

# MAINE OFFICE OF TOURISM

2025 Summer Visitor Tracking Report

MAY 2025 – AUGUST 2025



Maine Statewide Summer 2025 Report

**DS** downs & st. germain  
RESEARCH

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# SEASONAL SNAPSHOT

# : SUMMER 2025



35,606,400

VISITOR  
DAYS

vs. 2024

- 0.4%



7,293,400

TOTAL  
VISITORS

- 6.0%



\$4,991,454,900

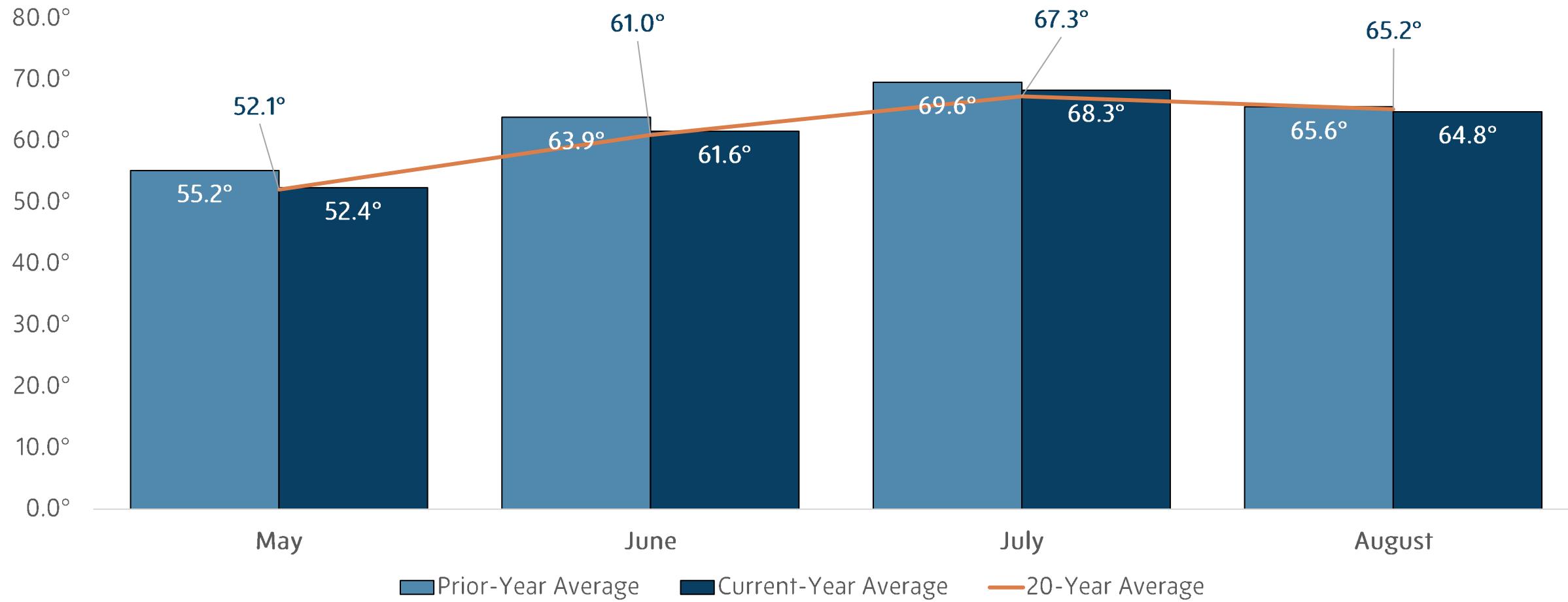
DIRECT  
SPENDING

- 3.5%

- Compared to last year, more visitors relied on advice from their friends/family to help plan their trip (+6% pts)
- More visitors considered and visited other New England states for this same trip (+6% pts, respectively)
- More visitors recalled seeing travel stories, advertising, or promotions for Maine in the past 6 months (+7% pts)
- The proportion of visitors who are residents of Maine and traveling to another region increased +7% pts
- Compared to last year, there were fewer Canadian visitors (-3% pts)
- Compared to last year, more visitors explored more than one region of Maine on their trip (+4% pts)

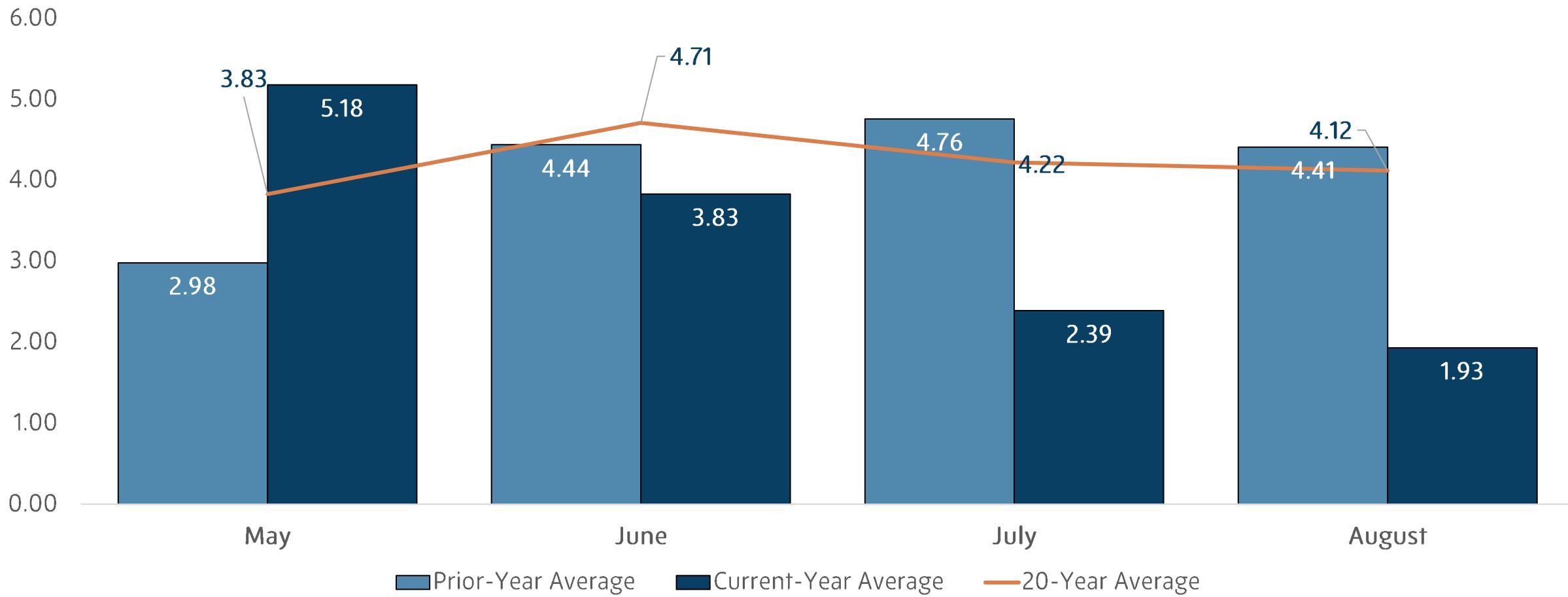
- » A 3.5% decrease in occupancy and a 2.4% decrease in the number of accommodation units available (largely vacation rental units) contributed to a 5.8% decrease in room nights and a 6.0% decrease in visitors compared to last summer.
- » Direct spending from visitors was down -3.5%, reflecting the national trend of visitors being more price conscious with their travel decisions.
- » However, spending decreased less than the visitor number. Spending also decreased less in Maine compared to other markets.
- » This is likely due to a few factors:
  - » The decrease in overall visitation was primarily from day trippers, who typically do not spend as much as overnight visitors.
  - » Overnight visitors had a slightly longer length of stay and larger travel party size contributing to visitor spending.
  - » While visitors did spend less in some areas (e.g., entertainment), they spent 5.0% more on accommodations. This is partially due to a 7.9% increase in ADR.
- » Because spending decreased less than the visitor number, there was a 2.5% increase in spend per visitor.
- » Despite fewer overall visitors, visitors spent nearly the same number of days in market compared to last year (-0.4%). Again, this is due to overnight visitors staying longer.

# TEMPERATURE



Source: NOAA National Centers for Environmental Information, Climate at a Glance: Statewide Time Series, published September 2025, retrieved on September 16, 2025 from <https://www.ncei.noaa.gov/access/monitoring/climate-at-a-glance/statewide/time-series>.

# PRECIPITATION



Source: NOAA National Centers for Environmental Information, Climate at a Glance: Statewide Time Series, published September 2025, retrieved on September 16, 2025 from <https://www.ncei.noaa.gov/access/monitoring/climate-at-a-glance/statewide/time-series>.

# STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from May 2025 to August 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

- 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

# VISITOR JOURNEY: IMPACT OF TOURISM



# KEY PERFORMANCE INDICATORS

The number of visitors in Summer 2025 decreased by -6.0% compared to the previous summer. A decrease in occupancy and the number of available units resulted in fewer total visitors in summer 2025.

KPIs	2024	2025	Δ% from '24
Visitors (#)	7,756,000	7,293,400	- 6.0%
Visitor Days <sup>1</sup>	35,796,200	35,606,400	- 0.4%
Direct Spending	\$5,179,213,200	\$4,991,454,900	- 3.5%
Room Nights	5,225,600	4,923,100	- 5.5%

<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 (#)	1,458,700	5,834,700	7,293,400
Visitor (%)	20%	80%	100%

<sup>1</sup>Visitation estimates provided here are **preliminary** and reflect visitation from May 2025 – August 2025. Adjustments will be made to these estimates at the end of the year to account for seasonal fluctuations.

# LODGING METRICS\*

Occupancy Rate

**60.9%**

- 3.4% from 2024

Average Daily Rate

**\$242.64**

+ 7.9% from 2024

Revenue per Available Room

**\$147.73**

+4.1% from 2024

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

# DETAILED FINDINGS



# VISITOR JOURNEY: PRE-VISIT

Pre-Visit

Traveler  
Profile

Trip  
Experience

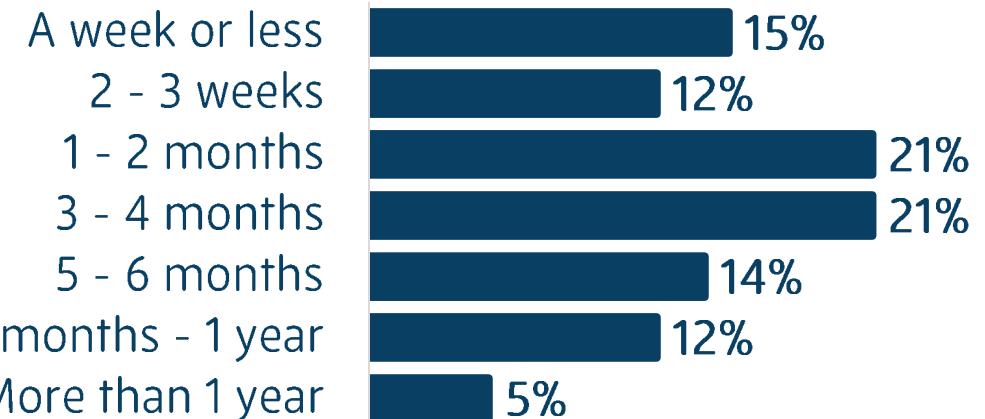
Post-Trip  
Evaluation

Impact of  
Tourism

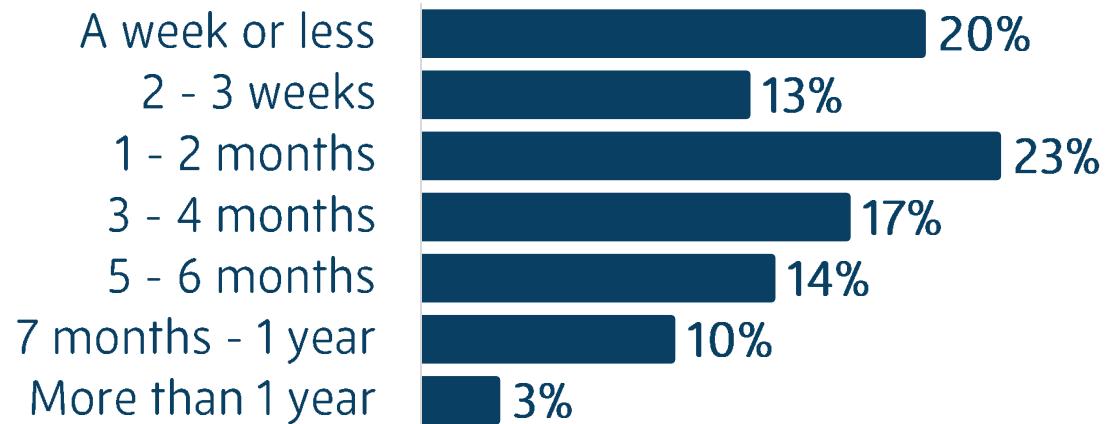
# TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **63 days** in advance (same as 2024)
- » **73%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **52 days** in advance (-5 days from 2024)
- » **44%** of visitors have a booking window of more than 3 months

## Beginning of Trip Planning Cycle

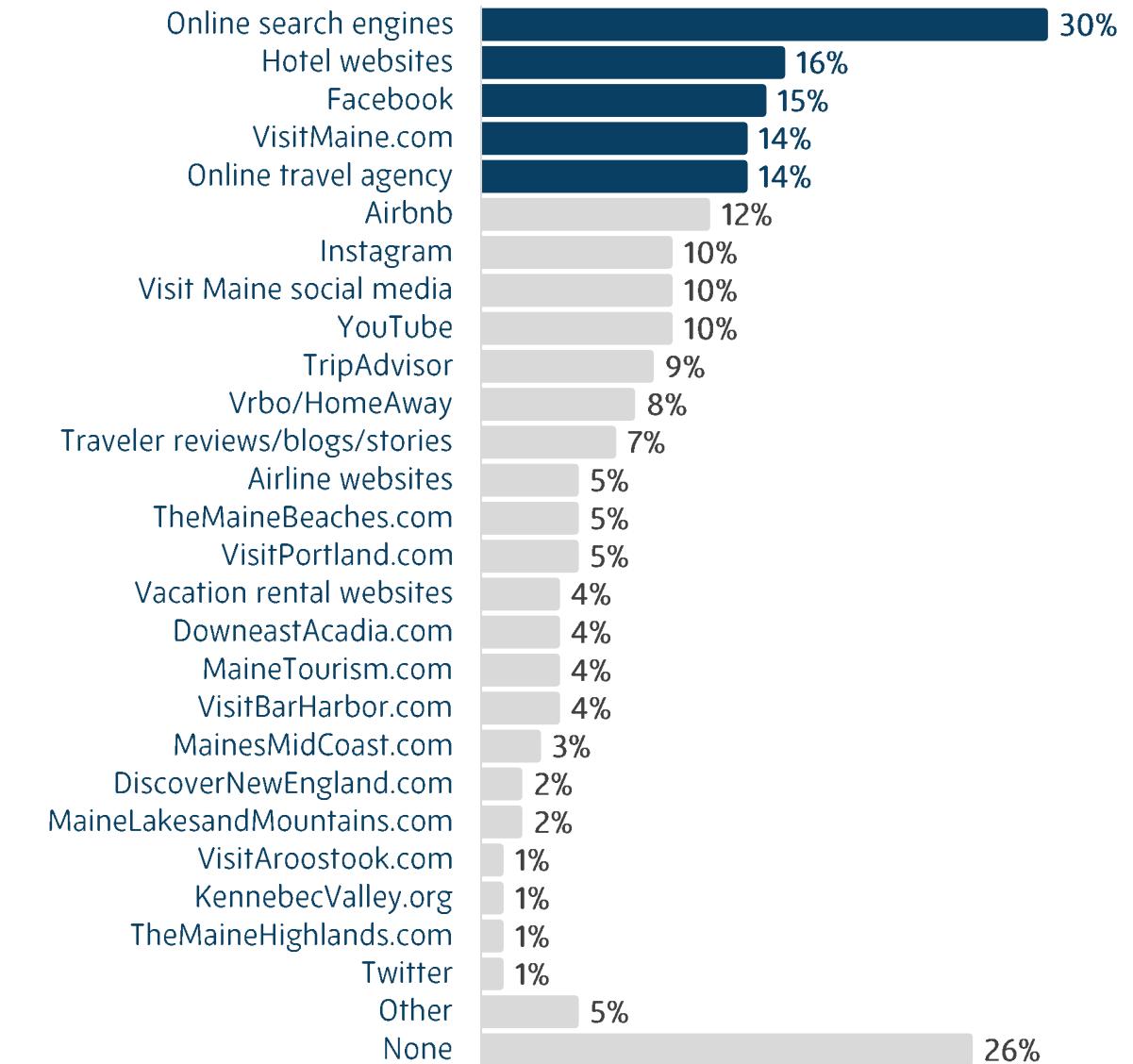


## Booked Accommodations/Made Trip Decisions



# ONLINE TRIP PLANNING SOURCES\*

- » **Nearly 3 in 4** visitors used one or more online resources to help them plan their trip in Maine
- » **3 in 10** visitors used an online search engine, such as Google
- » **Over 1 in 7** visitors used VisitMaine.com (-8% points from 2024) or an online travel agency to help them plan their trip in Maine



\*Multiple responses permitted.

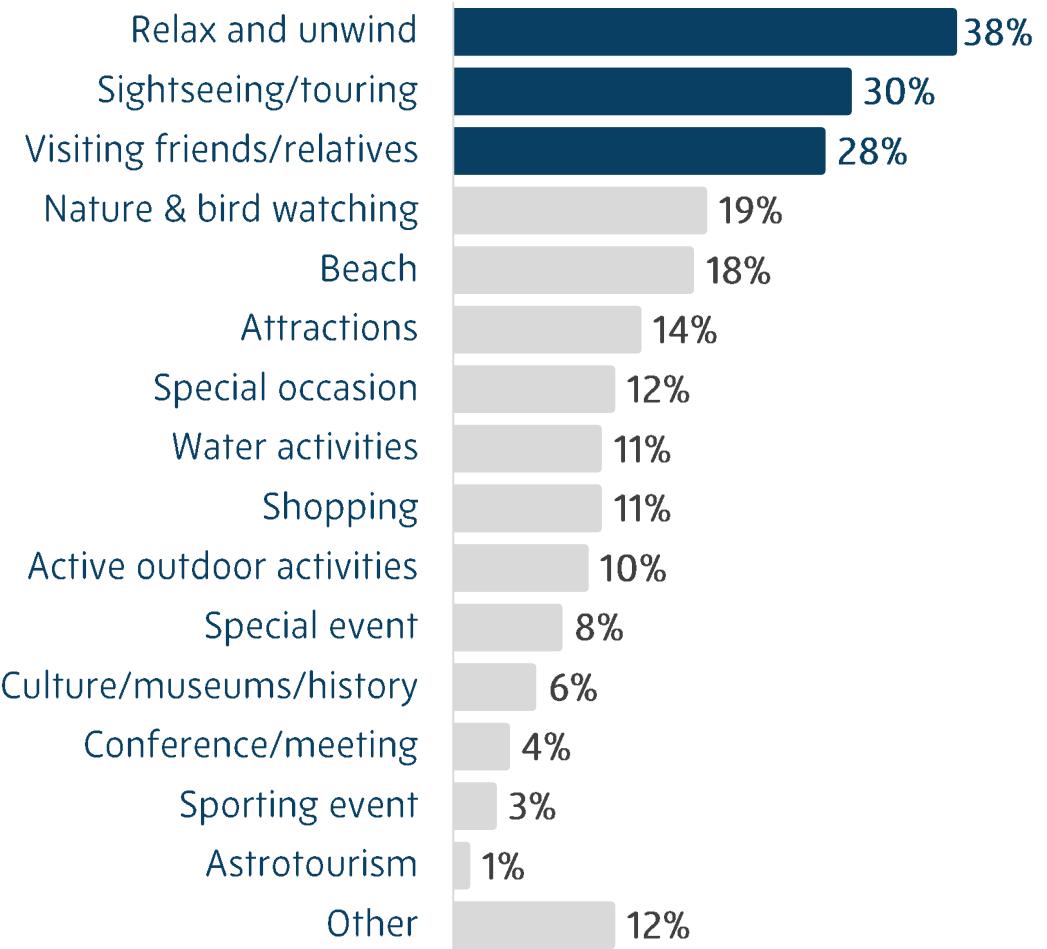
# OTHER TRIP PLANNING SOURCES\*

- » Over 2 in 5 visitors relied on advice from their friends and family to help them plan their trip in Maine (+6% points from 2024)
- » 1 in 7 visitors used travel guides/brochures to help plan their trip in Maine
- » Over 2 in 5 visitors did not use any other resources to help them plan their trip in Maine



# REASONS FOR VISITING\*

- » **Nearly 2 in 5** came to Maine to relax/unwind and for sightseeing and touring (+3% points from 2024)
- » **Nearly 3 in 10** visitors came to Maine for sightseeing/touring (-3% points from 2024) and to visit friends and relatives (+4% points from 2024)



\*Multiple responses permitted.

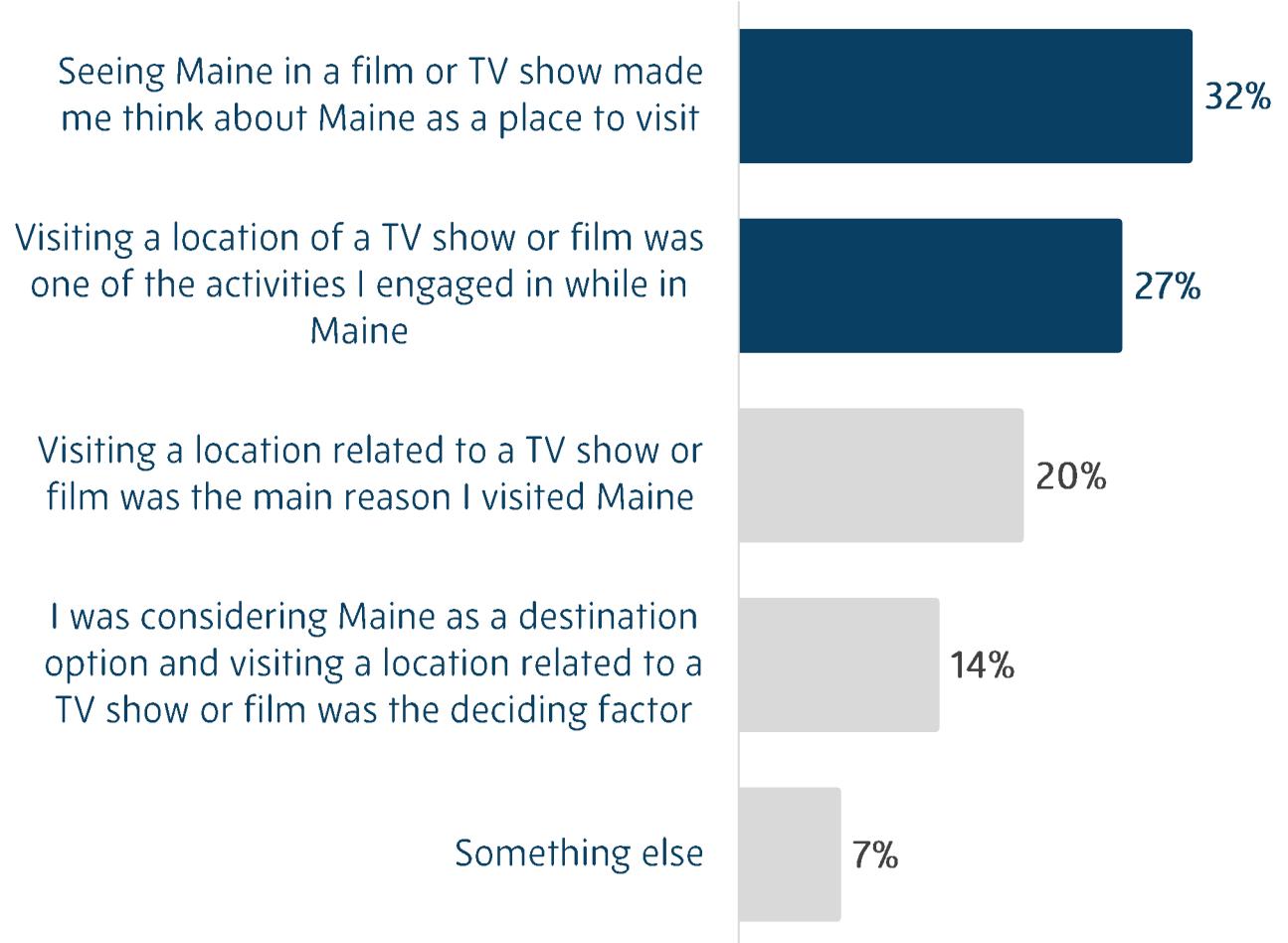
\*\*Other reasons include coming to eat the seafood, to visit Acadia National Park, to prep home for the summer, or for house/apt hunting.

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# TV SHOWS & FILM

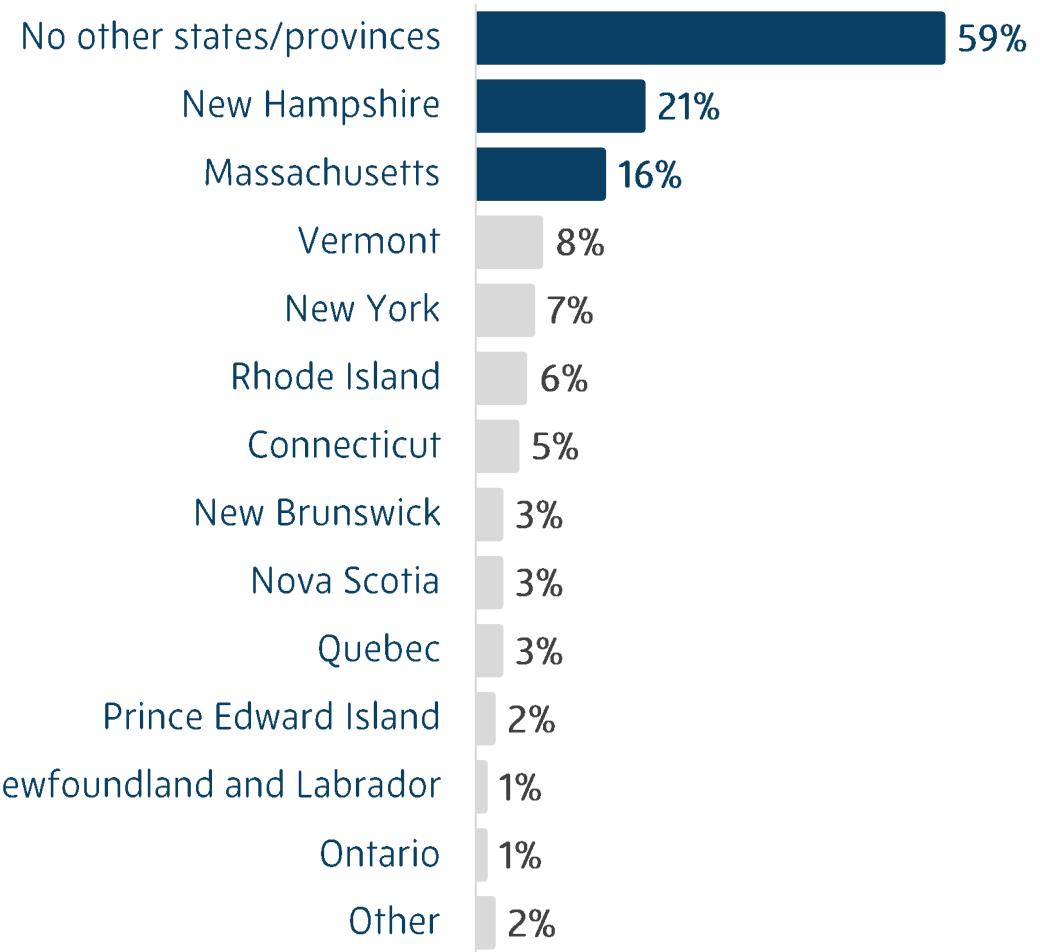
- » **8%** of visitors said a TV show or film inspired their trip to Maine
- » **32%** of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit
- » **7%** of visitors who were NOT inspired by a TV show or film to visit Maine said they visited the location of a TV show or film while in Maine

Base: 8% of visitors who were inspired by a TV show or film



# OTHER STATES & PROVINCES CONSIDERED\*

- » Nearly 3 in 5 visitors considered visiting **ONLY** Maine while planning their trips (-6% points from 2024)
- » Like last year, visitors were more likely to consider visiting nearby U.S. states vs. Canadian provinces

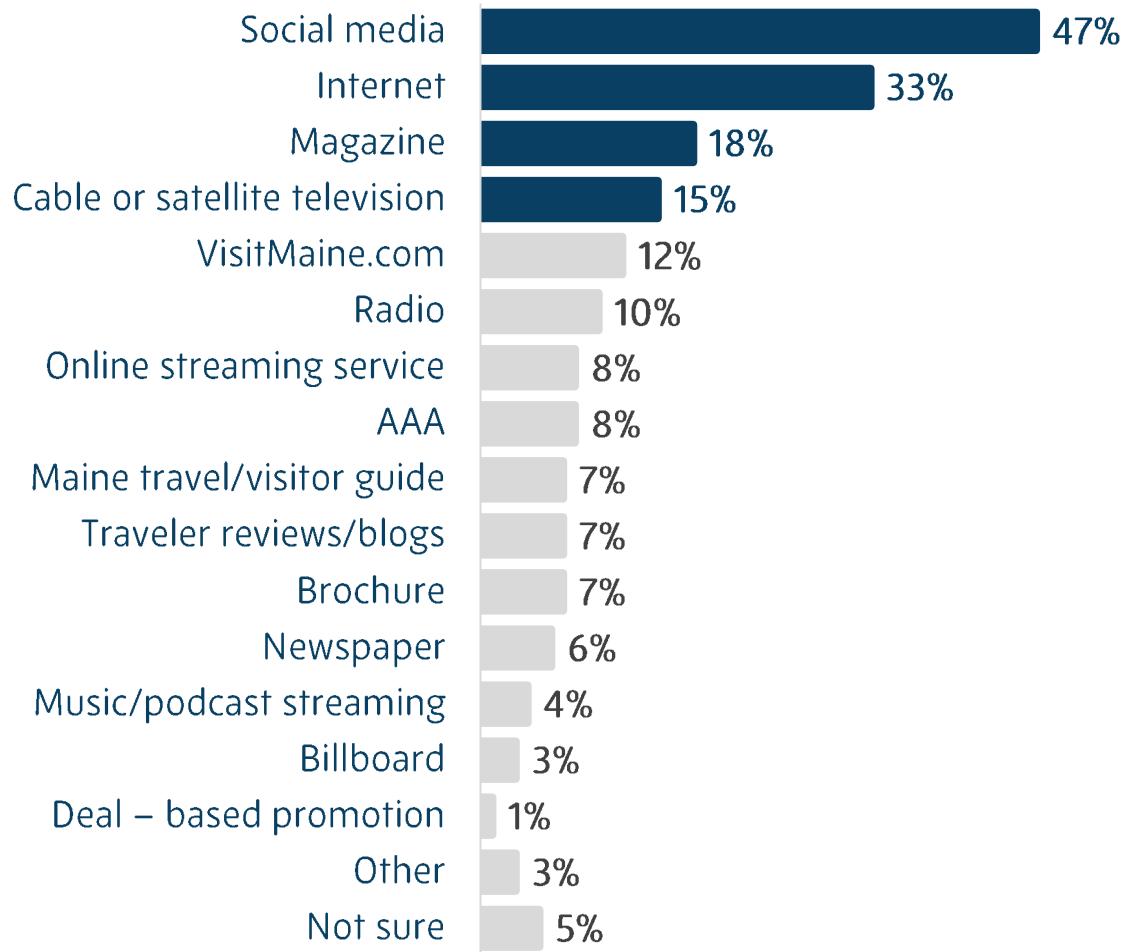


\*Multiple responses permitted.

# PRE-TRIP RECALL OF ADVERTISING\*

- » Over 2 in 5 visitors noticed advertising or promotions for Maine prior to their trip (+7% points from 2024)
- » Visitors who recalled this advertising primarily saw it on social media (+2% points from 2024) or the internet (-2% points from 2024)
- » This information influenced 18% of all visitors to visit Maine (+1% points from 2024)

Base: 43% of visitors who noticed advertising

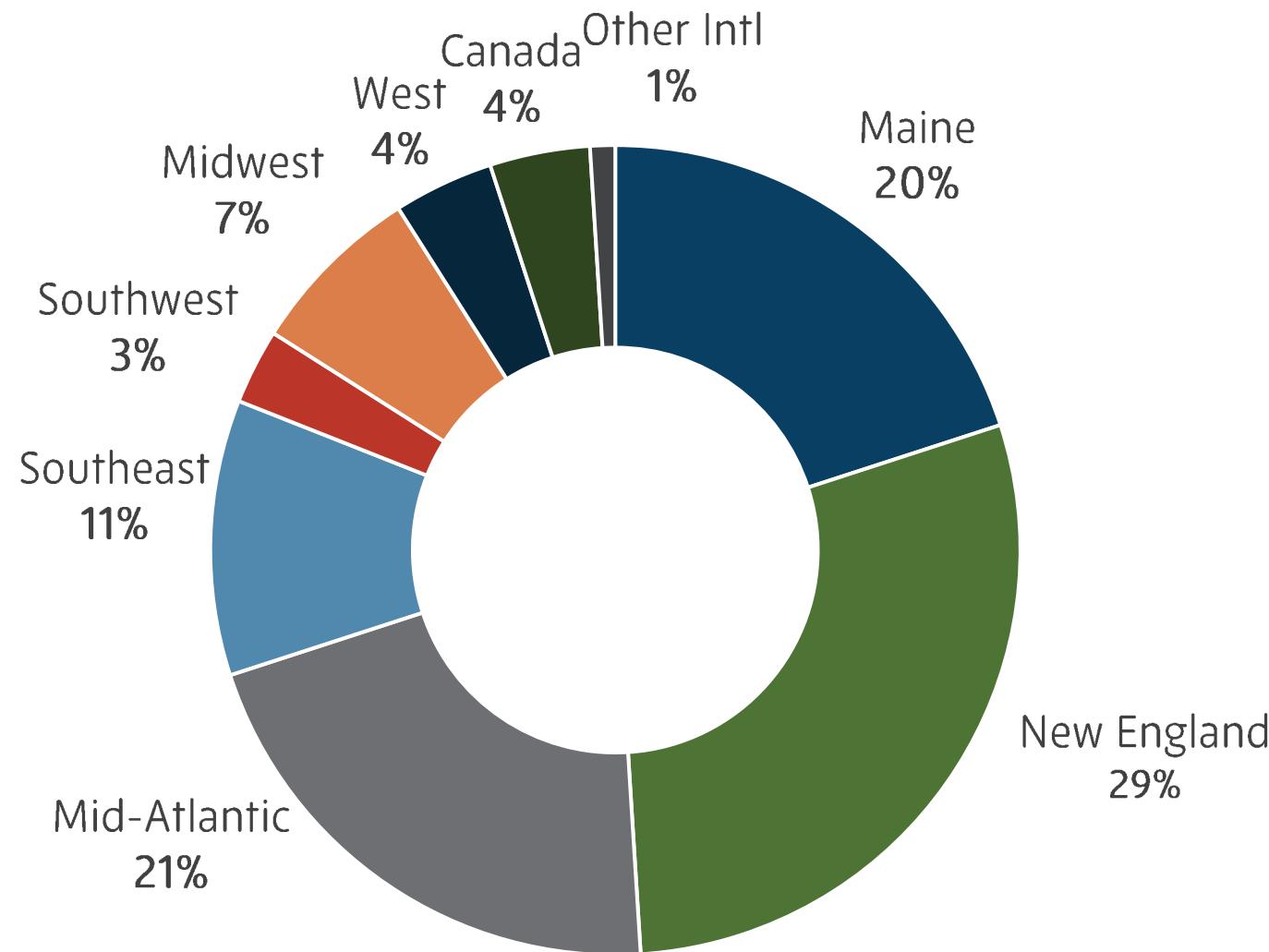


\*Multiple responses permitted.

# VISITOR JOURNEY: TRAVELER PROFILE



# VISITOR ORIGINS



# TOP ORIGIN STATES & PROVINCES

- » **73%** of visitors traveled to/within Maine from these 12 U.S. states and Canadian provinces
- » **1 in 5** visitors were residents of Maine traveling throughout the state (+7% points from 2024)

State	Percent
Maine	20%
Massachusetts	14%
New York	7%
New Hampshire	6%
Florida	5%
Pennsylvania	4%
Connecticut	4%
New Jersey	4%
Vermont	3%
Virginia	2%
Quebec	2%
Maryland	2%

# TOP ORIGIN MARKETS

- » Nearly **1 in 3** visitors traveled from these 10 U.S. markets
- » **15%** of visitors traveled to Maine from Boston or New York City

Market	Percent
Boston	8%
New York City <sup>1</sup>	7%
Portland, ME	3%
Washington DC - Baltimore <sup>2</sup>	3%
Philadelphia	2%
Augusta, ME	2%
Camden – Rockland, ME	2%
Waterville, ME	2%
Providence, RI	2%
Bangor, ME	1%

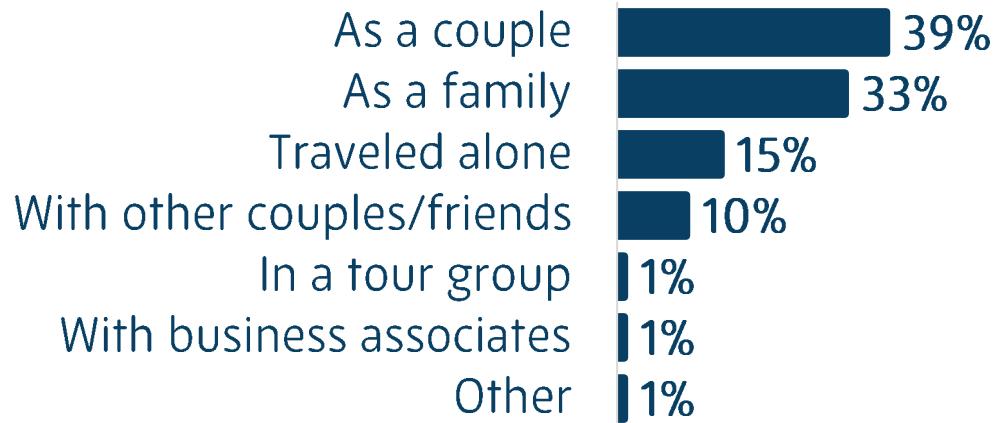
<sup>1</sup> Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

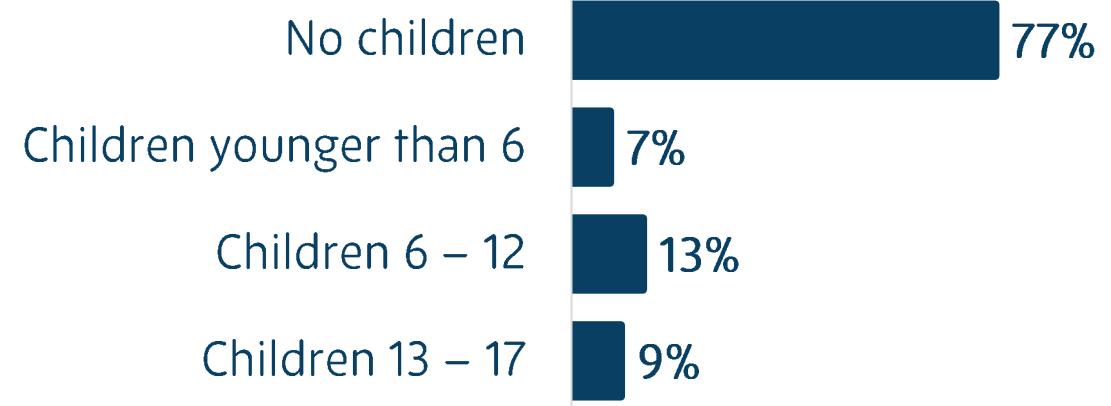
# TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of 3.2 people
- » Nearly **2 in 5** of visitors traveled as a couple
- » **1 in 3** traveled as a family
- » **23%** of visitors traveled with one or more children in their travel party

## Travel Party Composition



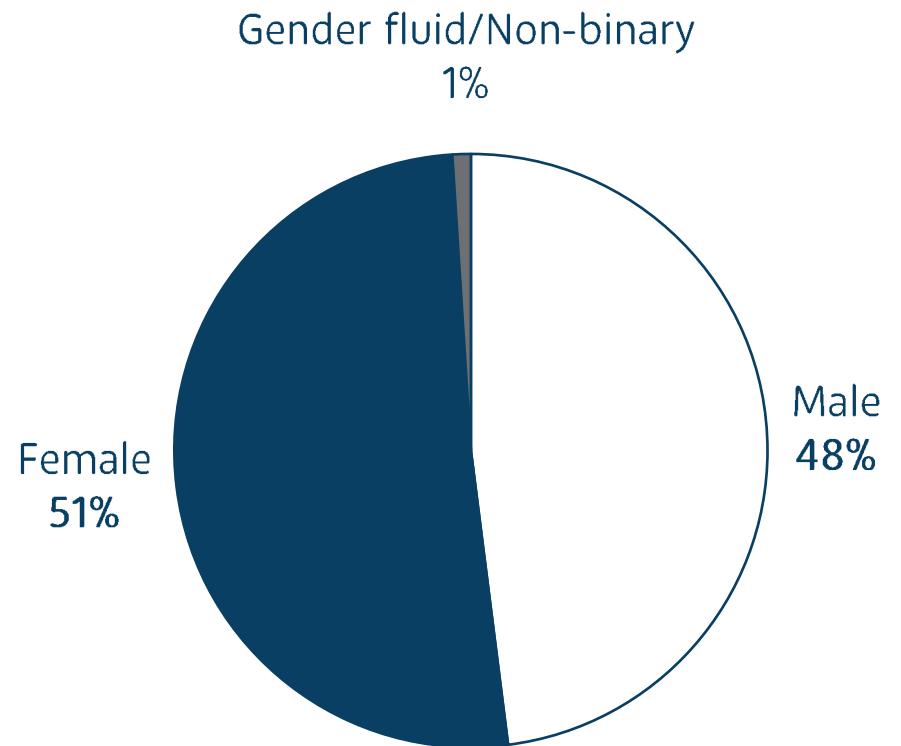
## Children in Travel Party\*



\*Multiple responses permitted.

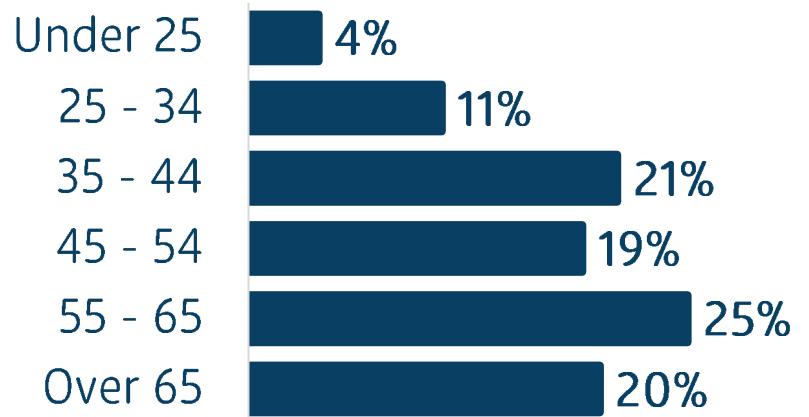
# GENDER\*

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



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

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



\*Age of member of travel party surveyed.

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

# RACE & ETHNICITY\*

- » Nearly 9 in 10 visitors to Maine were white
- » Compared to last year, there was a decrease of non-white visitors (-2% points)

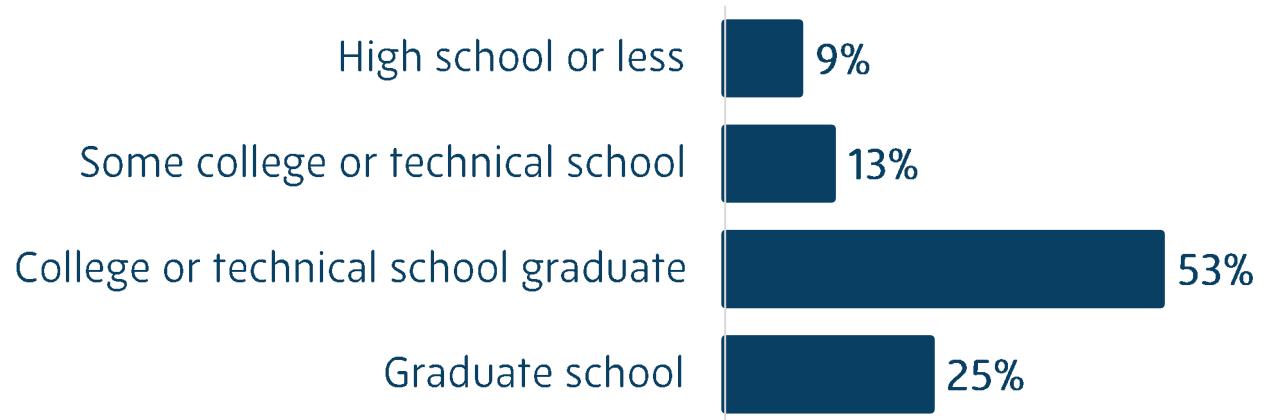


The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

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

# EDUCATIONAL ATTAINMENT\*

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

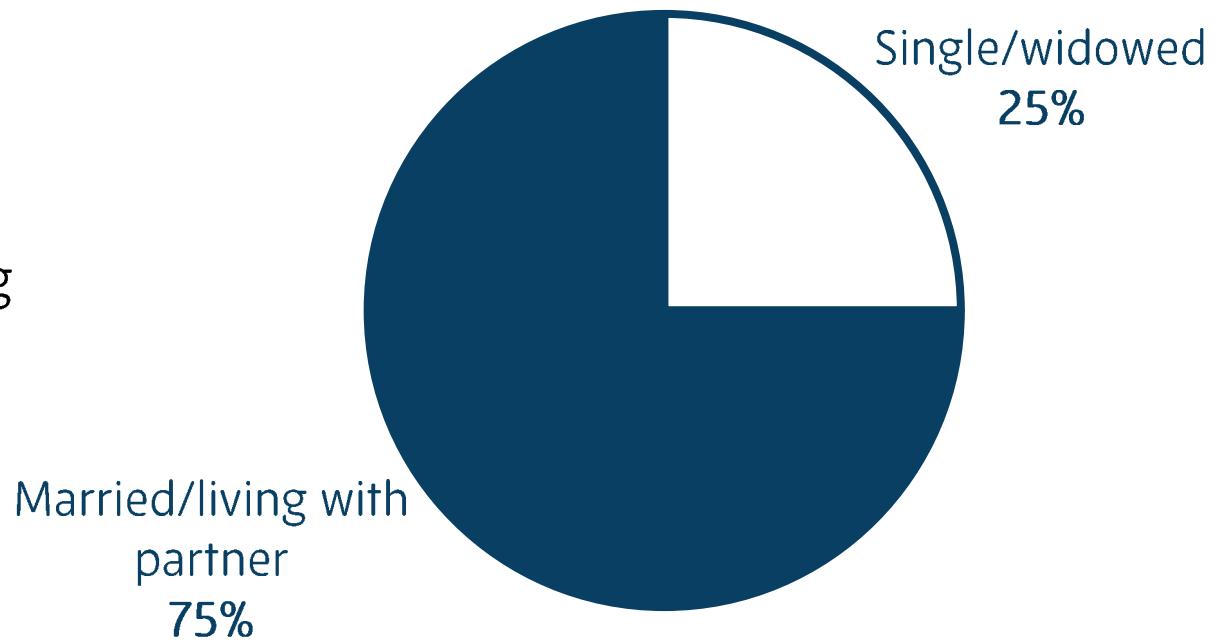


The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

\*Educational attainment of member of travel party surveyed.

# MARITAL STATUS\*

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



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

\*Marital status of member of travel party surveyed.

# EMPLOYMENT STATUS\*

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



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

\*Employment status of member of travel party surveyed.

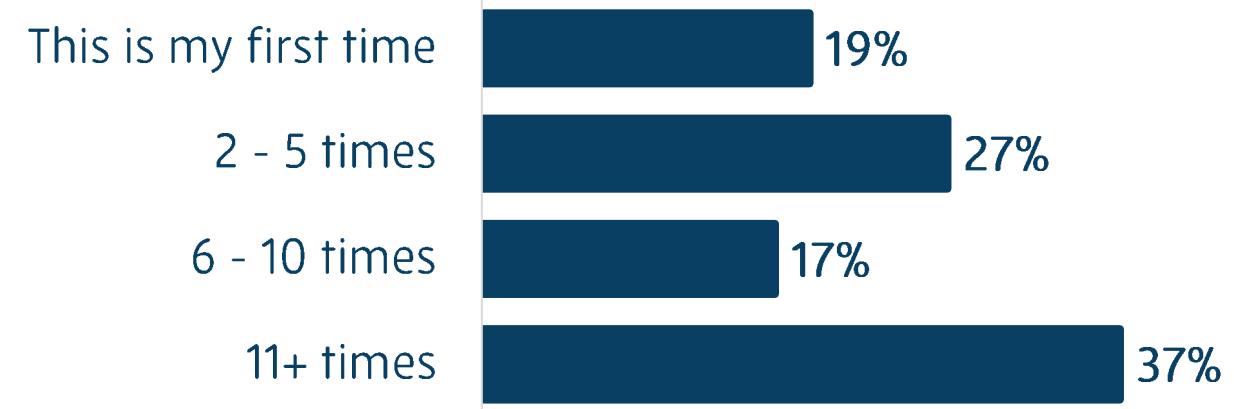
# HOUSEHOLD INCOME

- » The median household income of visitors to Maine is **\$106,300** per year
- » **29%** of visitors to Maine earned more than \$150,000 per year



# NEW & RETURNING VISITORS

- » 19% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 37% had previously traveled in Maine more than 10 times

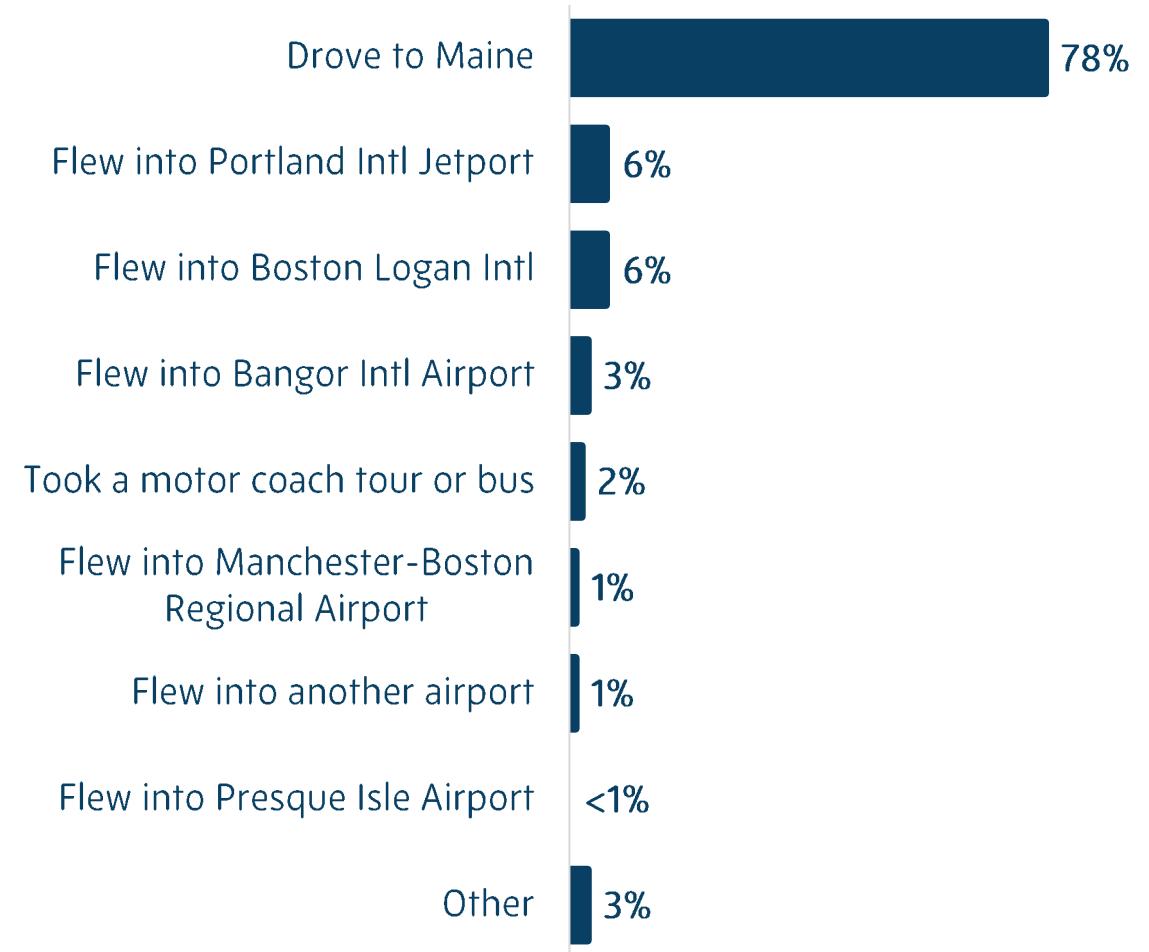


# VISITOR JOURNEY : TRIP EXPERIENCE



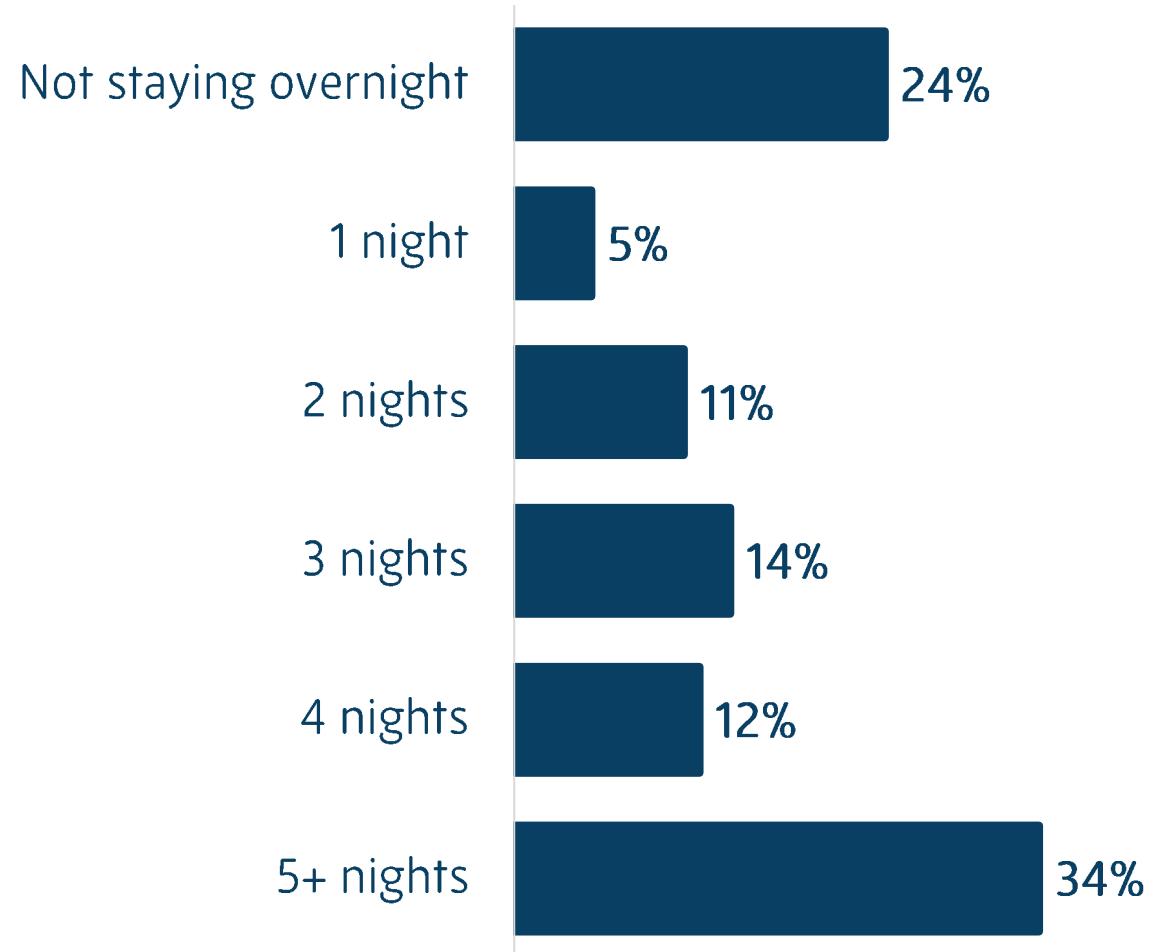
# MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with 78% choosing to travel by car over plane, motor coach/bus, or train (same as 2024)
- » Most visitors who flew to Maine arrived at Portland International Jetport or Boston Logan International Airport



# NIGHTS STAYED

- » 76% of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed 4.9\* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 5.0 nights in Maine on their trips



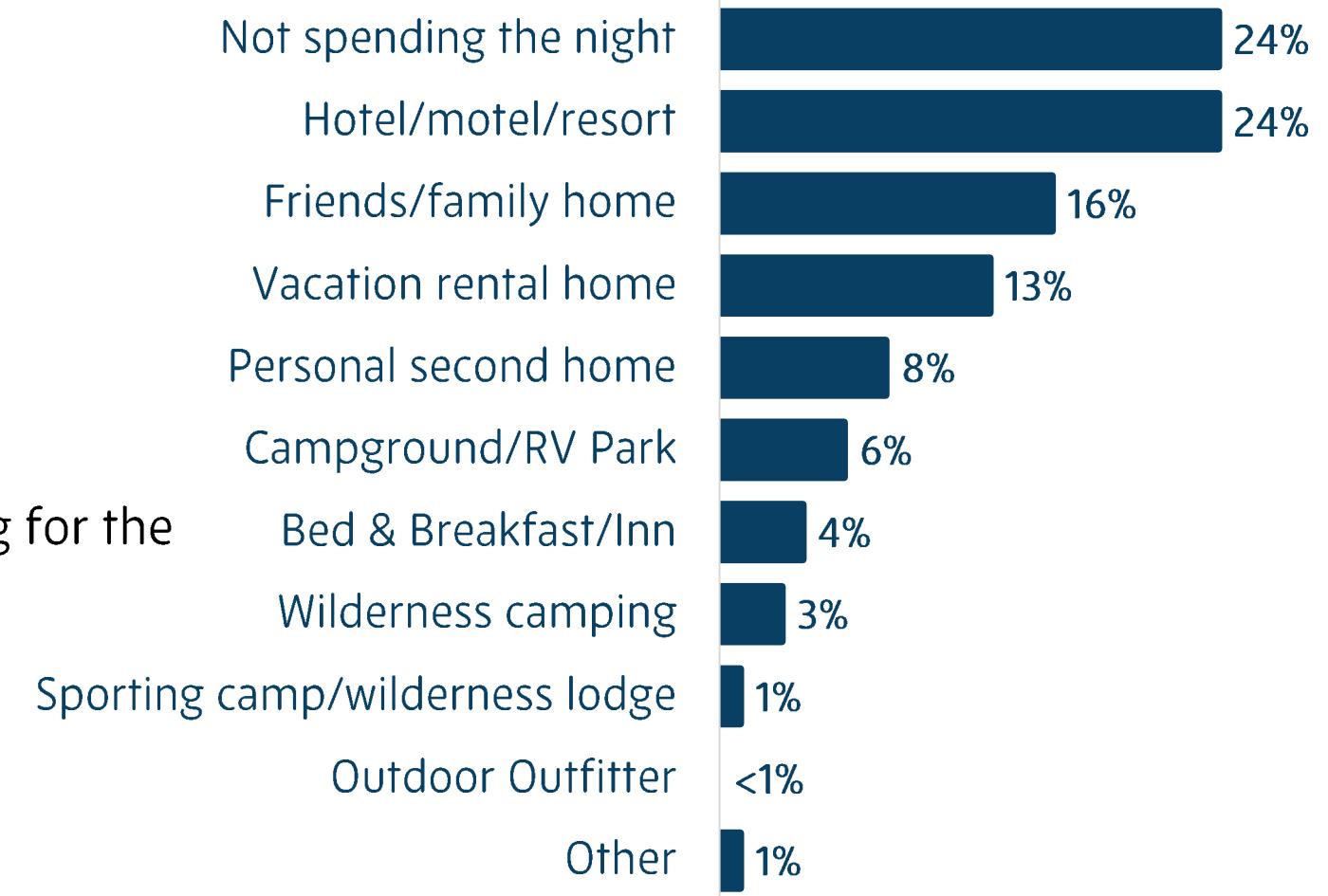
\*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

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# ACCOMMODATIONS

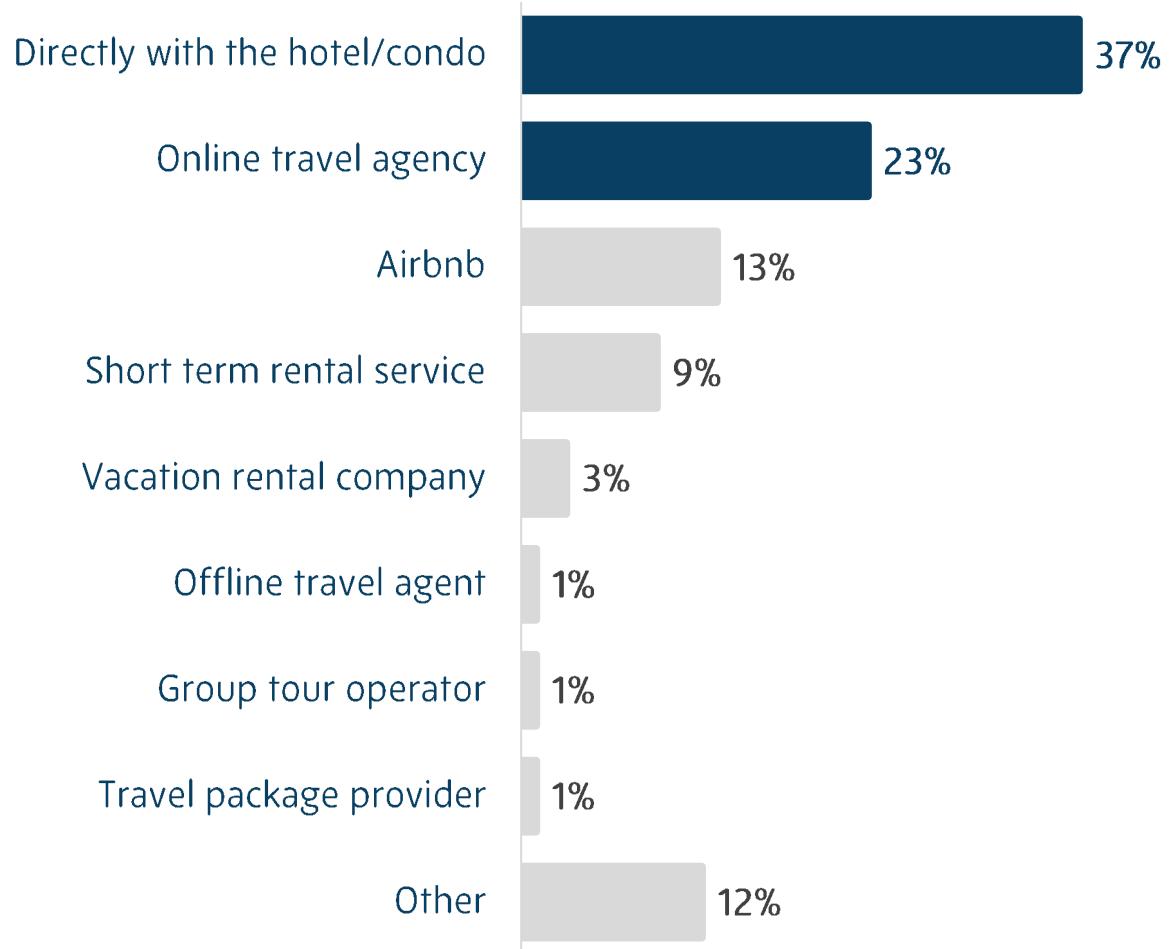
» **1 in 4** visitors stayed overnight at a hotel/motel/resort

» Another **1 in 4** visitors were just visiting for the day



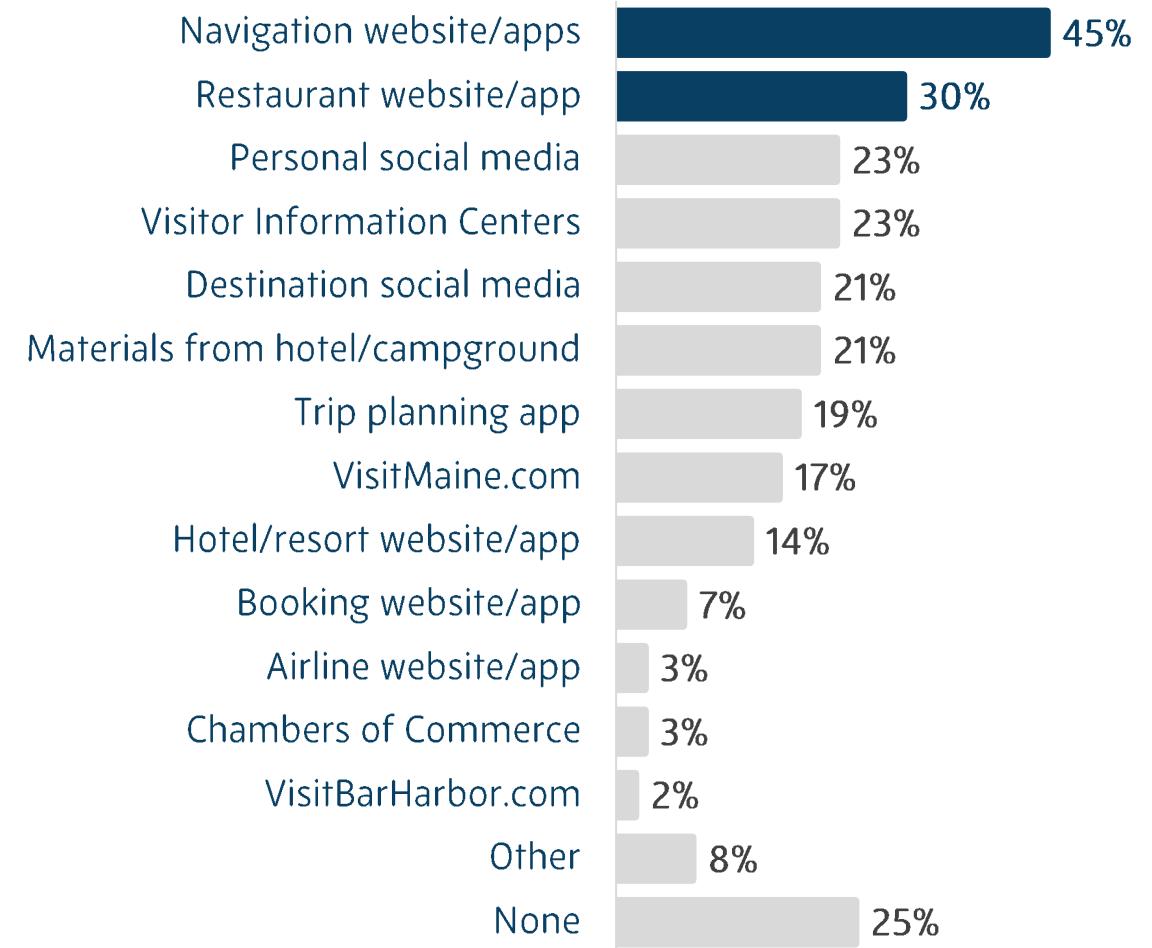
# BOOKING METHODS

- » 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\*

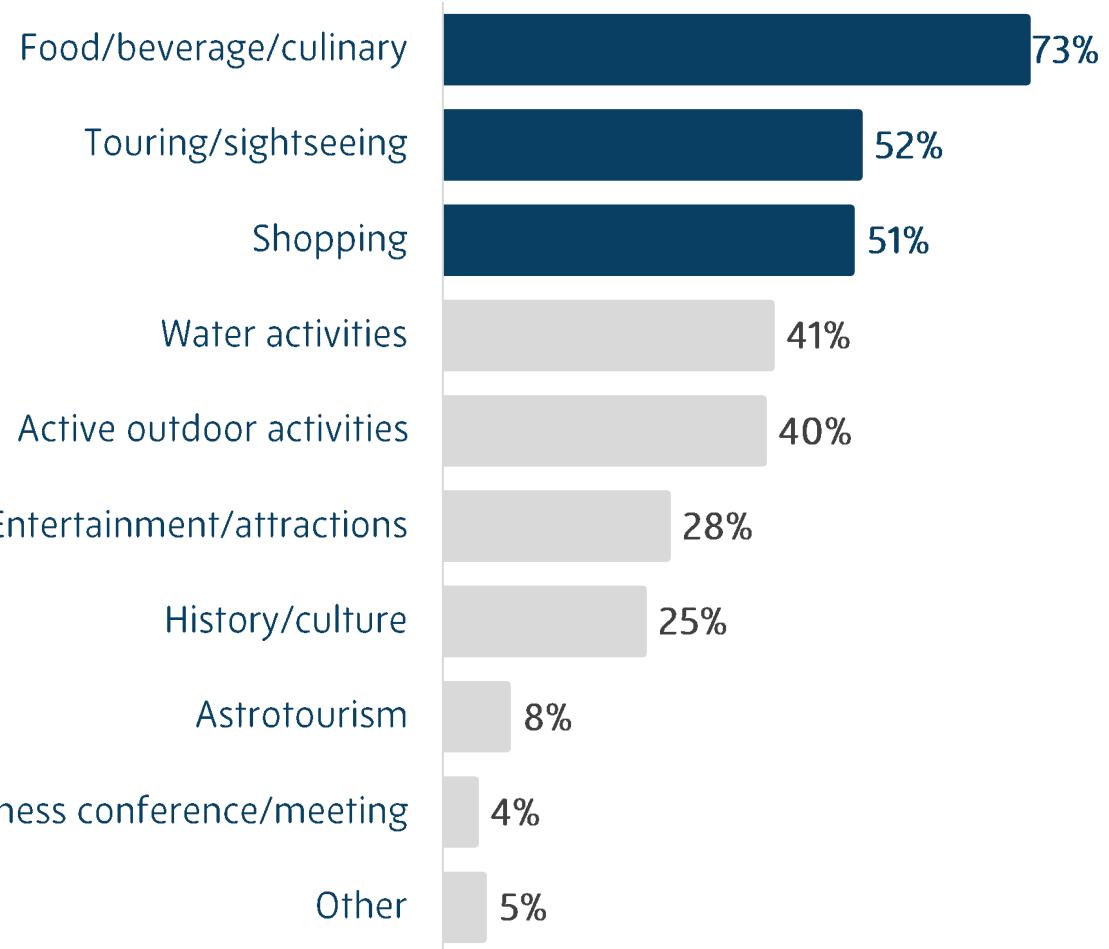
- » Visitors were most likely to rely on navigation websites/apps to plan activities in-market
- » **3 in 10** used restaurant websites/apps
- » **1 in 4** visitors did not use any resources to plan activities while they were in-market



\*Multiple responses permitted.

# VISITOR ACTIVITIES\*

- » 73% of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Over half of visitors enjoyed touring/sightseeing and went shopping during their trip to Maine



# DETAILED VISITOR ACTIVITIES\*

Activity	%	Activity	%	Activity	%
Sightseeing	47%	Shopping for unique/locally produced goods	23%	Mountain/Fat Biking	5%
Enjoying the ocean views/rocky coast	46%	Canoeing/kayaking	21%	Attend plays/musicals/theatrical events	5%
Ate lobster	44%	Tours of communities/local architecture	20%	Outdoor fun centers	5%
Ate other local seafood	42%	Enjoying local food at fairs/festivals	20%	Amusement/theme parks	4%
Driving for pleasure	34%	Shopping for "Made in Maine" products	19%	Bars/nightlife	4%
Going to local brew pubs/craft breweries	33%	Motor boating	16%	Riding all-terrain vehicles	3%
Consumed other locally produced Maine foods	30%	Visited Farmer's Markets	15%	Agricultural fairs	3%
Going to the beach	30%	Enjoyed high-end cuisine or five-star dining	15%	Attend sporting events	3%
Hiking/climbing/backpacking	29%	Exploring State and National Parks	15%	Water skiing/jet skiing	2%
Shopping in downtown areas	28%	Visit historic sites/museums	15%	Hunting	2%
Enjoying the mountain views	27%	Ate farm-to-table or organic cuisine	12%	Attend operas/classical music events	2%
Wildlife viewing/bird watching	26%	Pool swimming	11%	Painting/drawing/sketching	2%
Shopping for gifts/souvenirs	26%	Visit art museums/local artisan studios	11%	Water parks	2%
Enjoyed unique Maine food or beverages	25%	Shopping at malls	10%	White water rafting	1%
Outlet shopping	25%	Sailing	8%	Animal parks/zoo	1%
Photography	24%	Camping	8%	Children's museums	1%
Fishing	24%	Get to know the local people and/or culture	8%	Summer camps	<1%
Outdoor swimming	24%	Surfing	6%	Horseback riding	<1%
Nature cruises or tours	23%	Bicycling touring	6%		
Shopping for antiques/local arts and crafts	23%	Attend popular music concerts/events	6%		

\*Multiple responses permitted.

# DAILY TRAVEL PARTY SPENDING

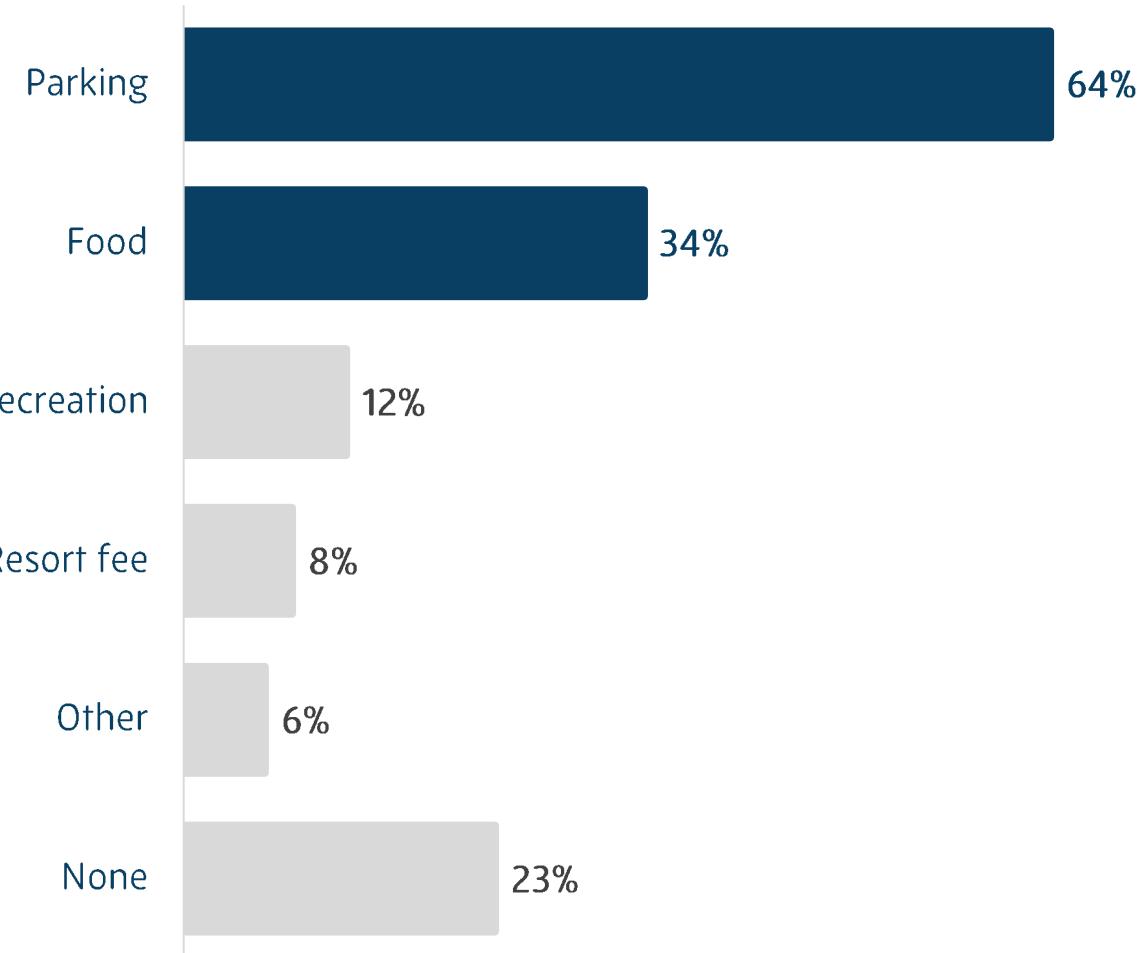
	<b>Paid Lodging</b>	<b>Unpaid Lodging</b>	<b>Day Trippers</b>
Accommodations	\$243	\$0	\$0
Restaurants	\$135	\$98	\$73
Groceries	\$47	\$47	\$13
Shopping	\$102	\$77	\$75
Entertainment	\$101	\$63	\$45
Transportation	\$60	\$48	\$36
Other	\$28	\$18	\$13
<b>Daily Spending</b>	<b>\$716</b>	<b>\$351</b>	<b>\$255</b>

# TOTAL TRAVEL PARTY SPENDING

	<b>Paid Lodging</b>	<b>Unpaid Lodging</b>	<b>Day Trippers</b>
Accommodations	\$1,215	\$0	\$0
Restaurants	\$675	\$833	\$73
Groceries	\$235	\$400	\$13
Shopping	\$510	\$655	\$75
Entertainment	\$505	\$536	\$45
Transportation	\$300	\$408	\$36
Other	\$140	\$153	\$13
<b>Trip Spending</b>	<b>\$3,580</b>	<b>\$2,985</b>	<b>\$255</b>

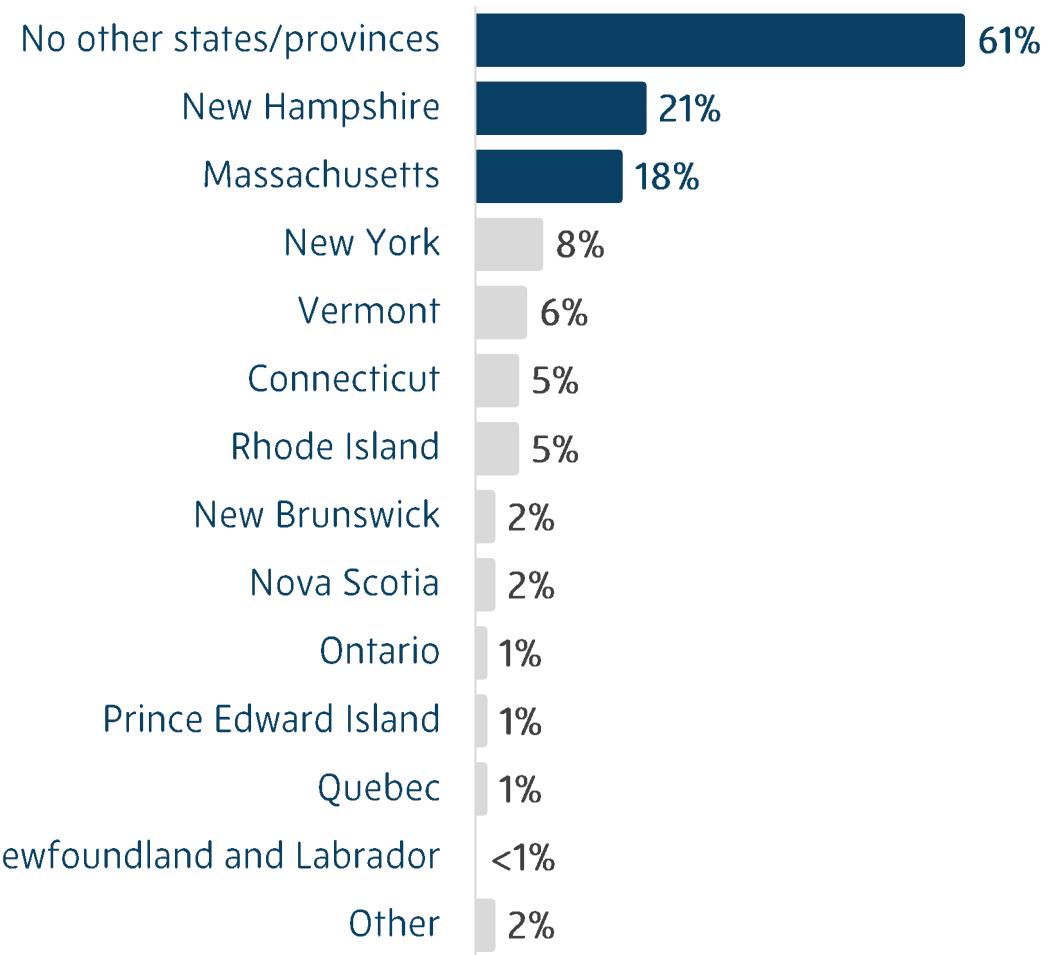
# LODGING AMENITIES\*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for over **3 in 4** visitors
- » Price for accommodations included parking for nearly **2 in 3** visitors
- » Food was included in accommodations' pricing for over **1 in 3** of visitors



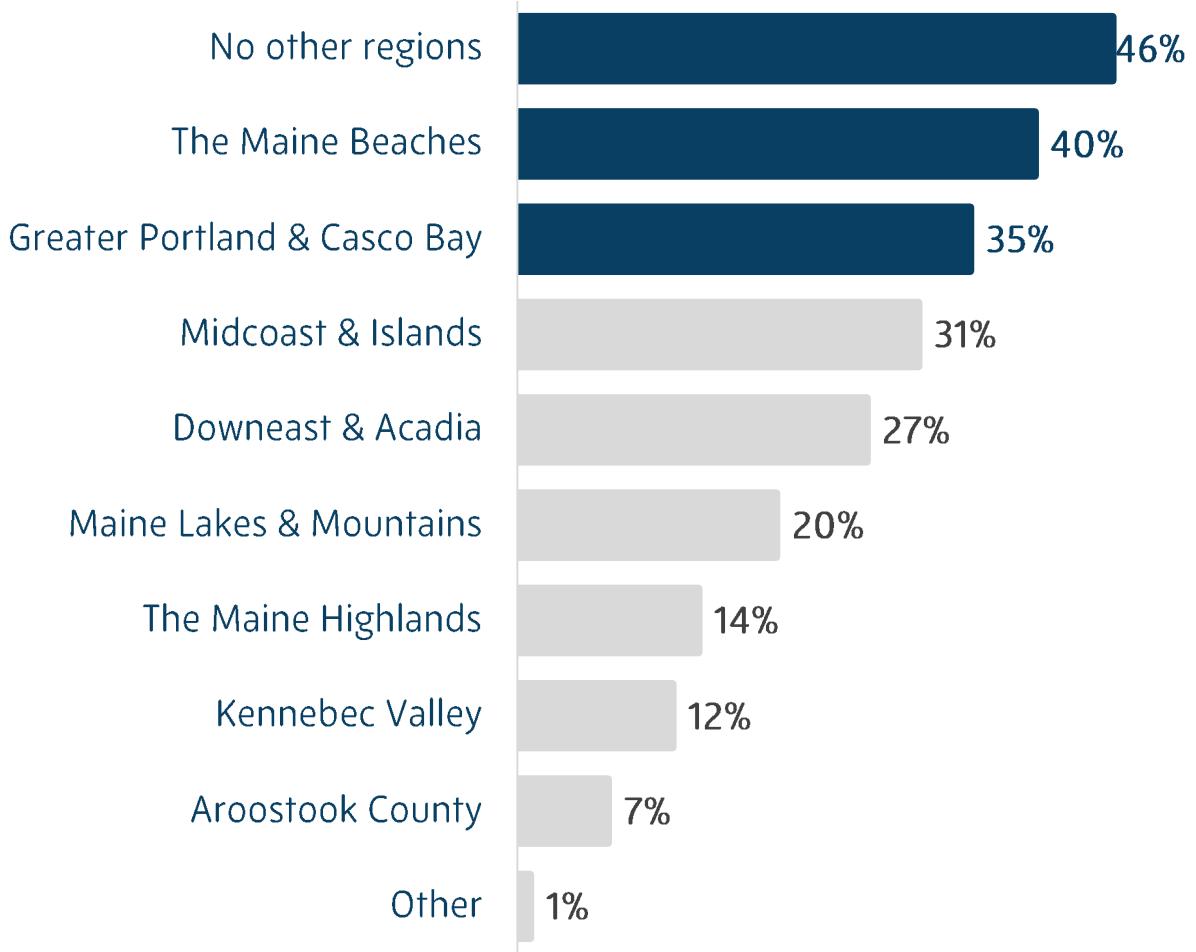
# OTHER STATES & PROVINCES VISITED\*

- » Over 3 in 5 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



# TRAVELING WITHIN MAINE\*

- » Nearly **half** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » **2 in 5** visitors visited the Maine Beaches in addition to their primary destination within Maine
- » **35%** of visitors visited Greater Portland and Casco Bay in addition to their primary destination within Maine (Same as 2024)



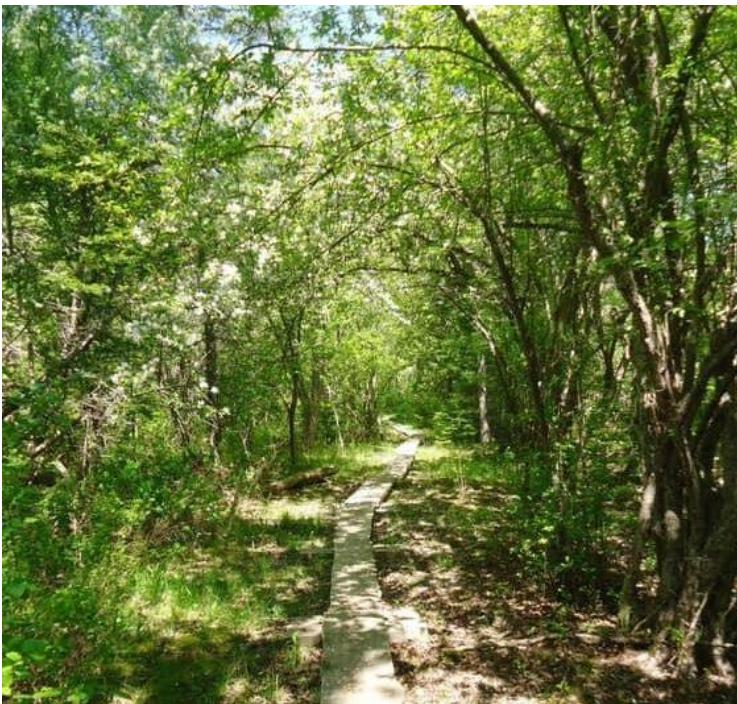
# VISITOR JOURNEY : POST-TRIP EVALUATION



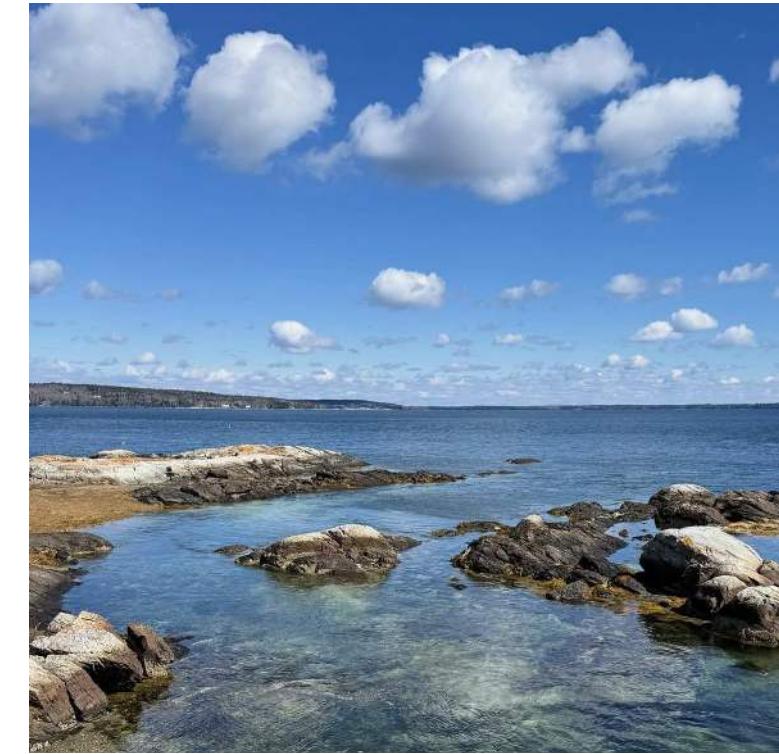
# UNIQUENESS



"The most beautiful park systems and land trusts. Excellent old-world craftsmanship. Intricate system of island bridges and botanical gardens."



"We really enjoyed the places, the camping, and the car stop. People are polite. We also enjoyed the beach. It was very convenient to sleep, shop, and eat!"



"Truly impressive national and state parks. Incredibly scenery. Lots of wildlife. Clean environment."



# UNIQUENESS

"The Maine culture. The people of Maine are very welcoming and nice. Maine holds a soft spot in my heart. The beaches are very unique compared to other states."



"The beach and environment feel tropical without having to fly to a different country. The beaches are beautiful."



"Stunning seascapes. Fresh and delicious seafood. Interesting architecture and history."



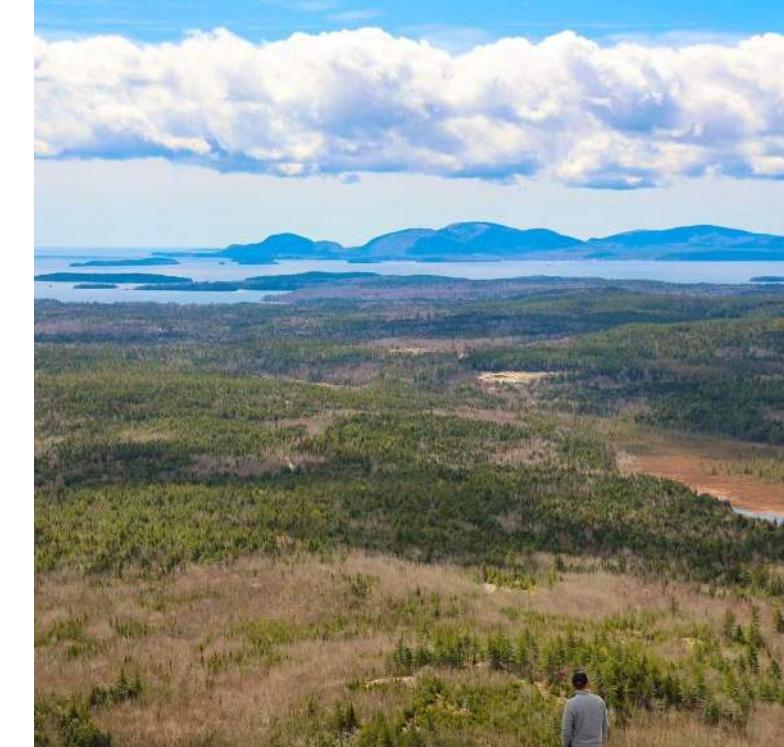
# HIGHLIGHTS



"We attended the Skowhegan Brew Festival, the Maine cabins, and the Masters Lobster Fest. All were wonderful. Plus, we were able to go to Acadia and spend a wonderful afternoon, enjoying the view."



"Too many to choose just one! Topsham Fair, surfing lessons, paddle boarding, and a wedding in the blueberry barrens."

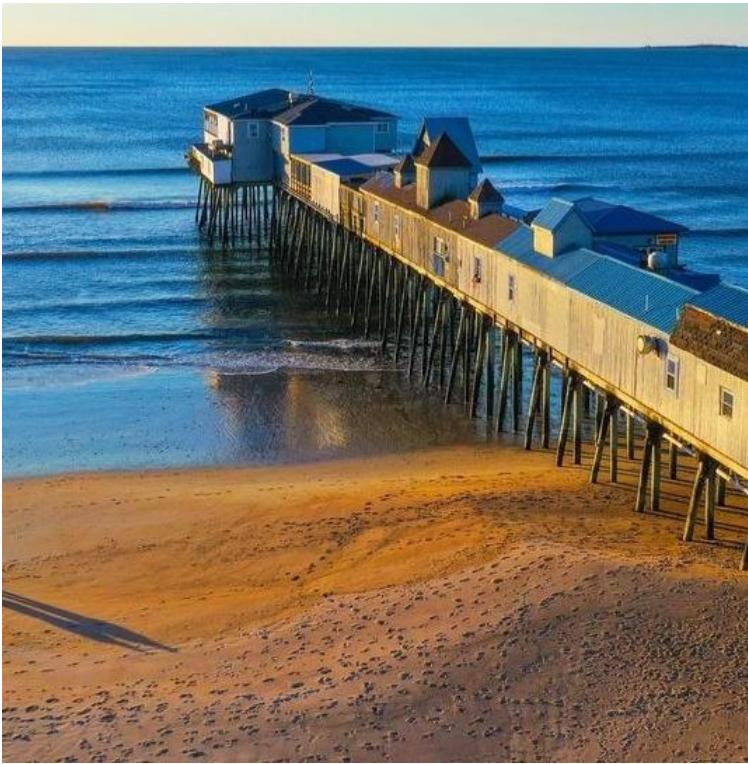


"The Windsor Fair, driving along the Kennebec, the multitude of Monarchs at the Gardens, and our anniversary dinner in Camden."



# HIGHLIGHTS

"We loved Cadillac Mountain, and the low tide walk to Bar Island."



"Visiting family, specifically my granddaughter. The shopping Bangor is great."



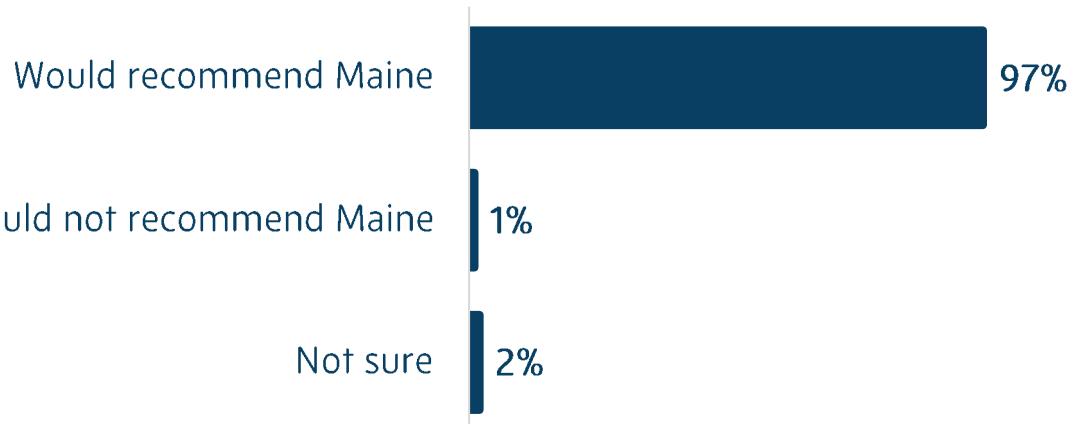
"The weather. Getting away from the hot weather. Cool weather and scenery. Relaxing beaches. Walking. Hiking. Shopping."



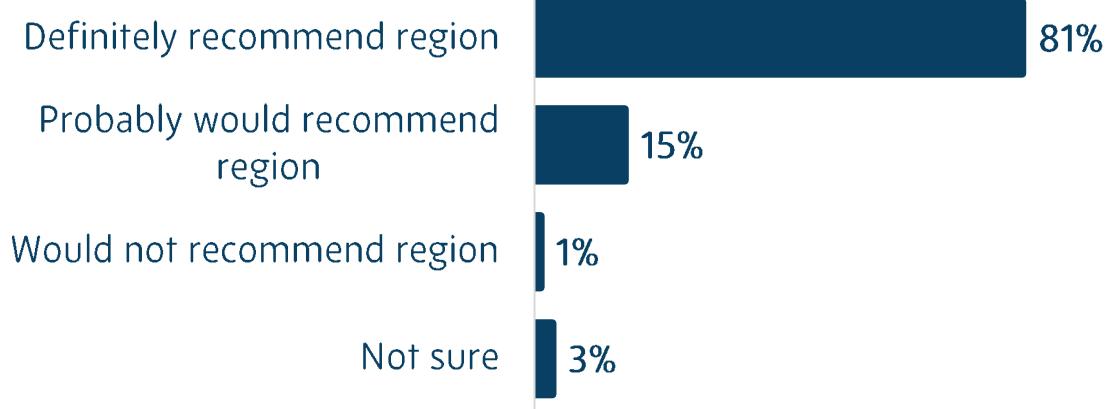
# RECOMMENDING MAINE & ITS REGIONS

- » 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

## 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

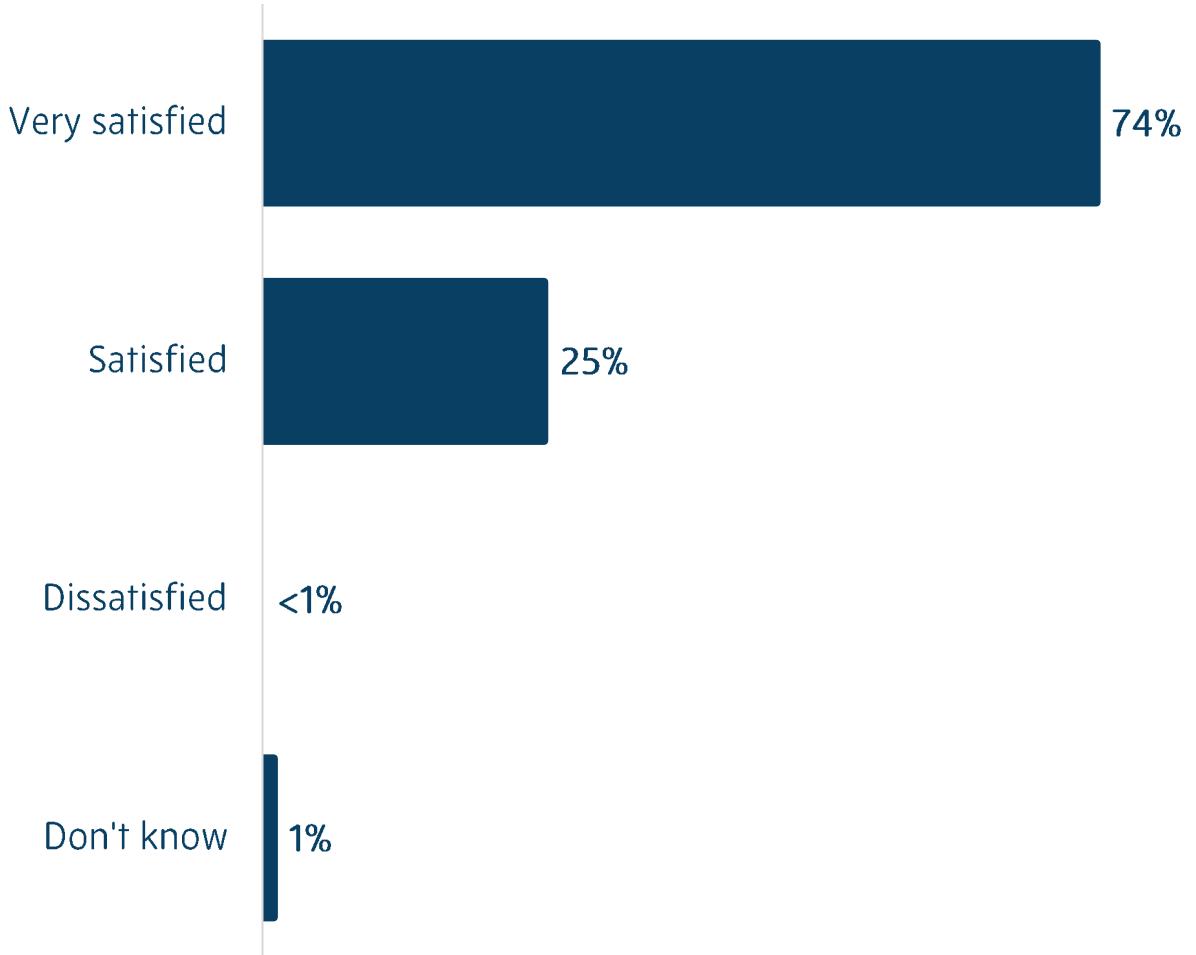


\*6% of all visitors are not sure if they will return to Maine for the following reasons:

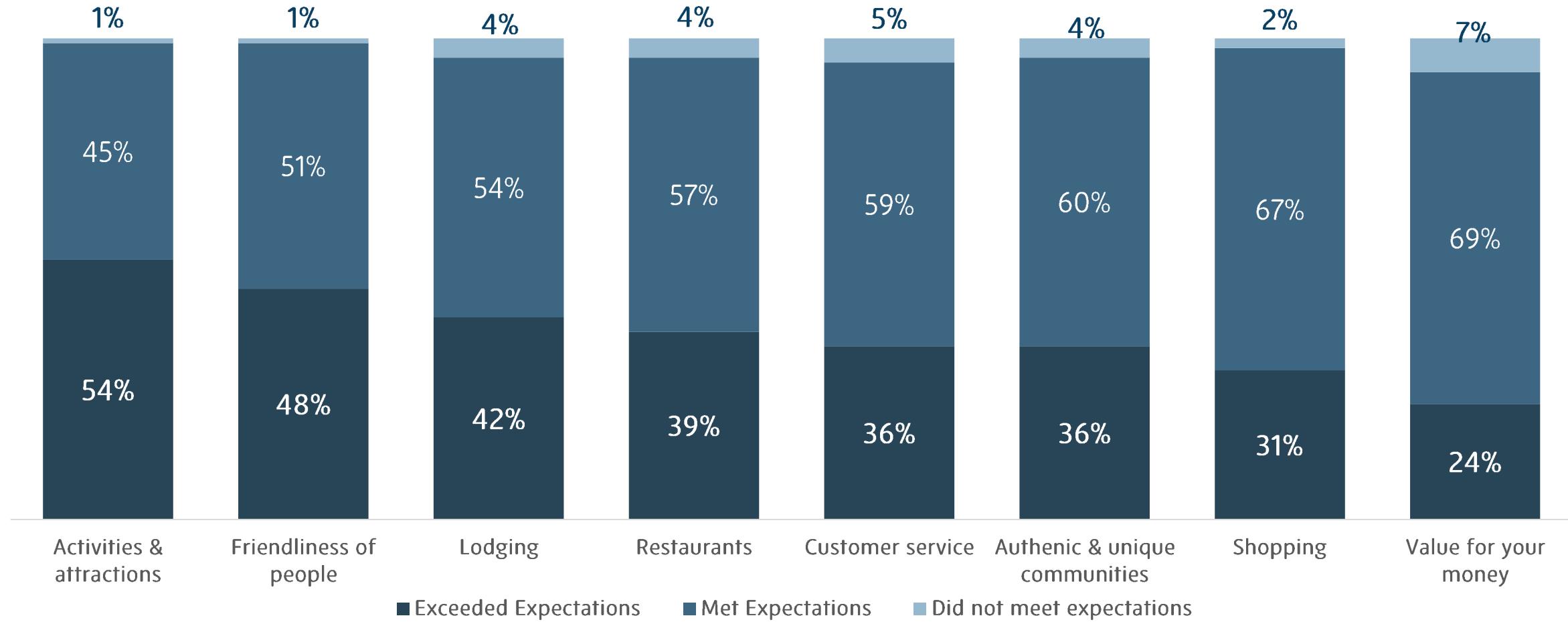
1. Prefer a variety of destinations
2. Once is enough to see and do everything.

# SATISFACTION

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

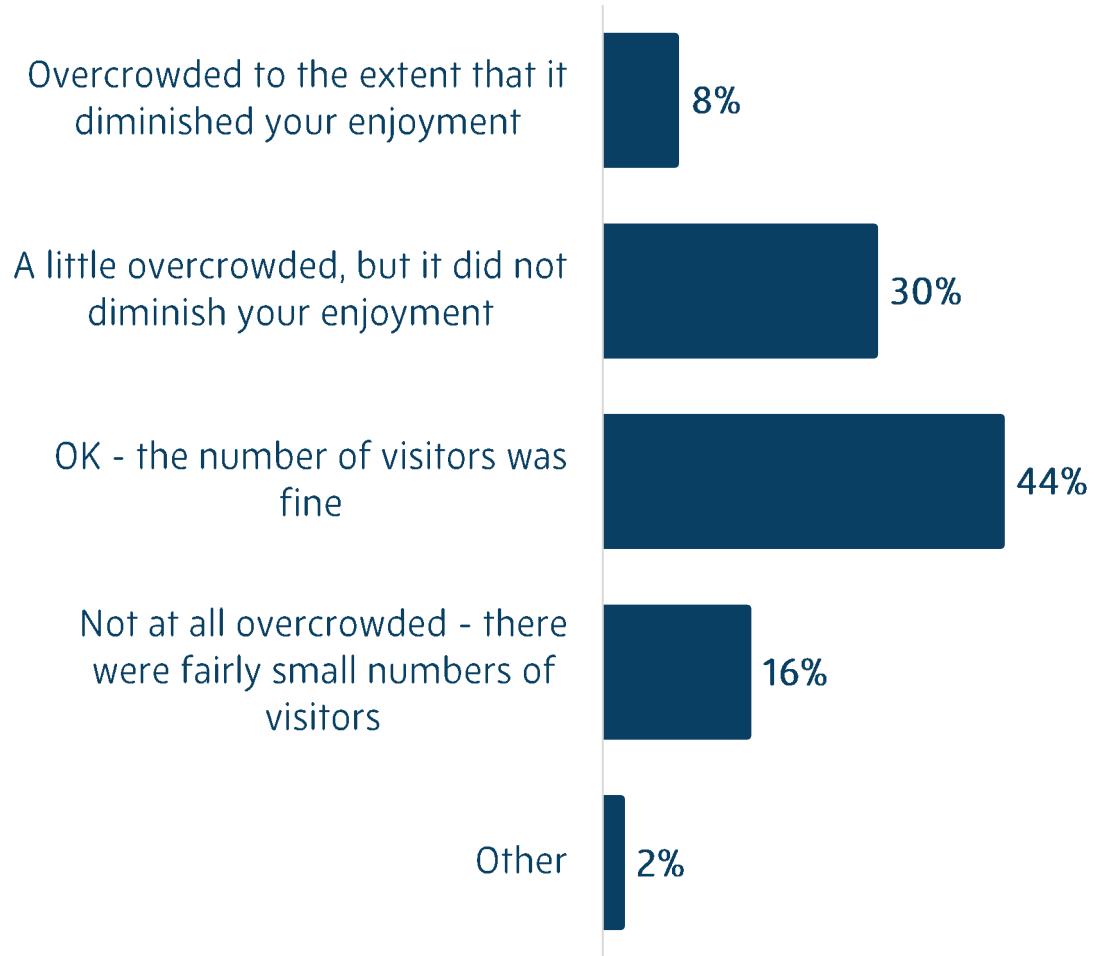


# TRIP RATINGS



# OVERCROWDING

- » 44% of visitors thought the number of visitors during their trip to Maine was fine
- » 30% of visitors thought it was a little overcrowded



# PERCEPTIONS

"Very lush. Great outdoor activities. Easy to get around. Very good value for money. Doesn't feel overcrowded."



"There is so much wildlife and places to explore. Plenty of hiking, boating, and other things to do outdoors. The beaches are excellent as well."



"There are so many things to see and do. A lot of shopping and beautiful mountains and scenery. Gorgeous views of the ocean and so many lighthouses. Perfect place for any season."

# PERCEPTIONS

"The rocky coast is absolutely beautiful!  
The lighthouses are picture perfect.  
The fresh lobster is the best! The  
people are so kind!"



"One of the most beautiful states in the U.S., especially along the coast. Acadia National Park is stunning, great hiking. Bar Harbor is charming with lots of variety in terms of restaurants and shopping."



"The perfect place to go if you want to just relax and spend time at the beach during the day and then eat great seafood at night all week long."



# ANNUAL COMPARISONS



# VISITOR JOURNEY : PRE-VISIT

Pre-Visit

Traveler  
Profile

Trip  
Experience

Post-Trip  
Evaluation

Impact of  
Tourism

# TRIP PLANNING CYCLE

Trip Planning Cycle	2024	2025
A week or less	11%	15%
2 - 3 weeks	11%	12%
1 - 2 months	26%	21%
3 - 4 months	23%	21%
5 - 6 months	14%	14%
7 months - 1 year	11%	12%
More than 1 year	4%	5%
<b>Days in Planning Cycle</b>	<b>63</b>	<b>63</b>

Booking Window	2024	2025
A week or less	15%	20%
2 - 3 weeks	11%	13%
1 - 2 months	27%	23%
3 - 4 months	22%	17%
5 - 6 months	13%	14%
7 months - 1 year	9%	10%
More than 1 year	3%	3%
<b>Days in Booking Window</b>	<b>57</b>	<b>52</b>

# ONLINE TRIP PLANNING SOURCES\*

Online Trip Planning Sources	2024	2025
Online search engines	24%	30%
Hotel websites	13%	16%
Facebook	10%	15%
VisitMaine.com	22%	14%
Online travel agency	19%	14%
Airbnb	10%	12%
Instagram	8%	10%
Visit Maine social media	5%	10%
YouTube	7%	10%
TripAdvisor	10%	9%
Vrbo/HomeAway	7%	8%
Traveler reviews/blogs/stories	7%	7%
Airline websites	5%	5%
TheMaineBeaches.com	14%	5%
VisitPortland.com	9%	5%
Vacation rental websites	4%	4%
DowneastAcadia.com	7%	4%
MaineTourism.com	3%	4%
VisitBarHarbor.com	5%	4%
MainesMidCoast.com	4%	3%
DiscoverNewEngland.com	1%	2%
MaineLakesandMountains.com	2%	2%
VisitAroostook.com	1%	1%
KennebecValley.org	<1%	1%
TheMaineHighlands.com	1%	1%
Twitter	1%	1%
Other	4%	5%
None	21%	26%

\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

Other Trip Planning Sources	2024	2025
Advice from friends/family	35%	41%
Travel guides/brochures	24%	14%
Travel planning apps	7%	12%
Articles or travelogues	13%	10%
AAA	8%	9%
Travel books & magazines	12%	9%
Called the Maine Office of Tourism	13%	6%
Visit Maine e-newsletter	11%	6%
Visitor Guide	5%	4%
Called local Chambers of Commerce	1%	2%
Travel agent	1%	2%
Called local convention and visitors bureaus	<1%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Other	3%	4%
None	34%	41%

# REASON FOR VISITING\*

Reasons for Visiting	2024	2025
Relax and unwind	35%	38%
Sightseeing/touring	33%	30%
Visiting friends/relatives	24%	28%
Nature & bird watching	21%	19%
Beach	24%	18%
Attractions	11%	14%
Special occasion	10%	12%
Water activities	13%	11%
Shopping	11%	11%
Active outdoor activities	10%	10%
Special event	7%	8%
Culture/museums/history	6%	6%
Conference/meeting	3%	4%
Sporting event	2%	3%
Astrotourism	1%	1%
Other	15%	12%

\*Multiple responses permitted.

# TV SHOWS & FILM

Trip Inspiration From Film	2024	2025
Yes	5%	8%
No	93%	89%
Don't know	2%	3%
How Film Inspired Trip*	2024	2025
Seeing Maine in a film or TV show made me think about Maine as a place to visit	33%	32%
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	39%	27%
Visiting a location related to a TV show or film was the main reason I visited Maine	7%	20%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	15%	14%
Something else	6%	7%
Visited TV or Film Attractions**	2024	2025
Yes	6%	10%
No	89%	86%
Don't know	5%	4%

\*Only asked to those who said a TV show or film inspired them to take a trip to Maine.

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

# OTHER STATES/PROVINCES CONSIDERED\*

Other States/Provinces Considered	2024	2025
No other states/provinces	65%	59%
New Hampshire	19%	21%
Massachusetts	14%	16%
Vermont	9%	8%
New York	6%	7%
Rhode Island	6%	6%
Connecticut	5%	5%
New Brunswick	1%	3%
Nova Scotia	2%	3%
Quebec	1%	3%
Prince Edward Island	1%	2%
Newfoundland and Labrador	<1%	1%
Ontario	1%	1%
Other	2%	2%

\*Multiple responses permitted.

# ADVERTISING/PROMOTIONS

Recalled Advertising	2024	2025
Yes	36%	43%
No	46%	36%
Not sure	18%	21%
Influenced by Advertising*	2024	2025
Yes	17%	18%

# ADVERTISING/PROMOTIONS\*

<b>Sources of Advertising Noticed*</b>	<b>2024</b>	<b>2025</b>
Social media	45%	47%
Internet	35%	33%
Magazine	23%	18%
Cable or satellite television	13%	15%
VisitMaine.com	11%	12%
Radio	17%	10%
Online streaming service	5%	8%
AAA	9%	8%
Maine travel/visitor guide	7%	7%
Traveler reviews/blogs	10%	7%
Brochure	5%	7%
Newspaper	6%	6%
Music/podcast streaming	3%	4%
Billboard	2%	3%
Deal – based promotion	1%	1%
Other	3%	3%
Not sure	4%	5%

\*Multiple responses permitted.

# VISITOR JOURNEY : TRAVELER PROFILE



# ORIGIN REGION

Region of Origin	2024	2025
Maine	13%	20%
New England	29%	29%
Mid-Atlantic	22%	21%
Southeast	12%	11%
Southwest	4%	3%
Midwest	7%	7%
West	4%	4%
Canada	7%	4%
Other International	2%	1%

# ORIGIN STATE/PROVINCE

Origin States & Provinces	2024	2025
Maine	13%	20%
Massachusetts	13%	14%
New York	8%	7%
New Hampshire	6%	6%
Florida	5%	5%
Pennsylvania	4%	4%
Connecticut	5%	4%
New Jersey	4%	4%
Vermont	3%	3%
Virginia	2%	2%
Quebec	4%	2%
Maryland	2%	2%
Texas	2%	2%
Ohio	2%	2%
Rhode Island	1%	2%
California	2%	2%
Georgia	2%	2%

# ORIGIN MARKET

Origin Markets	2024	2025
Boston	7%	8%
New York City <sup>1</sup>	7%	7%
Portland, ME	2%	3%
Washington DC - Baltimore <sup>2</sup>	3%	3%
Philadelphia	2%	2%
Augusta, ME	1%	2%
Camden – Rockland, ME	<1%	2%
Waterville, ME	1%	2%
Providence, RI	1%	2%
Bangor, 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	2024	2025
Traveled alone	12%	15%
As a couple	40%	39%
As a family	35%	33%
With business associates	1%	1%
In a tour group	1%	1%
With other couples/friends	10%	10%
Other	1%	1%
<b>Average Travel Party Size</b>	<b>3.2</b>	<b>3.2</b>

# TRAVEL WITH CHILDREN\*

Children in Travel Party*	2024	2025
No children	75%	77%
Children younger than 6	6%	7%
Children 6 – 12	16%	13%
Children 13 – 17	13%	9%
Gender	2024	2025
Male	51%	48%
Female	49%	51%
Gender-fluid/Non-Binary	<1%	1%
Transgender	<1%	<1%

# DEMOGRAPHIC PROFILE

Age	2024	2025
Under 25	4%	4%
25 – 34	13%	11%
35 – 44	25%	21%
45 – 54	19%	19%
55 – 65	22%	25%
Over 65	17%	20%
Median Age	49	52
Race/Ethnicity	2024	2025
White	86%	88%
Asian	5%	4%
Hispanic	5%	4%
Black	2%	2%
Indigenous	1%	1%
Other	1%	1%

# LIFESTYLE PROFILE

Marital Status	2024	2025
Single/widowed	21%	25%
Married/living with partner	79%	75%
Employment Status	2024	2025
Employed full-time	63%	59%
Employed part-time	7%	8%
Contract/freelance/temporary employee	6%	5%
Retired	19%	22%
Not currently employed	3%	4%
Student	2%	2%

# LIFESTYLE PROFILE

Household Income	2024	2025
Less than \$25,000	2%	3%
\$25,000 - \$49,999	7%	9%
\$50,000 - \$74,999	14%	17%
\$75,000 - \$99,999	20%	18%
\$100,000 - \$149,999	28%	24%
\$150,000 - \$199,999	17%	14%
\$200,000 - \$249,999	8%	9%
\$250,000 or more	4%	6%
Median Household Income	\$112,500	\$106,300

# LIFESTYLE PROFILE

Educational Attainment	2024	2025
High school or less	6%	9%
Some college or technical school	11%	13%
College or technical school graduate	60%	53%
Graduate school	23%	25%

# NEW & RETURNING VISITORS

Previous Trips to Maine	2024	2025
This is my first time	22%	19%
2 - 5 times	25%	27%
6 - 10 times	17%	17%
11+ times	36%	37%

# VISITOR JOURNEY : TRIP EXPERIENCE



# TRANSPORTATION

Means of Transportation	2024	2025
Drove to Maine	78%	78%
Flew into Portland Intl Jetport	6%	6%
Flew into Boston Logan Intl	6%	6%
Flew into Bangor Intl Airport	4%	3%
Took a motor coach tour or bus	2%	2%
Flew into Manchester-Boston Regional Airport	<1%	1%
Flew into another airport	1%	1%
Flew into Presque Isle Airport	<1%	<1%
Other	3%	3%

# LENGTH OF STAY

Nights Stayed	2024	2025
Not staying overnight	27%	24%
1 night	5%	5%
2 nights	10%	11%
3 nights	15%	14%
4 nights	13%	12%
5+ nights	30%	34%
Average Length of Stay	4.6	4.9

# ACCOMMODATIONS

Accommodations	2024	2025
Not spending the night	27%	24%
Hotel/motel/resort	28%	24%
Friends/family home	15%	16%
Vacation rental home	10%	13%
Personal second home	8%	8%
Campground/RV Park	5%	6%
Bed & Breakfast/Inn	3%	4%
Wilderness camping	2%	3%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	1%	1%

# BOOKING

Booking Methods	2024	2025
Directly with the hotel/condo	32%	37%
Online travel agency	31%	23%
Airbnb	10%	13%
Short term rental service	11%	9%
Vacation rental company	3%	3%
Offline travel agent	1%	1%
Group tour operator	1%	1%
Travel package provider	<1%	1%
Other	11%	12%

# IN-MARKET RESOURCES\*

In-Market Resources	2024	2025
Navigation website/apps	52%	45%
Restaurant website/app	23%	30%
Personal social media	14%	23%
Visitor Information Centers	31%	23%
Destination social media	19%	21%
Materials from hotel/campground	25%	21%
Trip planning app	26%	19%
VisitMaine.com	24%	17%
Hotel/resort website/app	17%	14%
Booking website/app	4%	7%
Airline website/app	2%	3%
Chambers of Commerce	2%	3%
VisitBarHarbor.com	1%	2%
Other	10%	8%
None	19%	25%

\*Multiple responses permitted.

# ACTIVITIES\*

Activities	2024	2025
Food/beverage/culinary	74%	73%
Touring/sightseeing	57%	52%
Shopping	58%	51%
Water activities	45%	41%
Active outdoor activities	42%	40%
Entertainment/attractions	28%	28%
History/culture	26%	25%
Astrotourism	6%	8%
Business conference/meeting	3%	4%
Other	3%	5%

# OTHER STATES/PROVINCES VISITED\*

Other States/Provinces Visited	2024	2025
No other states/provinces	67%	61%
New Hampshire	18%	21%
Massachusetts	15%	18%
New York	5%	8%
Vermont	7%	6%
Connecticut	4%	5%
Rhode Island	5%	5%
New Brunswick	1%	2%
Nova Scotia	1%	2%
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	2024	2025
No other regions	50%	46%
The Maine Beaches	42%	40%
Greater Portland & Casco Bay	35%	35%
Midcoast & Islands	33%	31%
Downeast & Acadia	29%	27%
Maine Lakes & Mountains	16%	20%
The Maine Highlands	14%	14%
Kennebec Valley	9%	12%
Aroostook County	3%	7%
Other	1%	1%

# VISITOR JOURNEY : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

<b>Recommending Maine</b>	<b>2024</b>	<b>2025</b>
Would recommend Maine	97%	97%
Would not recommend Maine	1%	1%
Not sure	2%	2%

<b>Recommending Regions</b>	<b>2024</b>	<b>2025</b>
Definitely recommend region	81%	81%
Probably would recommend region	15%	15%
Would not recommend region	1%	1%
Not sure	3%	3%

# RETURNING TO MAINE

## Returning to Maine

2024

2025

Definitely will return	79%	77%
Probably will return	15%	17%
Probably will not return	1%	1%
Not sure	5%	5%

# SATISFACTION

Satisfaction	2024	2025
Very satisfied	75%	74%
Satisfied	24%	25%
Dissatisfied	<1%	<1%
Don't know	1%	1%

# TRIP EXPECTATIONS

Exceeded Expectations	2024	2025
Activities & attractions	54%	54%
Friendliness of people	52%	48%
Lodging	50%	42%
Restaurants	43%	39%
Customer service	35%	36%
Authentic & unique communities	31%	36%
Shopping	36%	31%
Value for your money	20%	24%

# OVERCROWDING

Overcrowding	2024	2025
Overcrowded	7%	8%
A little overcrowded	35%	30%
The number of visitors was fine	46%	44%
Not at all overcrowded	11%	16%
Other	1%	2%

# STUDY METHODS



# METHODOLOGY



## Visitor Tracking

1,913 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>, 2025 and August 31<sup>st</sup>, 2025.

# MAINE OFFICE OF TOURISM

## 2025 Summer Visitor Tracking Report

May 2025 – August 2025

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

