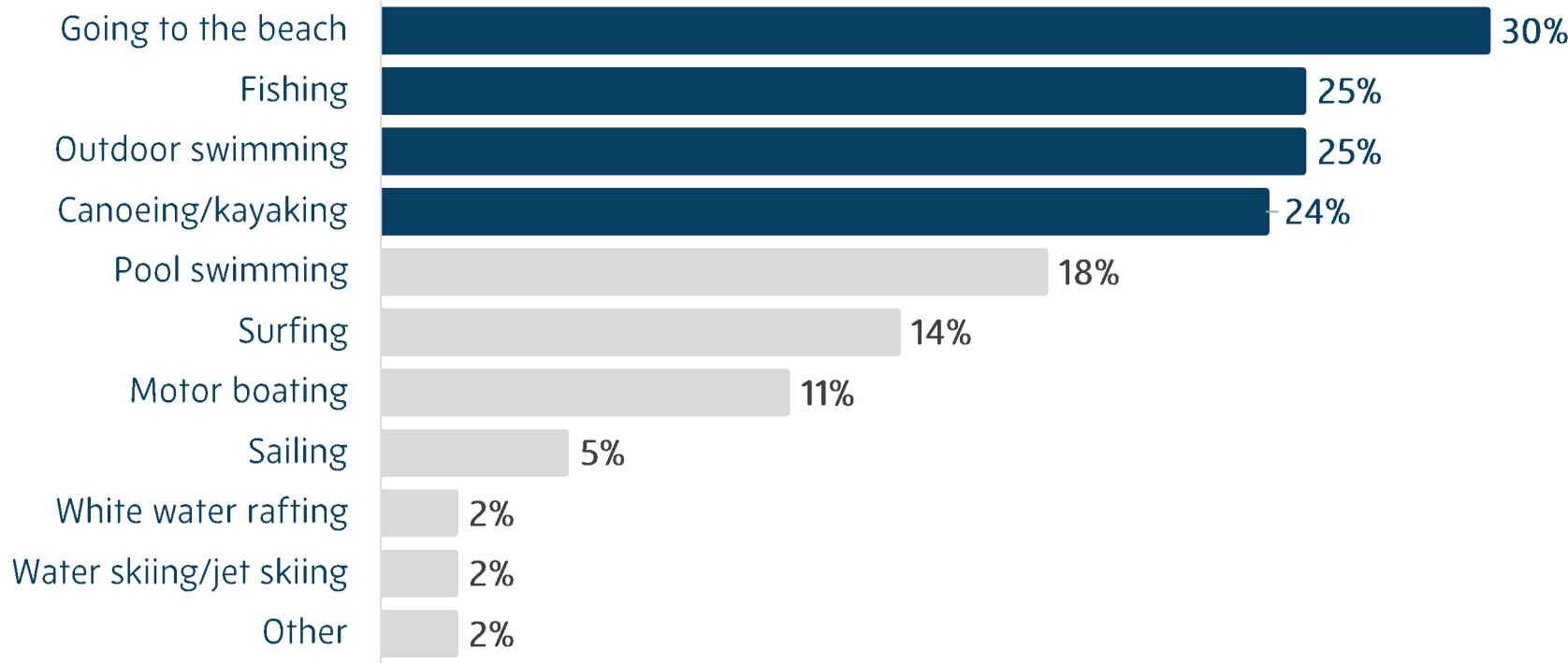
SHOPPING ACTIVITIES*



TOURING & SIGHTSEEING ACTIVITIES*

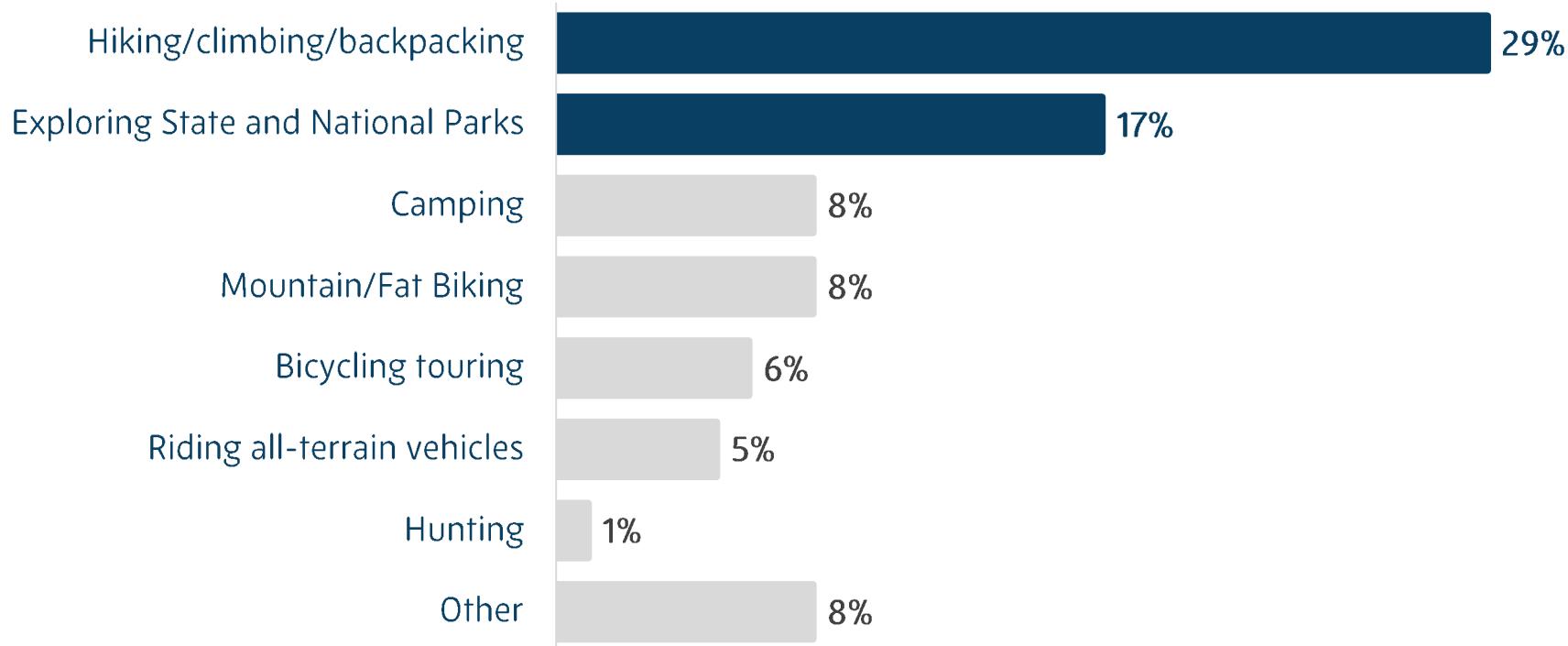


WATER ACTIVITIES*

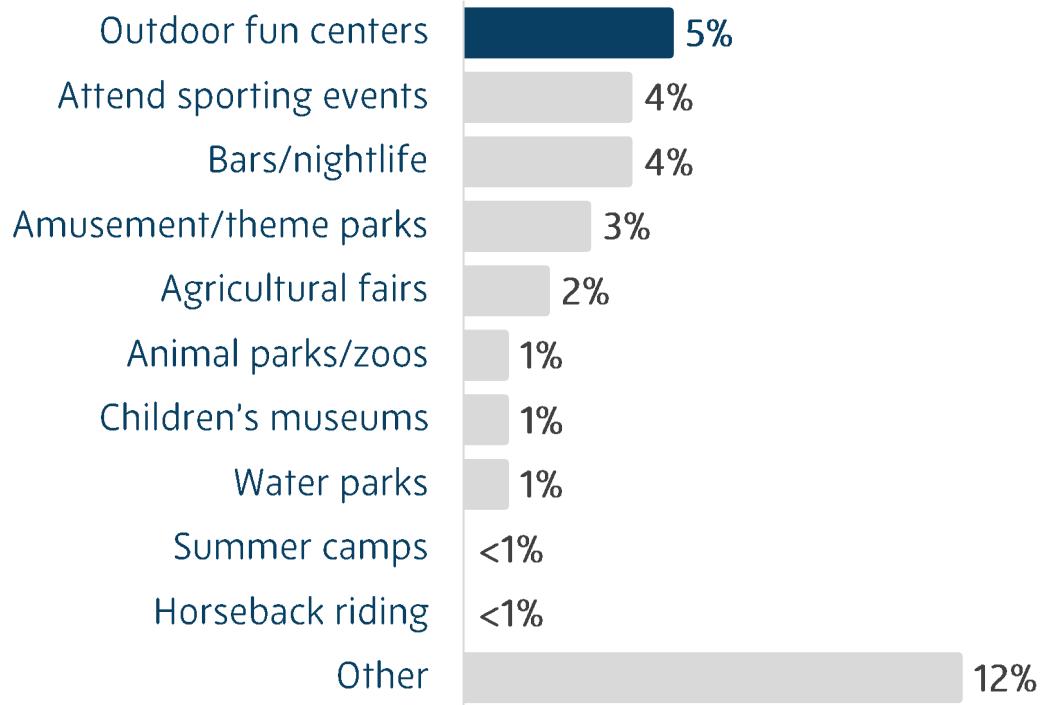


*Multiple responses permitted.

ACTIVE OUTDOOR ACTIVITIES*



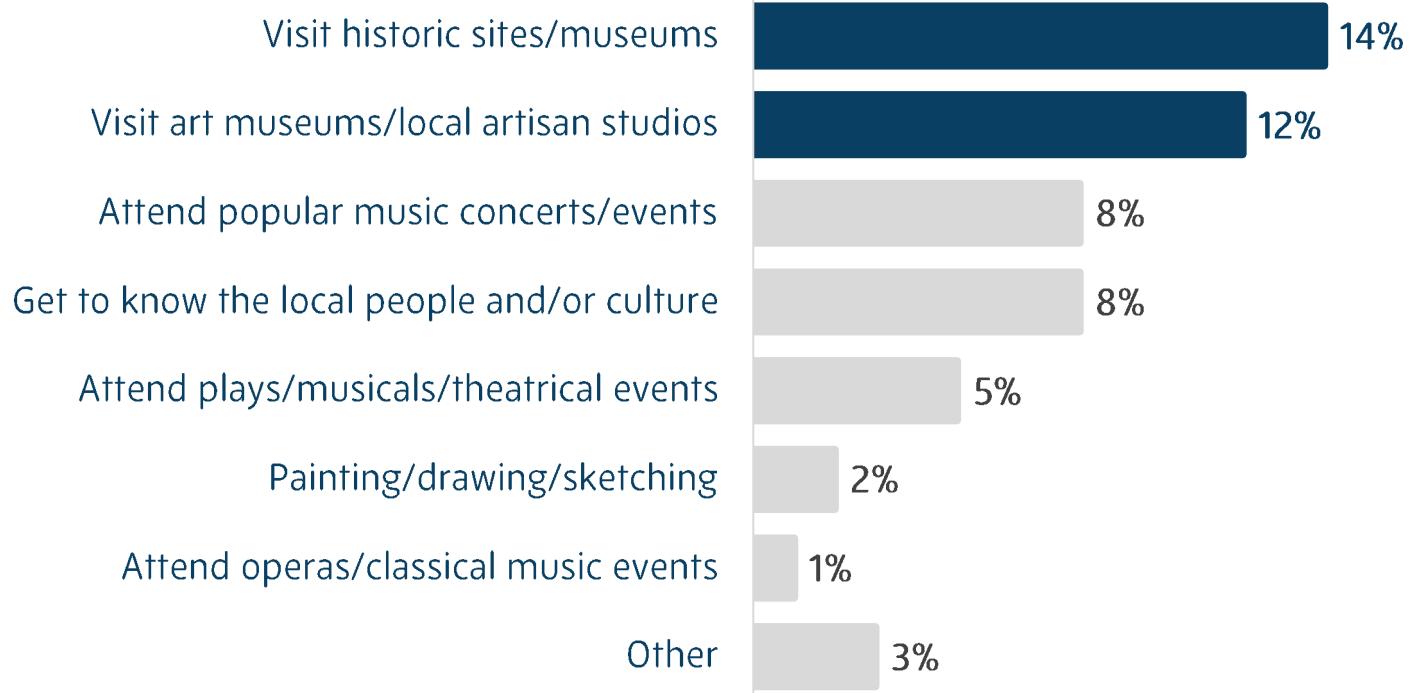
ENTERTAINMENT ACTIVITIES*



*Multiple responses permitted.

**Other mainly includes visiting the Botanical Gardens.

HISTORICAL & CULTURAL ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

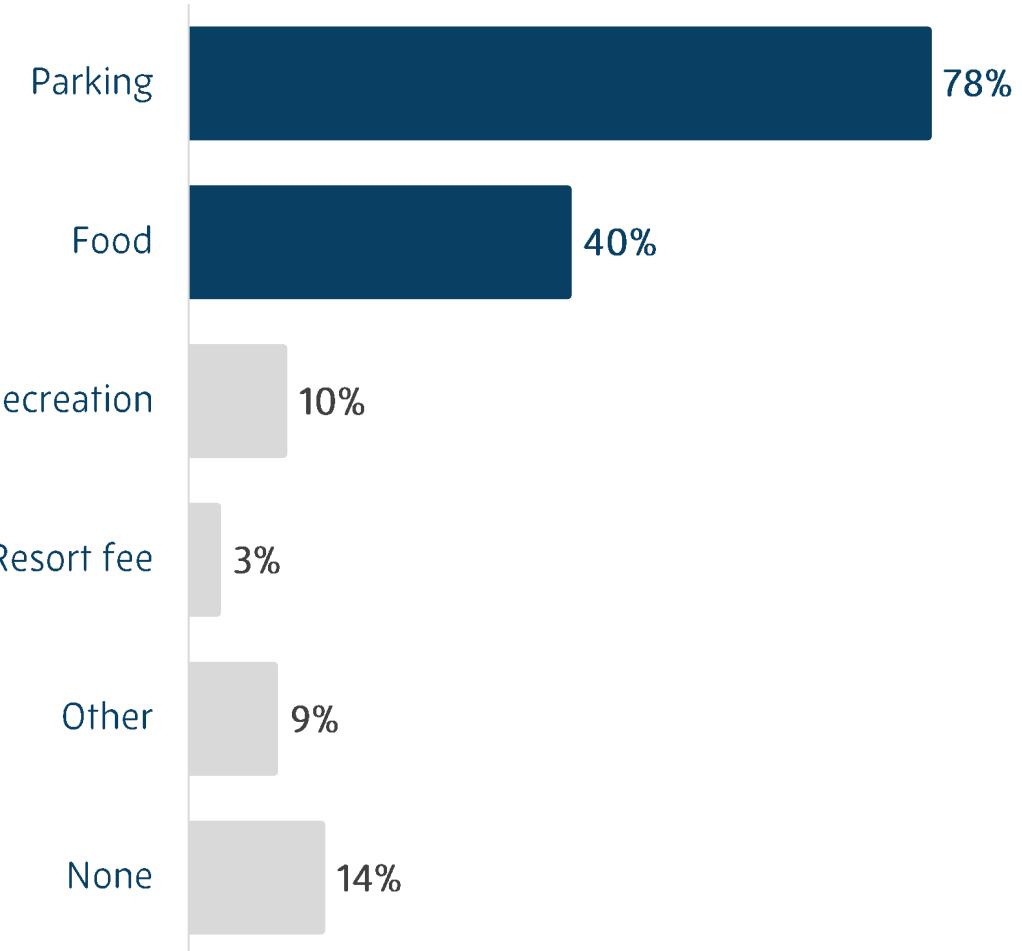
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$224	\$0	\$0
Restaurants	\$162	\$98	\$89
Groceries	\$41	\$42	\$15
Shopping	\$115	\$76	\$111
Activities & attractions	\$104	\$62	\$54
Transportation	\$57	\$43	\$32
Other	\$29	\$17	\$11
Daily Spending	\$732	\$338	\$312

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$1,098	\$0	\$0
Restaurants	\$794	\$804	\$89
Groceries	\$201	\$344	\$15
Shopping	\$564	\$623	\$111
Activities & attractions	\$510	\$508	\$54
Transportation	\$279	\$353	\$32
Other	\$142	\$139	\$11
Trip Spending	\$3,588	\$2,771	\$312

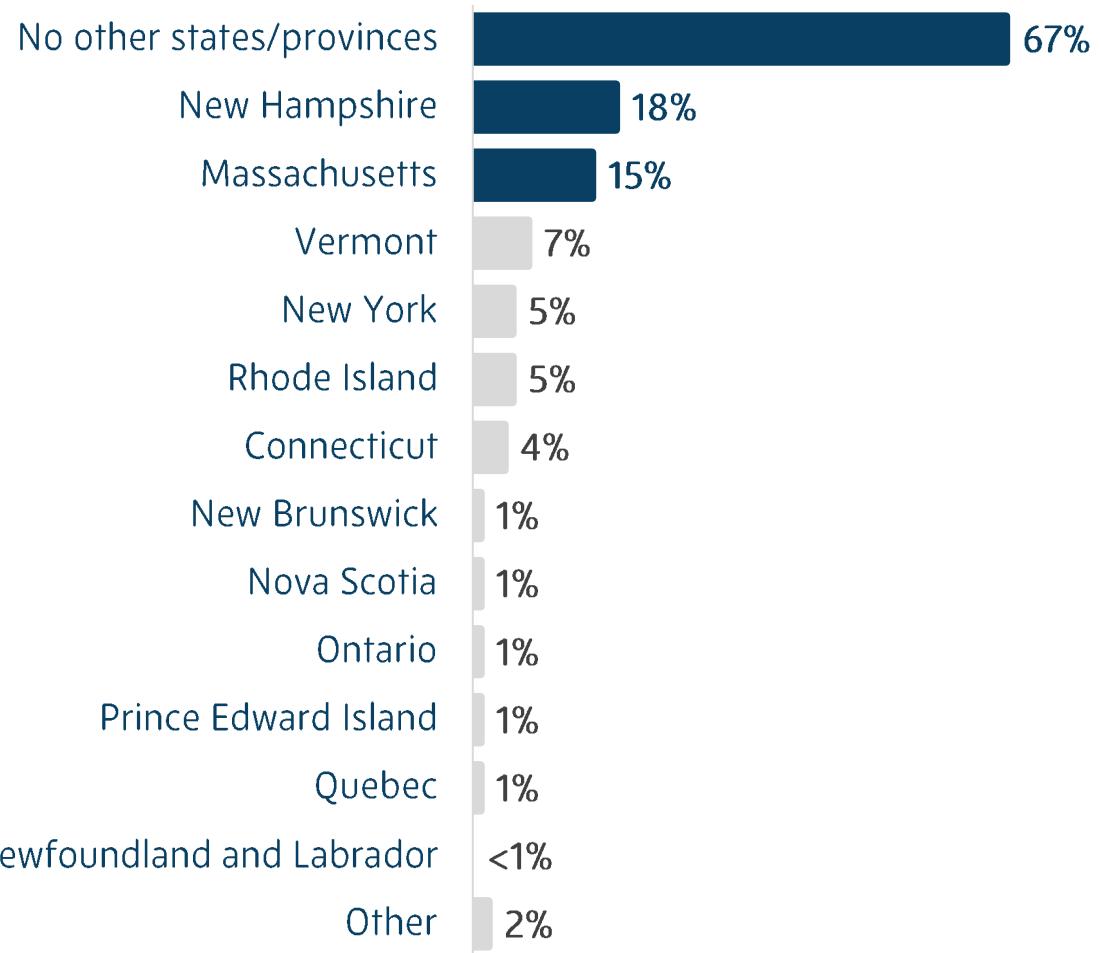
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for nearly **9 in 10** visitors
- » Price for accommodations included parking for nearly **4 in 5** visitors
- » Food was included in accommodations' pricing for **2 in 5** visitors



OTHER STATES & PROVINCES VISITED*

- » Over 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.

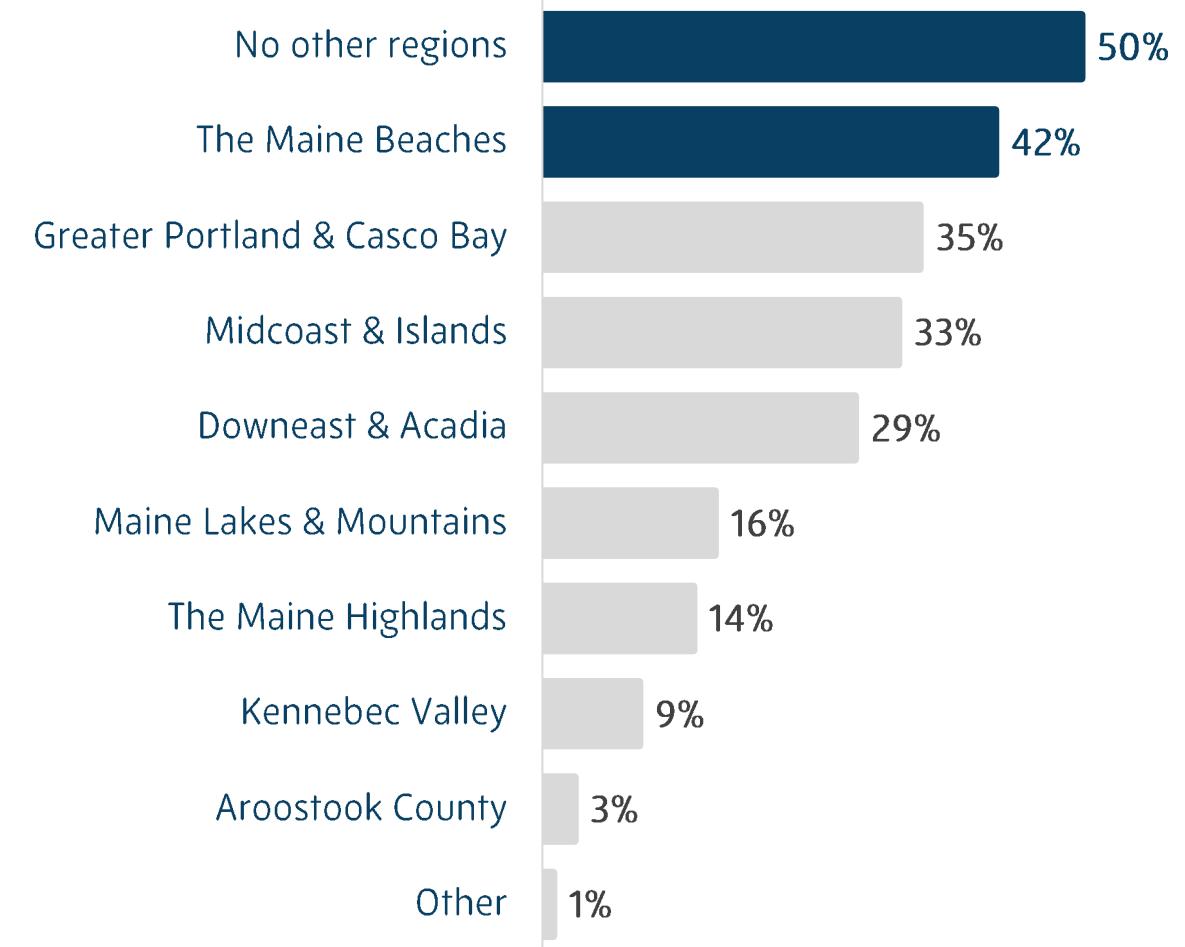
downs & st. germain
RESEARCH



TRAVELING WITHIN MAINE*

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

» 42% of visitors visited the Maine Beaches in addition to their primary destination within Maine (+5% points from 2023)



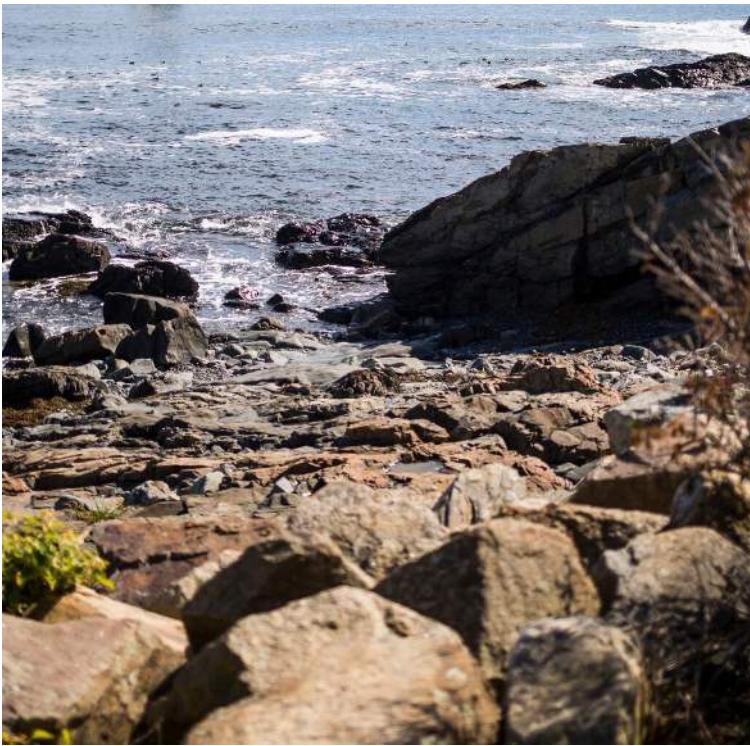
*Multiple responses permitted.

VISITOR JOURNEY : POST-TRIP EVALUATION



UNIQUENESS

"All things water: world-class sailing, working waterfronts, whale-watching, and seafood!"



"The stunning views from the coast, the Botanical Gardens, and the dark skies at night that make for perfect stargazing."



"There's everything from moose and other wildlife to exceptional architecture to quaint vintage markets!"



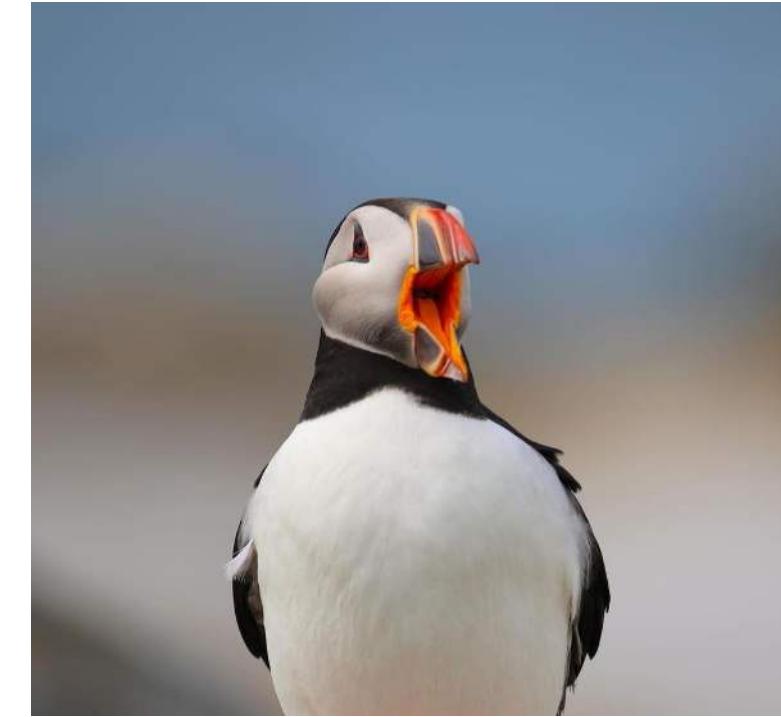
UNIQUENESS



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



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



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



HIGHLIGHTS

"Sunset, whale, and puffin cruises!"



"The trails are great for hiking, running, and riding ATVs."



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



HIGHLIGHTS



"Visiting the Botanical Gardens, especially the butterfly section!"



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



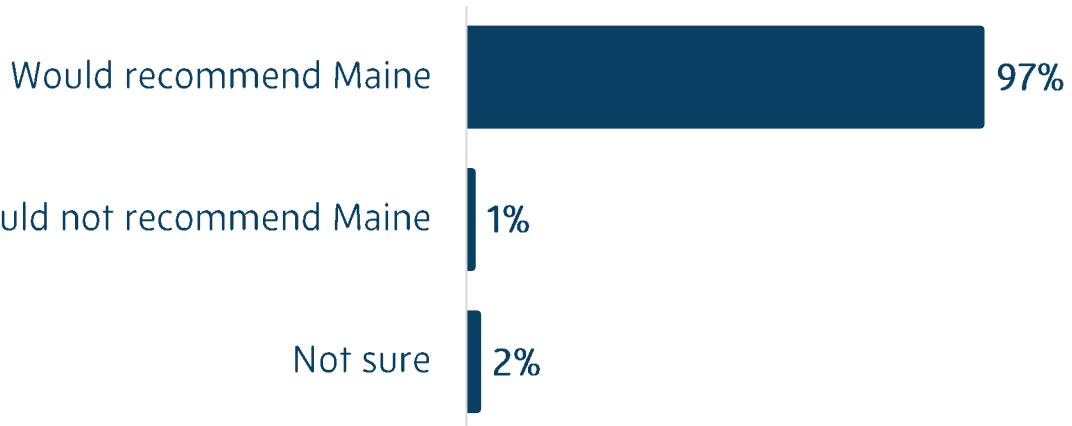
"A guided wilderness tour where we saw moose, caught trout, and felt peace."



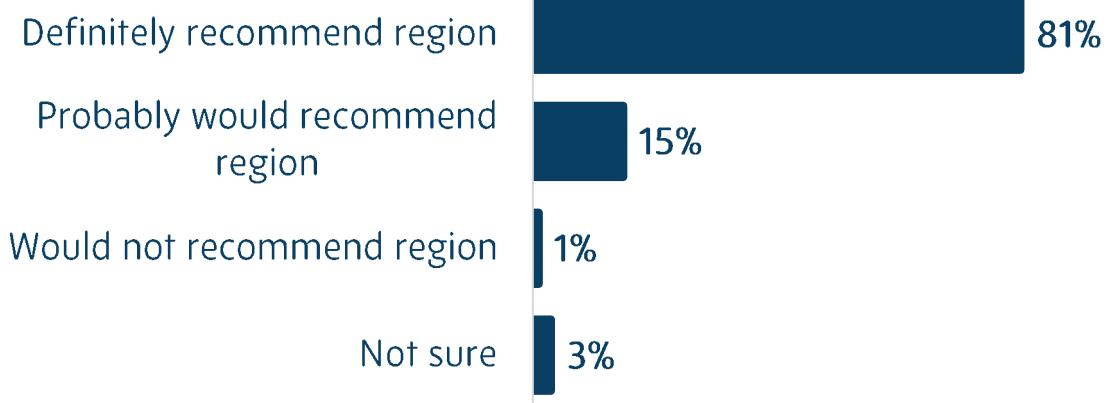
RECOMMENDING MAINE & ITS REGIONS

- » 97% of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » 96% of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – 81% would definitely recommend (+5% points from 2023)

Likelihood of Recommending Maine



Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

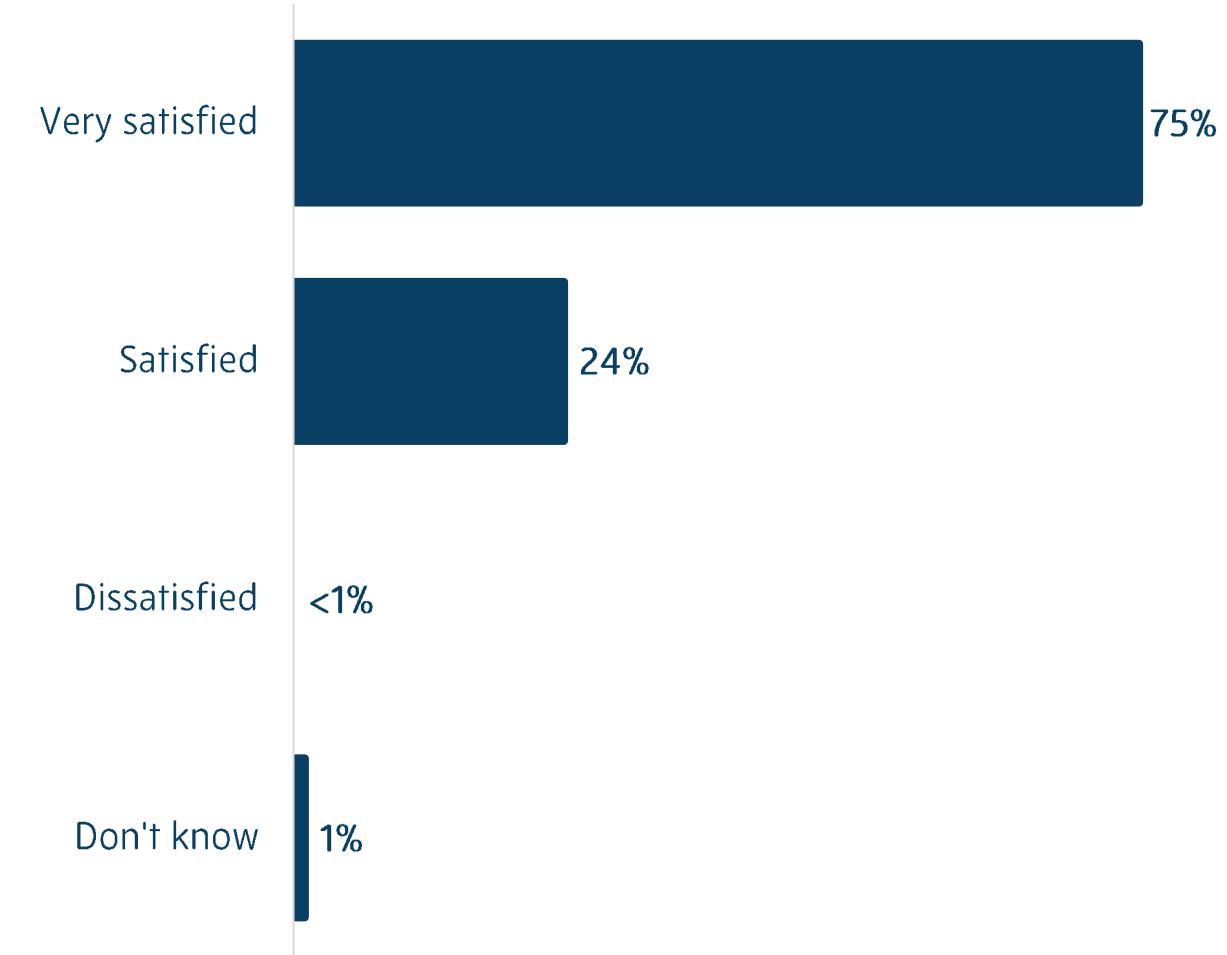
» 94% of visitors will return to Maine for a future visit or vacation



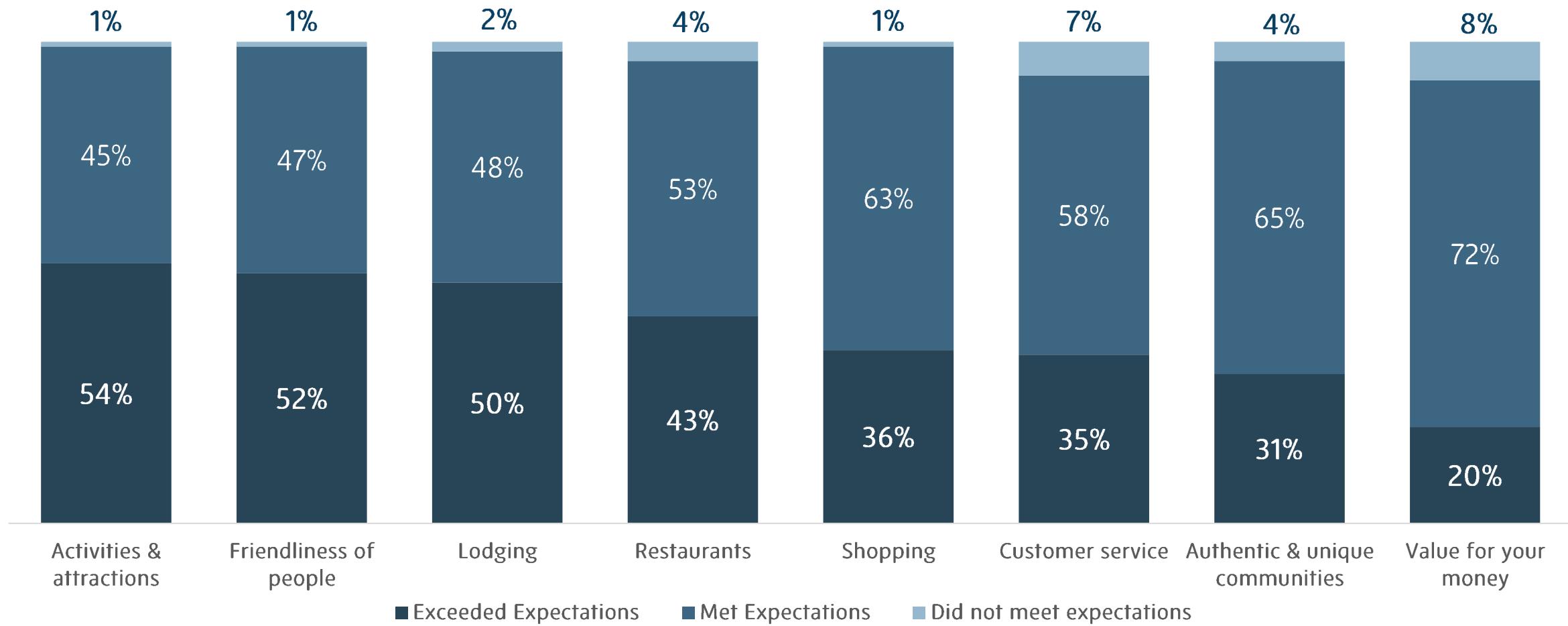
*6% of all visitors are not sure or will probably not return to Maine for the following reasons:
1. Prefer a variety of destinations 2. Once is enough to see/do everything 3. Traffic/difficult drive.

SATISFACTION

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

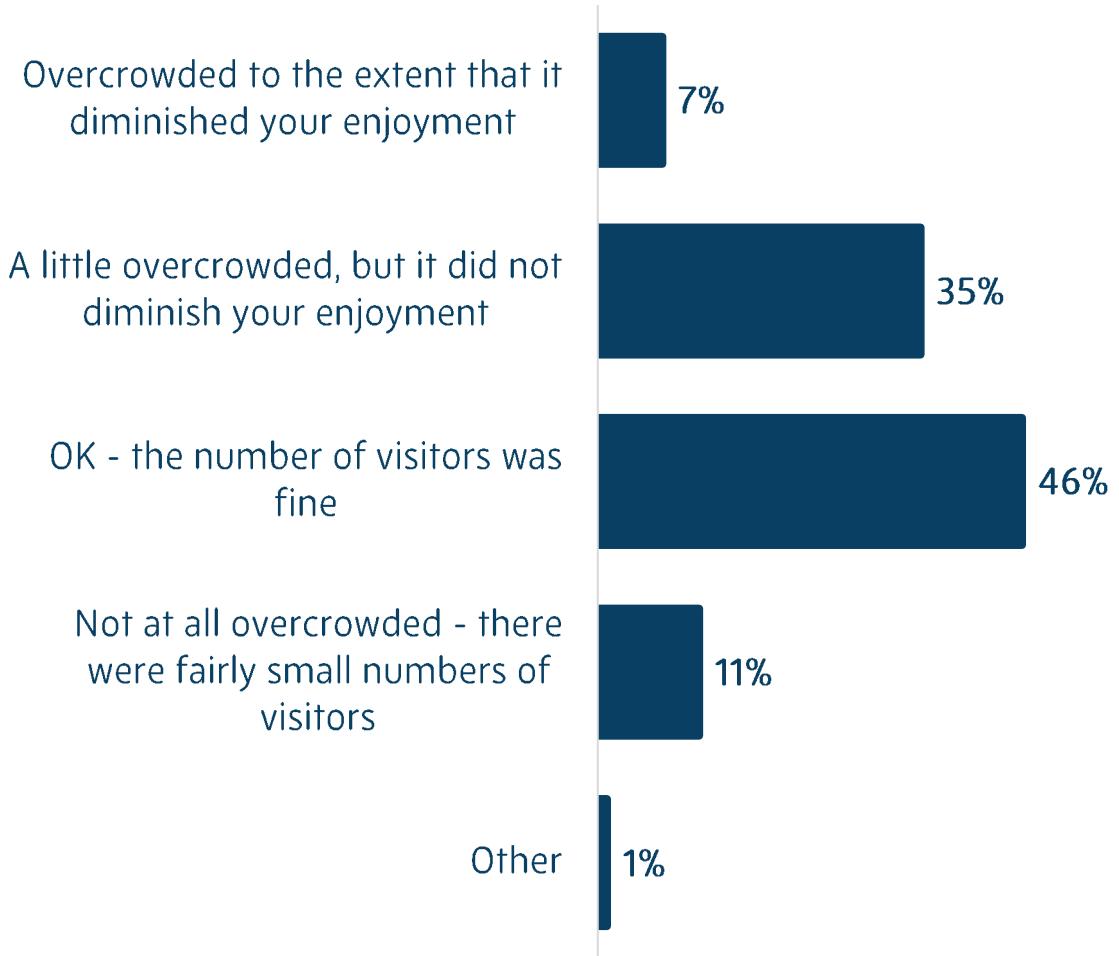


TRIP RATINGS



OVERCROWDING

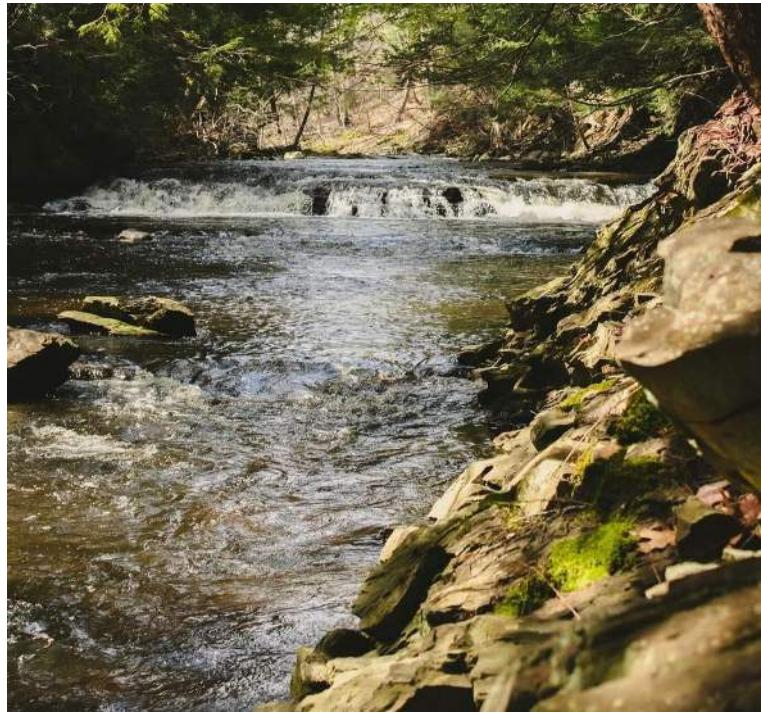
- » 46% of visitors thought the number of visitors during their trip to Maine was fine
- » 35% of visitors thought it was a little overcrowded



PERCEPTIONS



"Maine is full of unspoiled natural beauty. A little slice of heaven!"



"This state has it all: a rocky coast, sandy beaches, and rugged mountains."



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



PERCEPTIONS



"Go for the lobster rolls and the craft beer!"



"Simultaneously wild, laid-back, comfortable, and safe."



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



ANNUAL COMPARISONS



VISITOR JOURNEY : PRE-VISIT

Pre-Visit

Traveler
Profile

Trip
Experience

Post-Trip
Evaluation

Impact of
Tourism

TRIP PLANNING CYCLE

Trip Planning Cycle	2023	2024
A week or less	12%	11%
2 - 3 weeks	11%	11%
1 - 2 months	23%	26%
3 - 4 months	22%	23%
5 - 6 months	15%	14%
7 months - 1 year	12%	11%
More than 1 year	5%	4%
Days in Planning Cycle	65	63
Booking Window	2023	2024
A week or less	17%	15%
2 - 3 weeks	12%	11%
1 - 2 months	24%	27%
3 - 4 months	20%	22%
5 - 6 months	14%	13%
7 months - 1 year	10%	9%
More than 1 year	3%	3%
Days in Booking Window	56	57

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2023	2024
Online search engines	29%	24%
VisitMaine.com	22%	22%
Online travel agency	18%	19%
TheMaineBeaches.com	8%	14%
Hotel websites	15%	13%
TripAdvisor	14%	10%
Airbnb	9%	10%
Facebook	10%	10%
VisitPortland.com	5%	9%
Instagram	7%	8%
Vrbo/HomeAway	8%	7%
Traveler reviews/blogs/stories	9%	7%
YouTube	6%	7%
DowneastAcadia.com	5%	7%
Airline websites	4%	5%
Visit Maine social media	5%	5%
VisitBarHarbor.com	2%	5%
Vacation rental websites	4%	4%
MainesMidCoast.com	4%	4%
MaineTourism.com	4%	3%
MaineLakesandMountains.com	2%	2%
DiscoverNewEngland.com	1%	1%
VisitAroostook.com	1%	1%
TheMaineHighlands.com	1%	1%
Twitter	1%	1%
KennebecValley.org	1%	0%
Other	6%	4%
None	28%	21%

*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2023	2024
Advice from friends/family	33%	35%
Travel guides/brochures	19%	24%
Called the Maine Office of Tourism	15%	13%
Articles or travelogues	14%	13%
Travel books & magazines	7%	12%
Visit Maine e-newsletter	10%	11%
AAA	10%	8%
Travel planning apps	6%	7%
Visitor Guide	6%	5%
Called local Chambers of Commerce	1%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Travel agent	1%	1%
Called local convention and visitors bureaus	1%	0%
Other	3%	3%
None	36%	34%

*Multiple responses permitted.

REASON FOR VISITING*

Reasons for Visiting	2023	2024
Relax and unwind	37%	35%
Sightseeing/touring	37%	33%
Visiting friends/relatives	23%	24%
Beach	21%	24%
Nature & bird watching	21%	21%
Water activities	12%	13%
Attractions	8%	11%
Shopping	7%	11%
Special occasion	9%	10%
Active outdoor activities	8%	10%
Special event	7%	7%
Culture/museums/history	5%	6%
Conference/meeting	3%	3%
Sporting event	1%	2%
Astrotourism	1%	1%
Snow activities	<1%	<1%
Other	18%	15%

*Multiple responses permitted.

TV SHOWS & FILM*

Trip Inspiration From Film	2023	2024
Yes	3%	5%
No	96%	93%
Don't know	1%	2%
How Film Inspired Trip**	2023	2024
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	26%	39%
Seeing Maine in a film or TV show made me think about Maine as a place to visit	42%	33%
Maine was a destination consideration and visiting a location related to a TV show or film was the deciding factor	13%	15%
Visiting a location related to a TV show or film was the main reason I visited Maine	8%	7%
Something else	11%	6%
Visited TV or Film Attractions***	2023	2024
Yes	5%	6%
No	93%	89%
Don't know	2%	5%

*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	2023	2024
No other states/provinces	66%	65%
New Hampshire	16%	19%
Massachusetts	15%	14%
Vermont	9%	9%
New York	5%	6%
Rhode Island	6%	6%
Connecticut	5%	5%
Nova Scotia	2%	2%
New Brunswick	2%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	1%	0%
Other	3%	2%

*Multiple responses permitted.

ADVERTISING/PROMOTIONS

Recalled Advertising	2023	2024
Yes	44%	36%
No	45%	46%
Not sure	11%	18%
Influenced by Advertising	2023	2024
Yes	23%	17%

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2023	2024
Social media	49%	45%
Internet	33%	35%
Magazine	22%	23%
Radio	14%	17%
Cable or satellite television	20%	13%
VisitMaine.com	9%	11%
Traveler reviews/blogs	7%	10%
AAA	11%	9%
Maine travel/visitor guide	6%	7%
Newspaper	8%	6%
Online streaming service	5%	5%
Brochure	4%	5%
Music/podcast streaming	3%	3%
Billboard	2%	2%
Deal – based promotion	2%	1%
Other	4%	3%
Not sure	2%	4%

*Multiple responses permitted.

VISITOR JOURNEY : TRAVELER PROFILE



ORIGIN REGION

Region of Origin	2023	2024
Maine	12%	13%
New England	30%	29%
Mid-Atlantic	23%	22%
Southeast	12%	12%
Southwest	3%	4%
Midwest	8%	7%
West	4%	4%
Canada	6%	7%
International	2%	2%

ORIGIN STATE/PROVINCE

Origin States & Provinces	2023	2024
Maine	12%	13%
Massachusetts	14%	13%
New York	9%	8%
New Hampshire	7%	6%
Connecticut	5%	5%
Florida	6%	5%
New Jersey	4%	4%
Pennsylvania	5%	4%
Quebec	3%	4%
Vermont	3%	3%
California	2%	2%
Georgia	2%	2%
Maryland	2%	2%
North Carolina	2%	2%
Ohio	2%	2%
Texas	2%	2%
Virginia	2%	2%

ORIGIN MARKET

Origin Markets	2023	2024
New York City ¹	8%	7%
Boston	8%	7%
Washington DC - Baltimore ²	4%	3%
Philadelphia	2%	2%
Portland	2%	2%
Atlanta	1%	1%
Dallas - Ft. Worth	1%	1%
Chicago	1%	1%
Detroit	1%	1%
Minneapolis	1%	1%
Orlando	1%	1%
Tampa Area	1%	1%

¹ Includes some markets in New Jersey, Pennsylvania, and Connecticut.

² Includes some markets in Maryland, Virginia, and West Virginia.

TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2023	2024
As a couple	43%	40%
As a family	32%	35%
Traveled alone	12%	12%
With other couples/friends	10%	10%
With business associates	1%	1%
In a tour group	1%	1%
Other	1%	1%
Average Travel Party Size	3.2	3.2

TRAVEL WITH CHILDREN*

Children in Travel Party*

2023

2024

No children	79%	75%
Children younger than 6	5%	6%
Children 6 – 12	12%	16%
Children 13 – 17	11%	13%

Gender

2023

2024

Male	45%	51%
Female	55%	49%
Gender-fluid/non-binary	NA	<1%
Transgender	NA	<1%
Other	NA	<1%

*Multiple responses permitted.

DEMOGRAPHIC PROFILE

Age	2023	2024
Under 25	4%	4%
25 – 34	12%	13%
35 – 44	21%	25%
45 – 54	19%	19%
55 – 65	25%	22%
Over 65	19%	17%
Median Age	52	49
Race/Ethnicity	2023	2024
White	89%	86%
Asian	4%	5%
Hispanic	3%	5%
Black	2%	2%
Indigenous	1%	1%
Other	1%	1%

LIFESTYLE PROFILE

Marital Status	2023	2024
Single/widowed	21%	21%
Married/living with partner	79%	79%
Employment Status	2023	2024
Employed full-time	59%	63%
Employed part-time	9%	7%
Contract/freelance/temporary employee	5%	6%
Retired	21%	19%
Not currently employed	4%	3%
Student	2%	2%

LIFESTYLE PROFILE

Household Income	2023	2024
Less than \$25,000	3%	2%
\$25,000 - \$49,999	8%	7%
\$50,000 - \$74,999	16%	14%
\$75,000 - \$99,999	22%	20%
\$100,000 - \$149,999	26%	28%
\$150,000 - \$199,999	13%	17%
\$200,000 - \$249,999	7%	8%
\$250,000 or more	5%	4%
Median Household Income	\$101,900	\$112,500

LIFESTYLE PROFILE

Educational Attainment	2023	2024
High school or less	7%	6%
Some college or technical school	12%	11%
College or technical school graduate	55%	60%
Graduate school	26%	23%

NEW & RETURNING VISITORS

Previous Trips to Maine

2023

2024

This is my first time	22%	22%
2 - 5 times	26%	25%
6 - 10 times	15%	17%
11+ times	37%	36%

VISITOR JOURNEY : TRIP EXPERIENCE



TRANSPORTATION

Means of Transportation	2023	2024
Drove to Maine	80%	78%
Flew into Portland Intl Jetport	6%	6%
Flew into Boston Logan Intl	7%	6%
Flew into Bangor Intl Airport	2%	4%
Took a motor coach tour or bus	2%	2%
Flew into another airport	<1%	1%
Flew into Presque Isle Airport	<1%	<1%
Other	3%	3%

LENGTH OF STAY

Nights Stayed	2023	2024
Not staying overnight	24%	27%
1 night	3%	5%
2 nights	10%	10%
3 nights	14%	15%
4 nights	11%	13%
5+ nights	38%	30%
Average Length of Stay	5.0	4.6

ACCOMMODATIONS

Accommodations	2023	2024
Hotel/motel/resort	26%	28%
Not spending the night	24%	27%
Friends/family home	17%	15%
Vacation rental home	10%	10%
Personal second home	11%	8%
Campground/RV Park	5%	5%
Bed & Breakfast/Inn	3%	3%
Wilderness camping	2%	2%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	1%	1%

BOOKING

Booking Methods	2023	2024
Directly with the hotel/condo	39%	32%
Online travel agency	26%	31%
Short term rental service	9%	11%
Airbnb	10%	10%
Vacation rental company	3%	3%
Offline travel agent	1%	1%
Group tour operator	1%	1%
Travel package provider	1%	<1%
Other	10%	11%

IN-MARKET RESOURCES*

In-Market Resources	2023	2024
Navigation website/apps	47%	52%
Visitor Information Centers	30%	31%
Trip planning app	26%	26%
Materials from hotel/campground	25%	25%
VisitMaine.com	22%	24%
Restaurant website/app	21%	23%
Destination social media	20%	19%
Hotel/resort website/app	18%	17%
Personal social media	15%	14%
Booking website/app	4%	4%
Airline website/app	2%	2%
Chambers of Commerce	2%	2%
VisitBarHarbor.com	1%	1%
Other	6%	10%
None	19%	19%

*Multiple responses permitted.

ACTIVITIES*

Activities	2023	2024
Food/beverage/culinary	71%	74%
Shopping	52%	58%
Touring/sightseeing	61%	57%
Water activities	42%	45%
Active outdoor activities	39%	42%
Entertainment/attractions	25%	28%
History/culture	23%	26%
Astrotourism	6%	6%
Business conference/meeting	3%	3%
Other	5%	3%

*Multiple responses permitted.

FOOD & BEVERAGE ACTIVITIES*

Food & Beverage Activities	2023	2024
Ate lobster	46%	49%
Ate other local seafood	44%	46%
Going to local brew pubs/craft breweries	37%	40%
Consumed other locally produced Maine foods	27%	28%
Enjoying local food at fairs/festivals	21%	19%
Enjoyed unique Maine food or beverages	15%	19%
Visited Farmer's Markets	22%	18%
Enjoyed high-end cuisine or five-star dining	23%	17%
Ate farm-to-table or organic cuisine	12%	9%
Other	6%	5%

*Multiple responses permitted.

SHOPPING ACTIVITIES*

Shopping Activities	2023	2024
Shopping in downtown areas	26%	31%
Outlet shopping	21%	30%
Shopping for antiques/local arts and crafts	21%	23%
Shopping for unique/locally produced goods	18%	23%
Shopping for gifts/souvenirs	24%	22%
Shopping for "Made in Maine" products	13%	20%
Shopping at malls	5%	4%
Other	9%	9%

*Multiple responses permitted.

ACTIVE OUTDOOR ACTIVITIES*

Active Outdoor Activities	2023	2024
Hiking/climbing/backpacking	29%	29%
Exploring State and National Parks	17%	17%
Camping	8%	8%
Mountain/Fat Biking	6%	8%
Bicycling touring	7%	6%
Riding all-terrain vehicles	4%	5%
Hunting	2%	1%
Other	8%	8%

*Multiple responses permitted.

TOURING & SIGHTSEEING ACTIVITIES*

Touring & Sightseeing Activities	2023	2024
Enjoying the ocean views/rocky coast	45%	45%
Sightseeing	46%	44%
Driving for pleasure	37%	36%
Wildlife viewing/bird watching	33%	32%
Nature cruises or tours	32%	32%
Photography	28%	30%
Enjoying the mountain views	17%	23%
Tours of communities/local architecture	18%	23%
Viewing fall colors	1%	1%
Other	3%	2%

*Multiple responses permitted.

HISTORY/CULTURE ACTIVITIES*

History/Culture Activities	2023	2024
Visit historic sites/museums	12%	14%
Visit art museums/local artisan studios	9%	12%
Attend popular music concerts/events	6%	8%
Get to know the local people and/or culture	7%	8%
Attend plays/musicals/theatrical events	3%	5%
Painting/drawing/sketching	2%	2%
Attend operas/classical music events	1%	1%
Other	5%	3%

*Multiple responses permitted.

ENTERTAINMENT ACTIVITIES*

Entertainment Activities	2023	2024
Outdoor fun centers	3%	5%
Attend sporting events	3%	4%
Bars/nightlife	2%	4%
Amusement/theme parks	2%	3%
Agricultural fairs	2%	2%
Animal parks/zoo	1%	1%
Children's museums	1%	1%
Water parks	1%	1%
Summer camps	1%	0%
Horseback riding	1%	0%
Other	7%	12%

*Multiple responses permitted.

WATER ACTIVITIES*

Water Activities	2023	2024
Going to the beach	26%	30%
Fishing	22%	25%
Outdoor swimming	21%	25%
Canoeing/kayaking	21%	24%
Pool swimming	15%	18%
Surfing	12%	14%
Motor boating	11%	11%
Sailing	7%	5%
White water rafting	3%	2%
Water skiing/jet skiing	4%	2%
Other	3%	2%

*Multiple responses permitted.

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2023	2024
No other states/provinces	66%	67%
New Hampshire	18%	18%
Massachusetts	16%	15%
Vermont	8%	7%
New York	5%	5%
Rhode Island	5%	5%
Connecticut	5%	4%
New Brunswick	2%	1%
Nova Scotia	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	<1%	<1%
Other	2%	2%

*Multiple responses permitted.

TRAVELING IN MAINE*

Maine Regions Visited	2023	2024
No other regions	52%	50%
The Maine Beaches	37%	42%
Greater Portland & Casco Bay	32%	35%
Midcoast & Islands	30%	33%
Downeast & Acadia	29%	29%
Maine Lakes & Mountains	14%	16%
The Maine Highlands	12%	14%
Kennebec Valley	9%	9%
Aroostook County	4%	3%
Other	1%	1%

VISITOR JOURNEY : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

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

Recommending Regions	2023	2024
Definitely recommend region	76%	81%
Probably would recommend region	19%	15%
Would not recommend region	1%	1%
Not sure	4%	3%

RETURNING TO MAINE

Returning to Maine

2023

2024

Definitely will return	76%	79%
Probably will return	18%	15%
Probably will not return	1%	1%
Not sure	5%	5%

SATISFACTION

Satisfaction

2023

2024

Very satisfied	71%	75%
Satisfied	27%	24%
Dissatisfied	<1%	<1%
Don't know	2%	1%

TRIP EXPECTATIONS

Exceeded Expectations	2023	2024
Activities & attractions	53%	54%
Friendliness of people	49%	52%
Lodging	46%	50%
Restaurants	36%	43%
Shopping	32%	36%
Customer service	38%	35%
Authentic & unique communities	38%	31%
Value for your money	24%	20%

OVERCROWDING

Overcrowding	2023	2024
Overcrowded	9%	7%
A little overcrowded	34%	35%
The number of visitors was fine	42%	46%
Not at all overcrowded	13%	11%
Other	2%	1%

STUDY METHODS



METHODOLOGY



Visitor Tracking

2,055 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 1st, 2024 and August 31st, 2024.

MAINE OFFICE OF TOURISM

2024 Summer Visitor Tracking Report

MAY 2023 – AUGUST 2024

Downs & St. Germain Research
850 – 906 – 3111 | contact@dsg-research.com
dsg-research.com

