

MAINE OFFICE OF TOURISM

2023 Fall Visitor Tracking Report

SEPTEMBER – NOVEMBER 2023

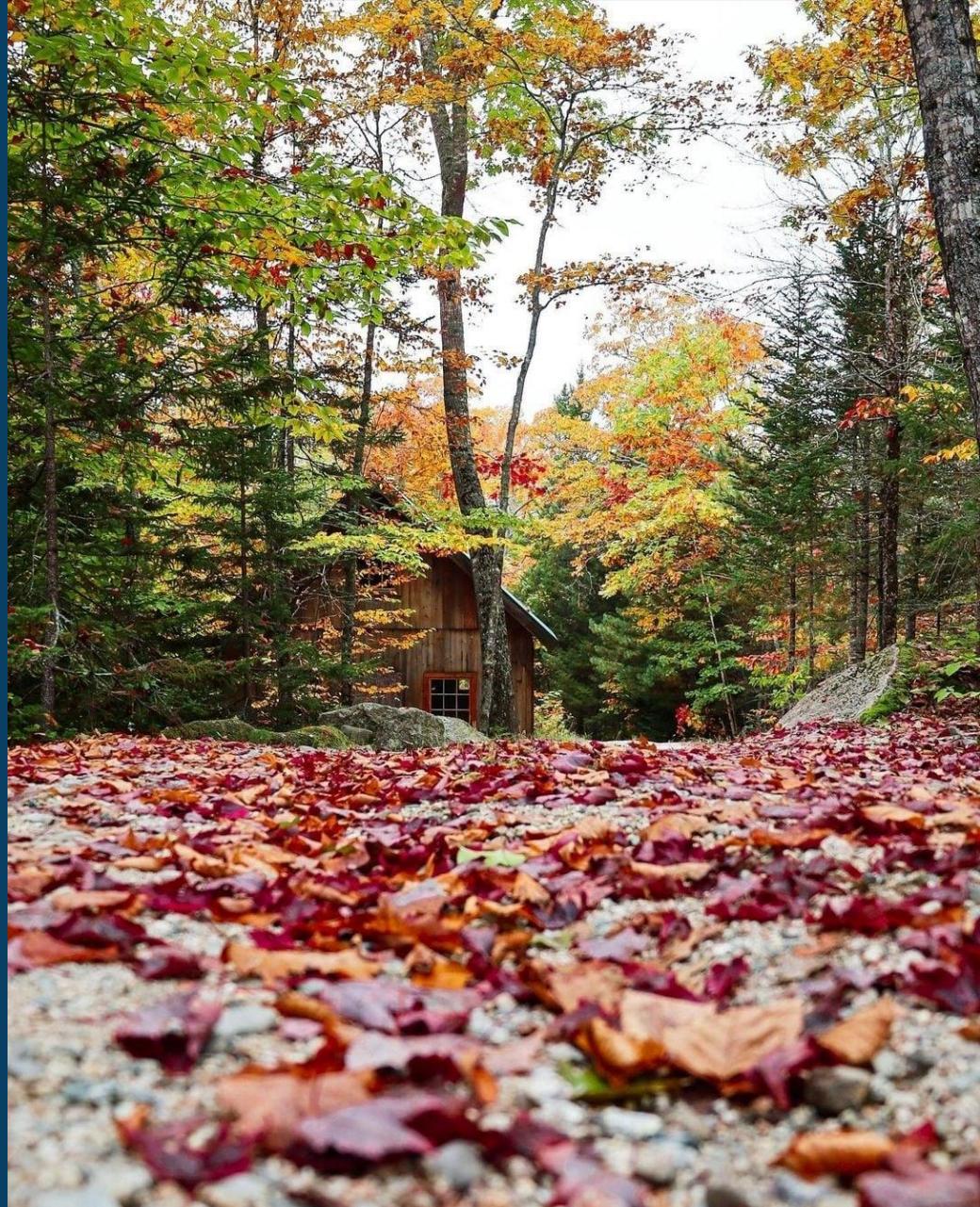


TABLE OF CONTENTS

03	Visitor Journey	10	Impact of Tourism	67	Annual Comparisons
04	Seasonal Snapshot	14	Detailed Findings	68	Pre-Visit
05	Executive Summary	15	Pre-Visit	77	Traveler Profile
06	Temperature	23	Traveler Profile	88	Trip Experience
07	Precipitation	36	Trip Experience	104	Post Trip Evaluation
08	Market Share	55	Post Trip Evaluation	110	Study Methods

STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from September to November 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

FALL 2023



12,997,500

VISITOR
DAYS

- 3.5%



2,733,900

TOTAL
VISITORS

- 2.1%



\$1,918,341,700

DIRECT
SPENDING

+ 4.6%

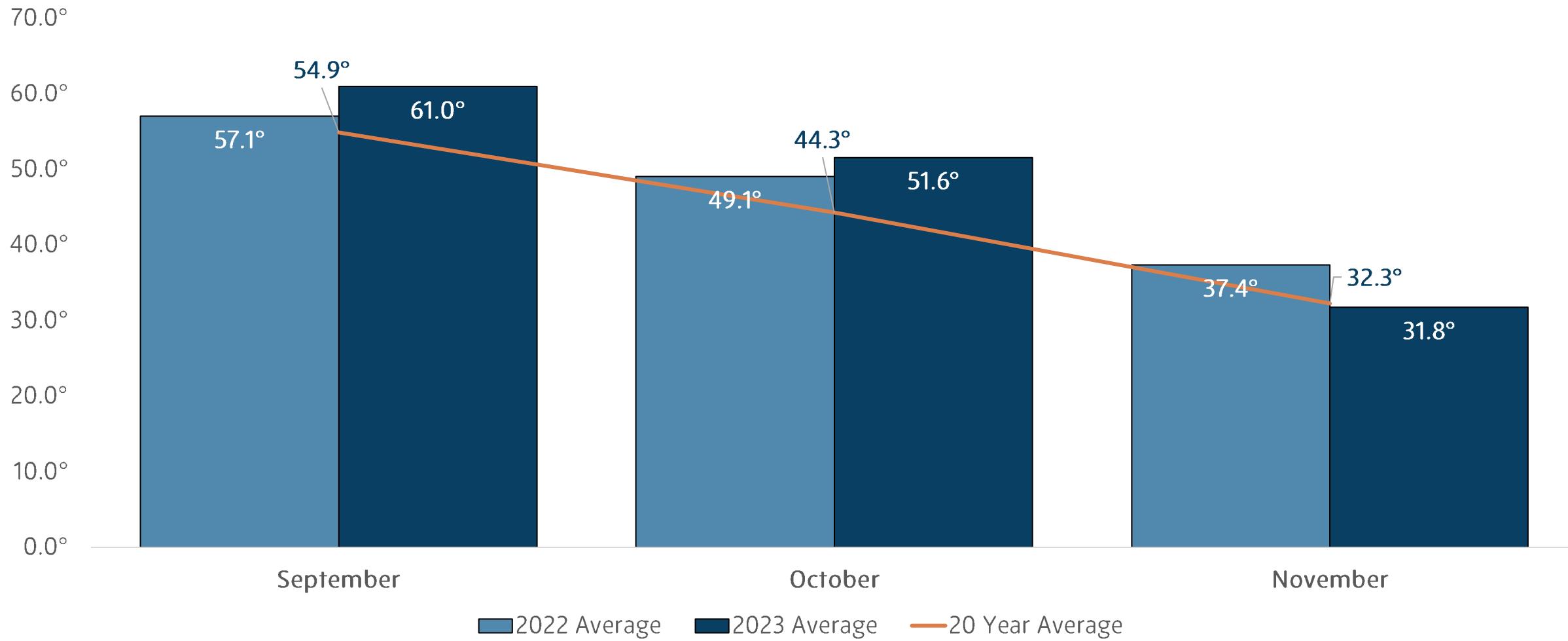
vs. 2022

- » In Fall 2023, there was an **increase in room nights (+1.7%)** and **visitor spending (+4.6%)**
 - » The accommodation spending increase was consistent with the increase in taxable lodging sales, but there was stronger growth in other spending areas such as restaurants and entertainment
- » Compared to the previous year, occupancy decreased slightly (-6.7%), yet there was an **increase in room nights (+1.7%)** due to a slightly **more visitors staying in paid accommodations and more available units**
- » Compared to last year, **more visitors would definitely recommend the specific region they visited (+11% points)**, **definitely return to Maine (+10% points)**, and more visitors were **very satisfied with their trip (+13% points)**
- » Visitors' ratings of Restaurants and the Friendliness of People significantly increased this fall (+6% points and +5% points)
- » Compared to last year, more visitors were from coming from out of state (+7% points)
- » More visitors considered other destinations in addition to Maine while planning their trip (+5% points)
- » There were more visitors who had previously visited Maine 11+ times (+6% points)
- » More visitors flew to Maine (+5% points)

EXECUTIVE SUMMARY

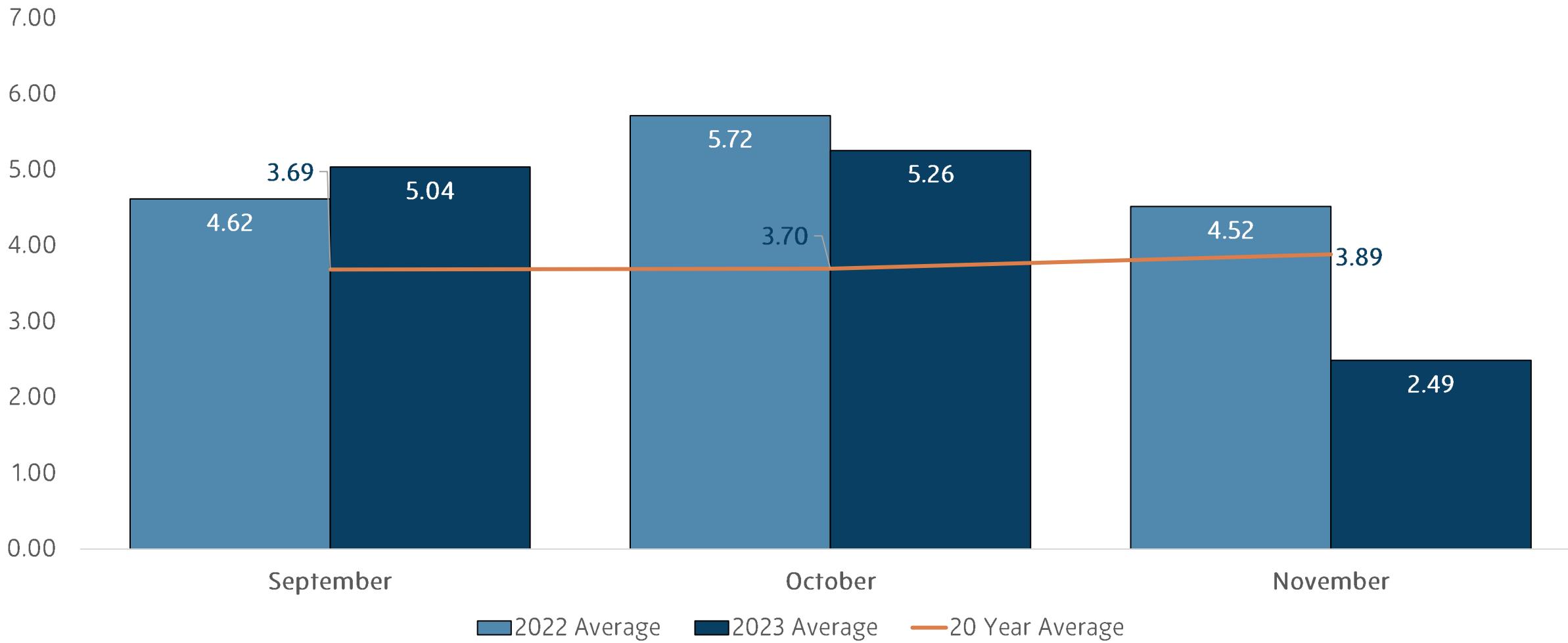


TEMPERATURE



Source: NOAA.

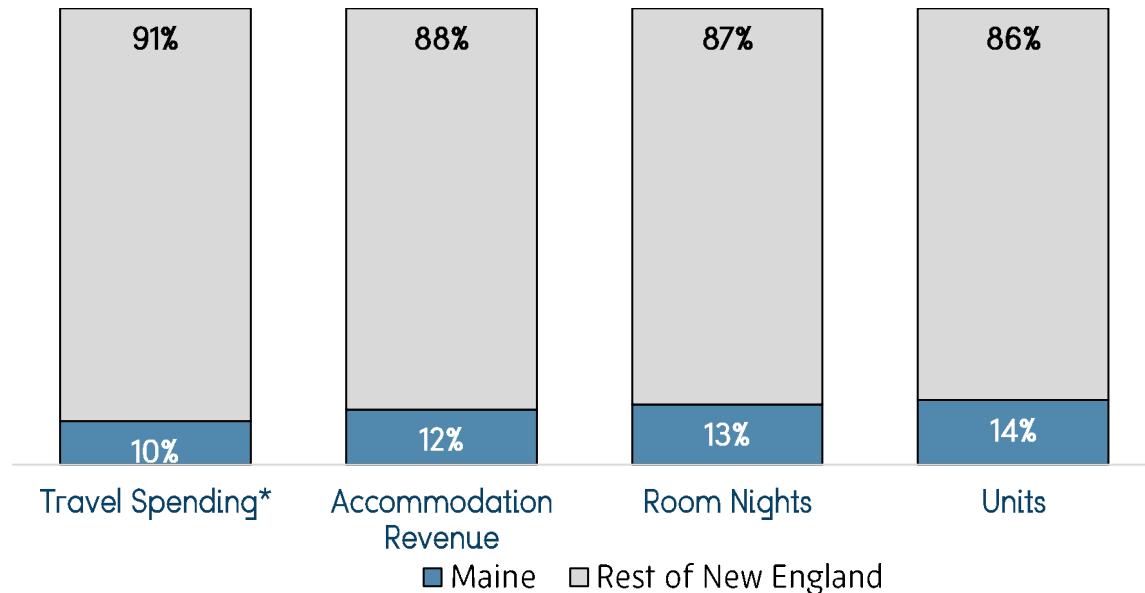
PRECIPITATION



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%-14%**.
- » 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 **-6.2%** lower and hotel room rates were **-8.5%** lower, resulting in RevPAR that was **-14.2%** lower than the rest of the region.



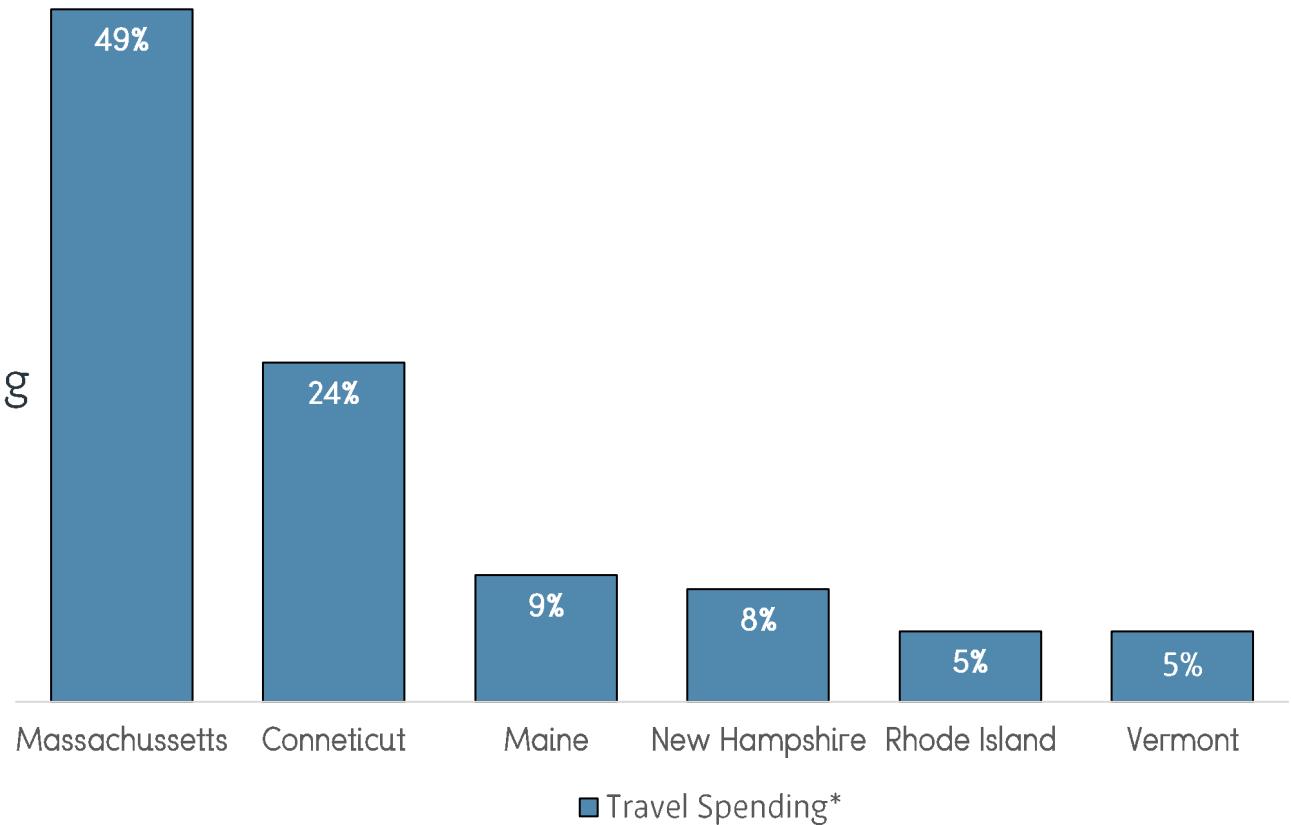
Hotel Metrics**	Maine	New England	Δ% from NE
Occupancy Rate (%)	63.8%	68.0%	-6.2%
Average Daily Rate	\$184.09	\$201.27	-8.5%
RevPAR	\$117.39	\$136.79	-14.2%

*Source: US Travel Association.

**Source: Smith Travel Research.

MARKET SHARE BY STATE

- » Travel spending in Maine accounted for **9%** of all visitor spending in the New England region.
- » Among New England states, Fall 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 Fall 2023 decreased by -3.5% compared to last fall. Occupancy and the number of day trippers dropped slightly resulting in fewer total visitors in Fall 2023. Visitor spending was up +5.6%, in line with an increase of Maine Taxable Lodging Sales. The accommodation spending increase was consistent with the increase in taxable lodging sales, but there was stronger growth in other spending areas such as restaurants and entertainment

KPIs	2022	2023	Δ% from '22
Visitors (#)	2,791,200	2,733,900	- 2.1%
Visitor Days ¹	13,467,600	12,997,500	- 3.5%
Direct Spending	\$1,834,757,800	\$1,918,341,700	+ 4.6%
Room Nights	3,209,200	3,262,900	+ 1.7%

¹Visitor 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 ¹	Maine Residents	Out-of-State Visitors	Total
Visitor (#)	437,400	2,296,500	2,733,900
Visitor (%)	16%	84%	100%

¹Visitation estimates provided here are preliminary and reflect visitation from September – November 2023. Adjustments will be made to these estimates at the end of the year to account for seasonal fluctuations.

LODGING METRICS*

Occupancy Rate

55.3%

- 6.7% from 2022

Average Daily Rate

\$174.95

- 0.2% from 2022

Revenue per Available Room

\$96.82

- 6.9% from 2022

*More units were available in Fall 2023.

DETAILED FINDINGS



VISITOR JOURNEY: PRE-VISIT

Pre-Visit

Traveler
Profile

Trip
Experience

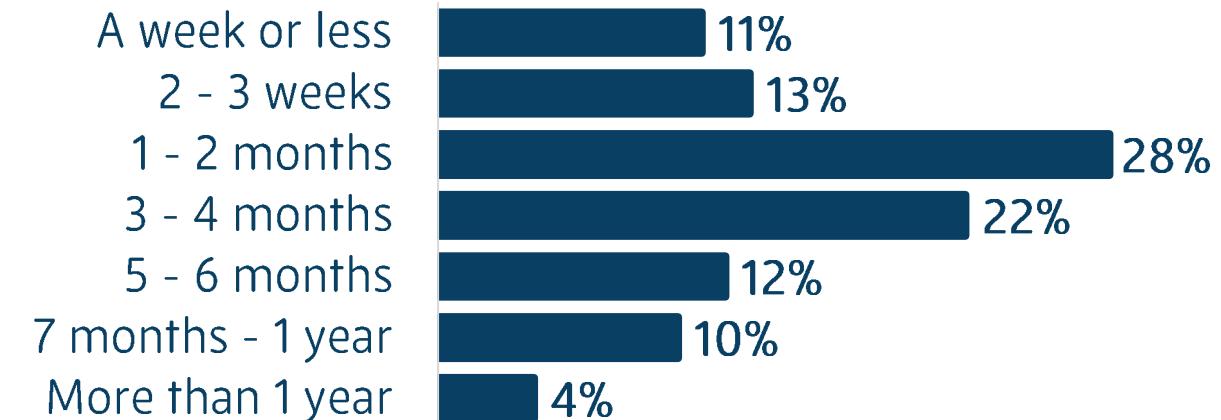
Post-Trip
Evaluation

Impact of
Tourism

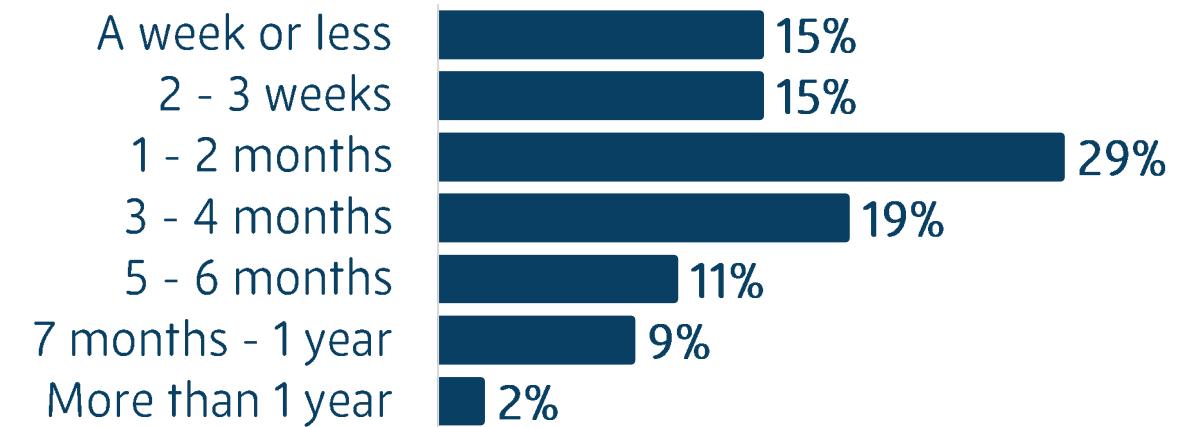
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **58 days** in advance (+6 days from 2022)
- » **76%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **51 days** in advance (+6 days from 2022)
- » **41%** of visitors have a booking window of more than 3 months

Beginning of Trip Planning Cycle

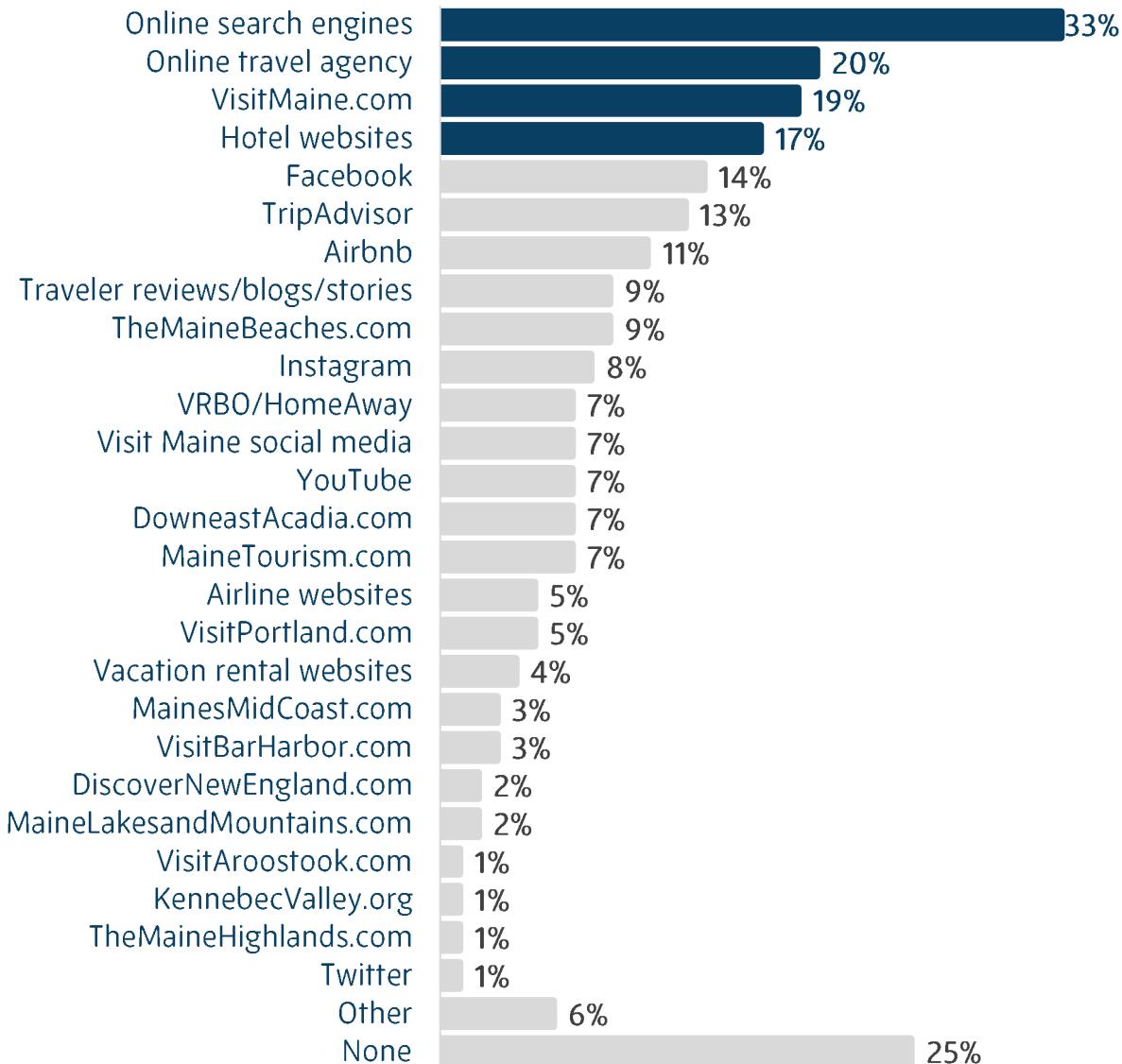


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

- » **3 in 4** visitors used one or more online resources to help them plan their trip in Maine
- » **1 in 3** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » Nearly **1 in 5** visitors used VisitMaine.com (+2% points from 2022)



*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

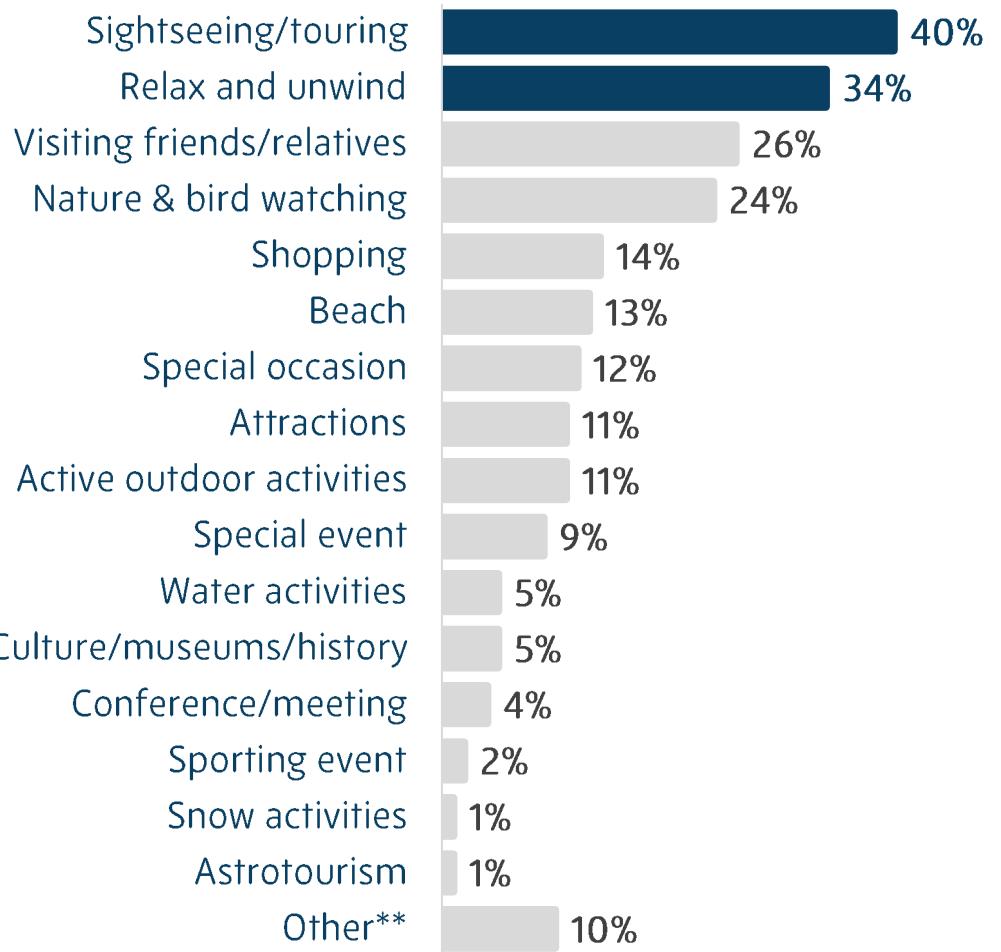
- » Nearly 2 in 5 visitors relied on advice from their friends and family to help them plan their trip in Maine (-10% points from 2022)
- » Nearly 1 in 5 visitors used travel guides/brochures to help plan their trip in Maine (+7% points from 2022)
- » Over 1 in 3 visitors did not use any other resources to help them plan their trip in Maine



*Multiple responses permitted.

REASONS FOR VISITING*

» 2 in 5 visitors came to Maine for sightseeing/touring (+4% points from 2022)



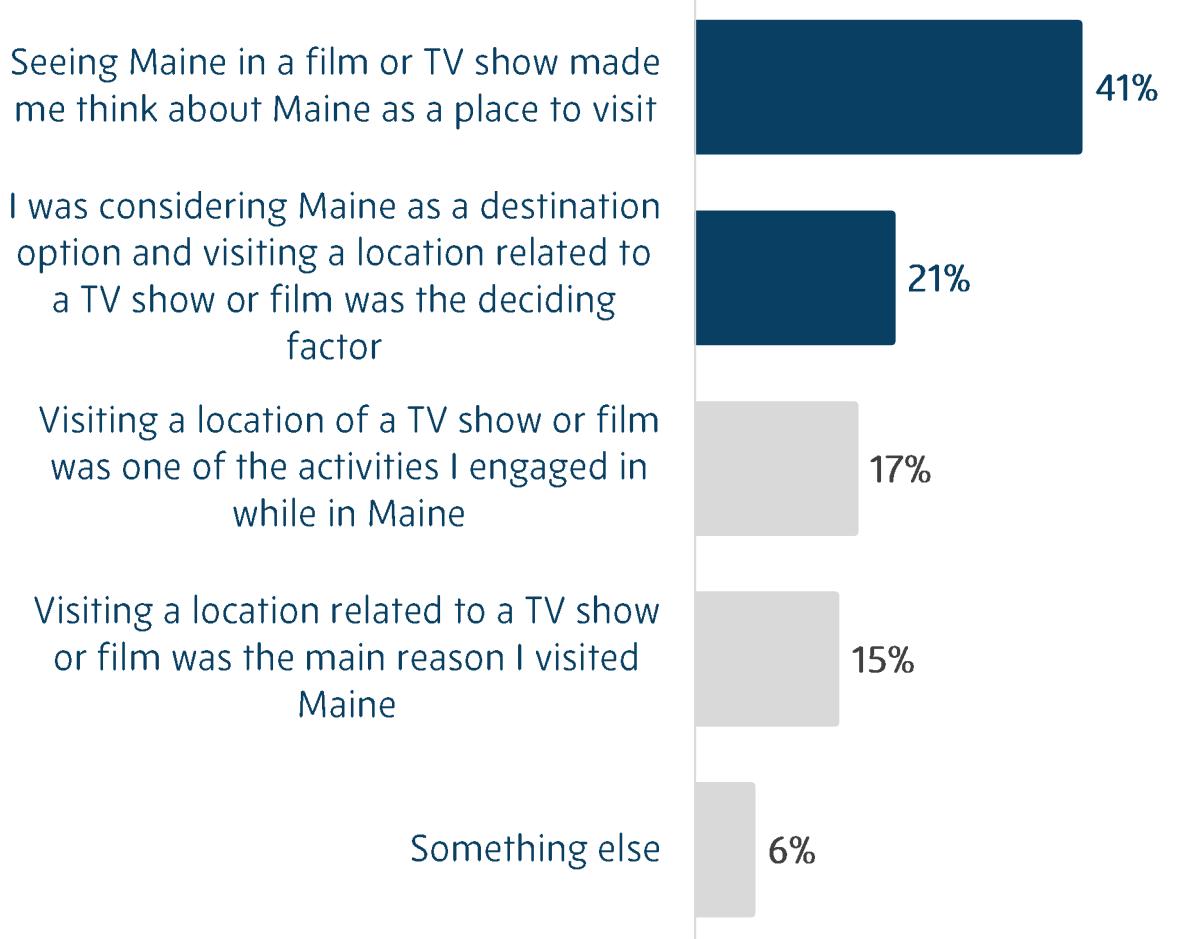
*Multiple responses permitted.

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

TV SHOWS & FILM*

- » **4%** of visitors said a TV show or film inspired their tip to Maine
- » **41%** 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

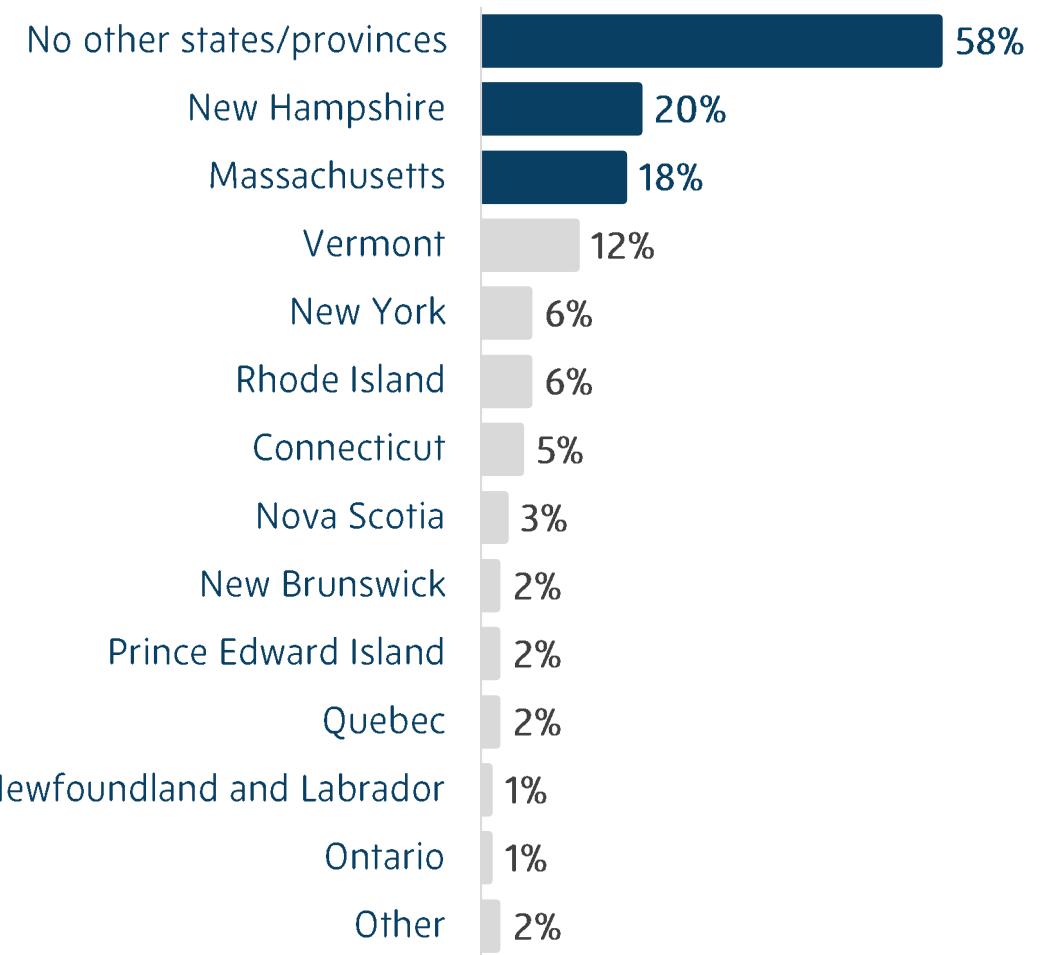
Base: 4% of visitors who were inspired by a TV show or film



*Questions were not asked until January 2023.

OTHER STATES & PROVINCES CONSIDERED*

- » Nearly 3 in 5 visitors considered visiting **ONLY** Maine while planning their trips (-5% points from 2022)
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces

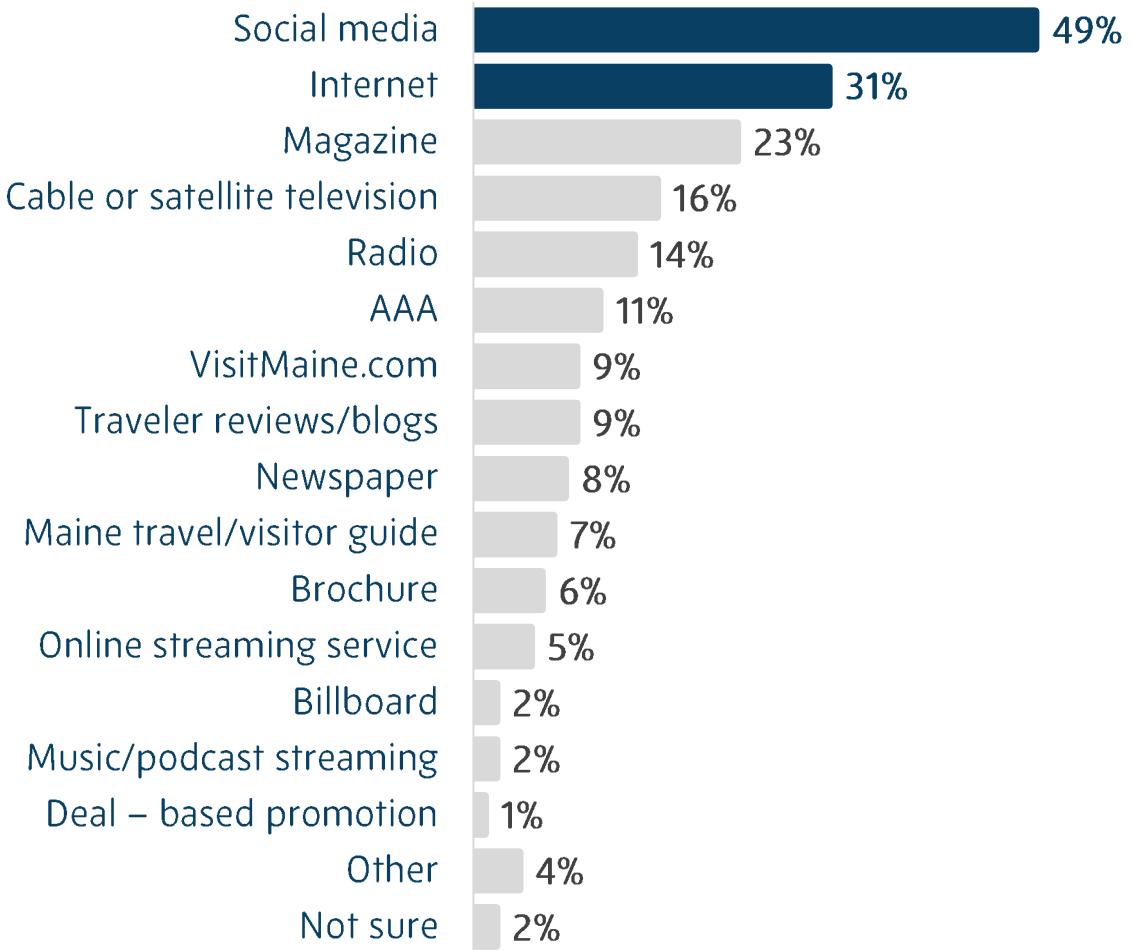


*Multiple responses permitted.

PRE-TRIP RECALL OF ADVERTISING*

- » Nearly **half** of visitors noticed advertising or promotions for Maine prior to their trip (-4% points from 2022)
- » Visitors who recalled this advertising primarily saw it on social media (+6% points from 2022) or the internet (-3% points from 2022)
- » This information influenced **22%** of all visitors to visit Maine (-6% points from 2022)

Base: 46% of visitors who noticed advertising

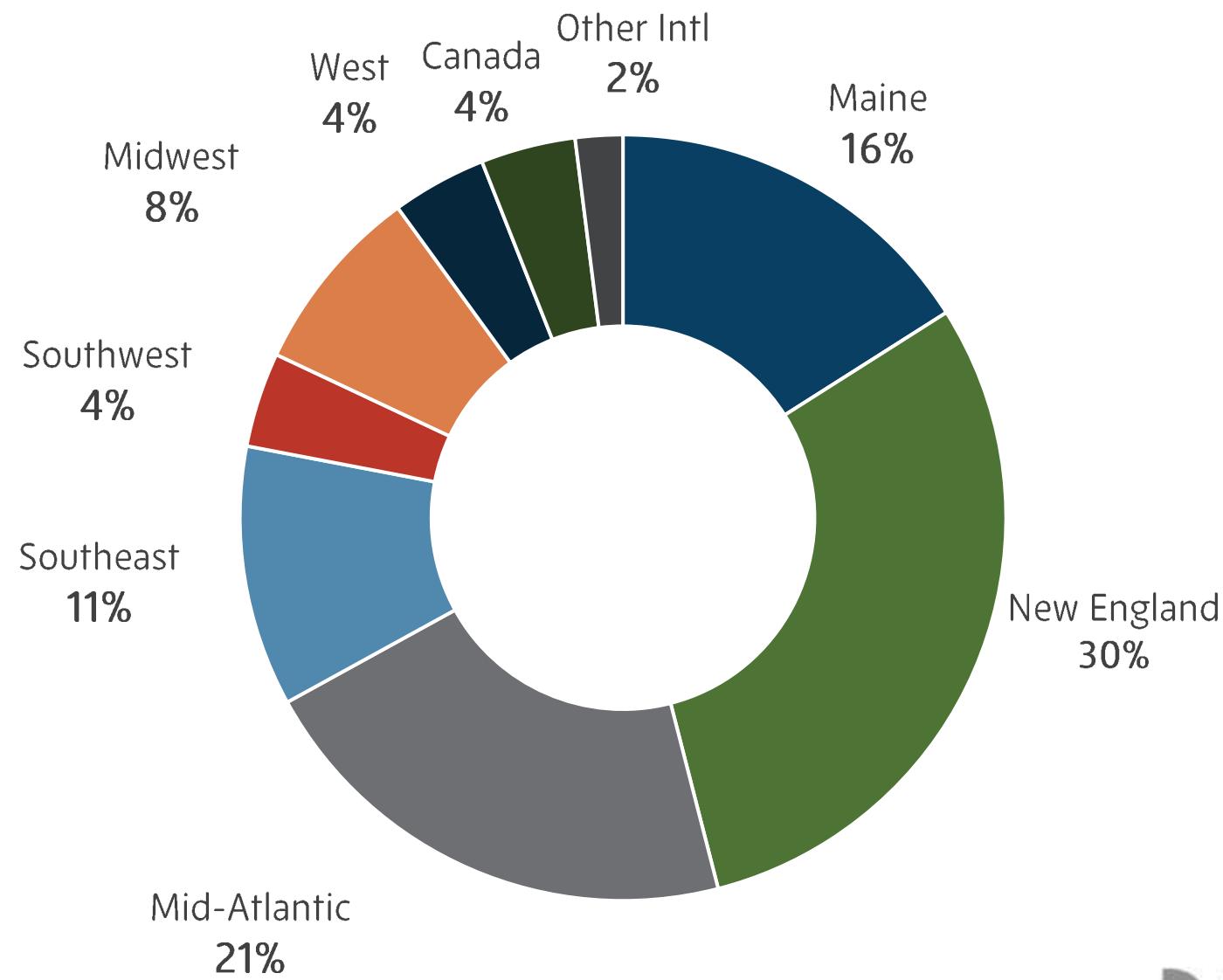


*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » 78% of visitors traveled to/within Maine from these 15 U.S. states and Canadian provinces
- » 1 in 6 visitors were residents of Maine traveling throughout the state (-7% points from 2022)

State	Percent
Maine	16%
Massachusetts	15%
New York	9%
New Hampshire	6%
Connecticut	5%
Florida	4%
New Jersey	4%
Pennsylvania	4%
Texas	3%
Georgia	2%
Illinois	2%
Ohio	2%
Vermont	2%
Virginia	2%
Quebec	2%

TOP ORIGIN MARKETS

- » Over 1 in 3 visitors traveled from these 16 U.S. markets
- » 16% of visitors traveled to Maine from Boston or New York City

Market	Percent
Boston	9%
New York City ¹	7%
Washington DC - Baltimore ²	2%
Philadelphia	2%
Albany	2%
Portland	2%
Augusta	2%
Atlanta	1%
Chicago	1%
Rochester - Portsmouth, NH	1%
Providence, RI	1%
Auburn - Lewiston	1%
Manchester, NH	1%
Hartford, CT	1%
Bangor	1%
Dallas - Ft. Worth	1%

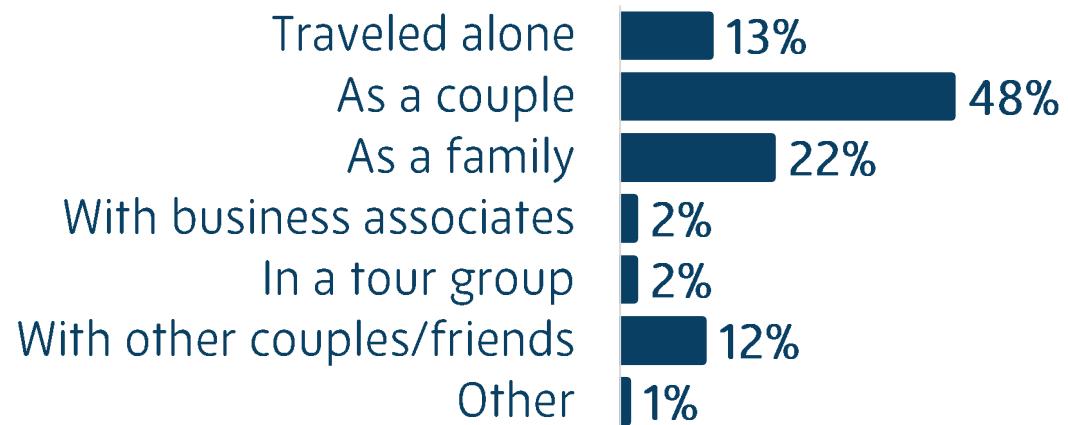
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

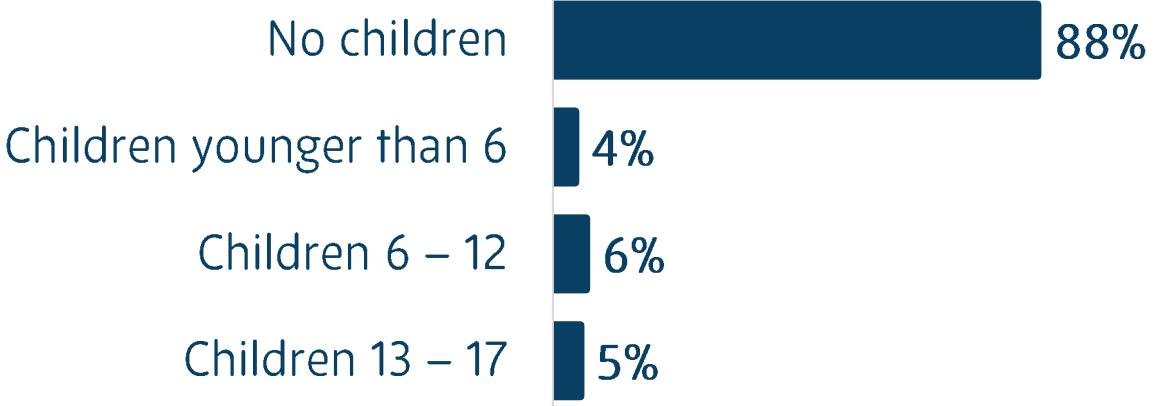
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.7** people
- » Nearly **half** of visitors traveled as a couple
- » Over **1 in 5** traveled as a family
- » **12%** of visitors traveled with one or more children in their travel party

Travel Party Composition



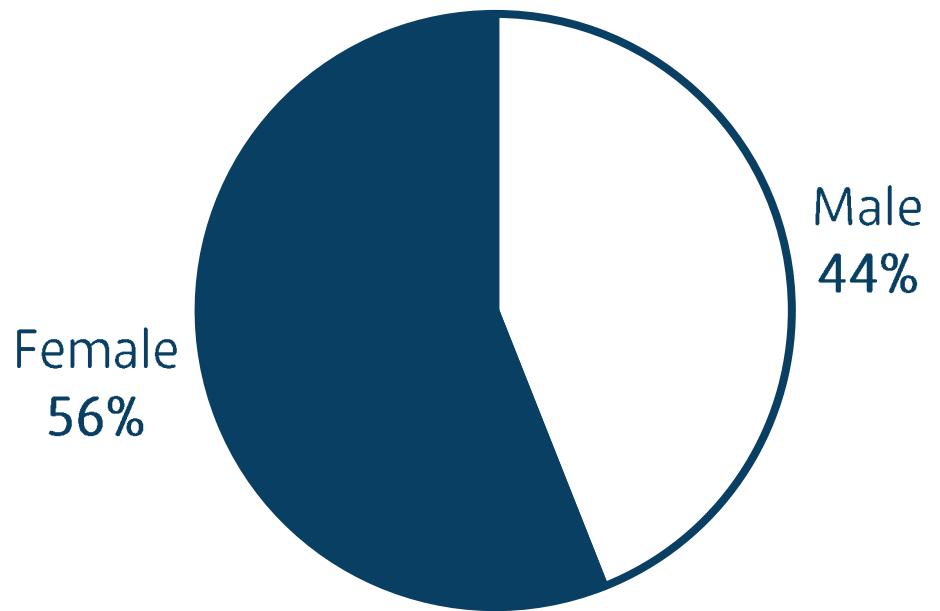
Children in Travel Party*



*Multiple responses permitted.

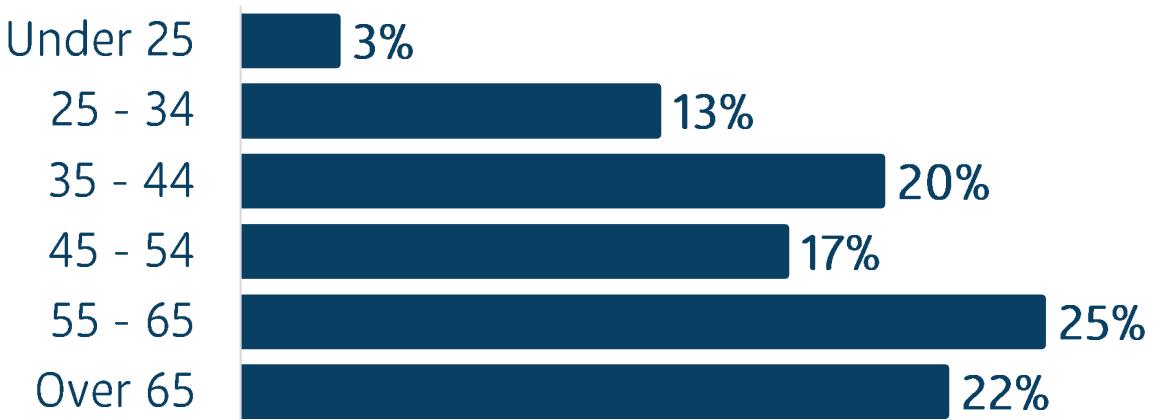
GENDER

- » Over half of visitors to Maine interviewed were females



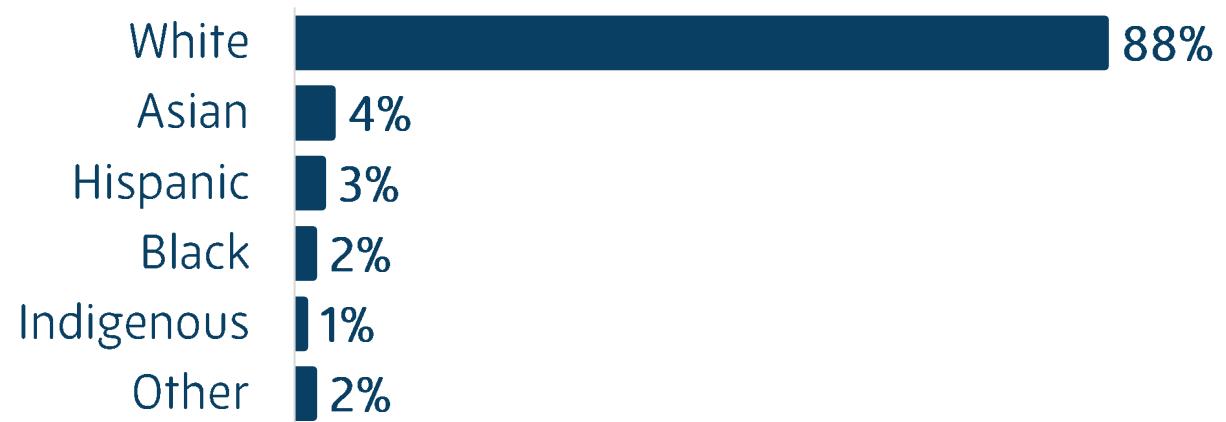
AGE

» The average age of visitors to Maine is 53 years old



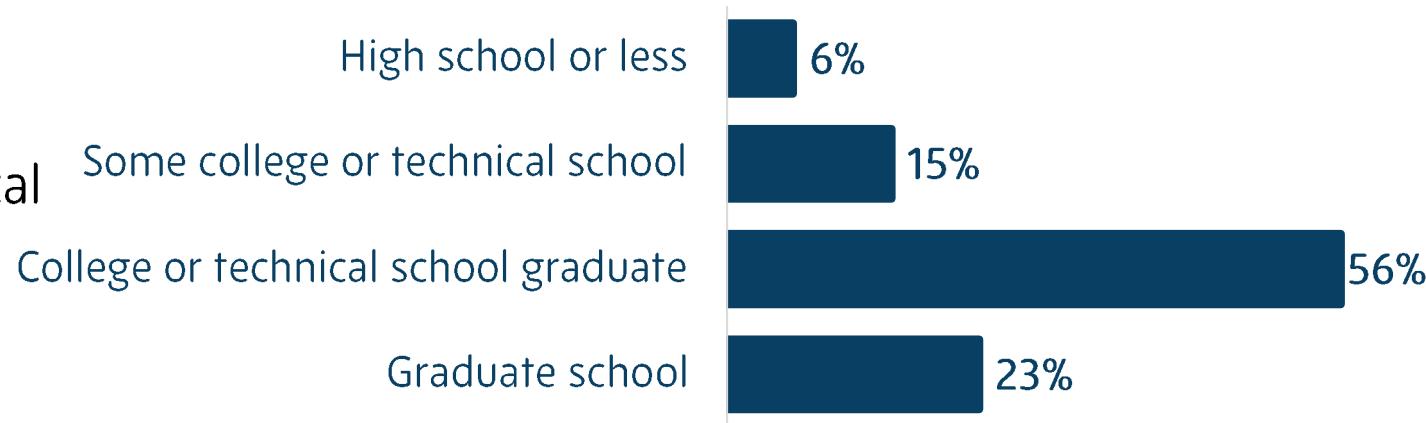
RACE & ETHNICITY

» Nearly 9 in 10 visitors to Maine were white



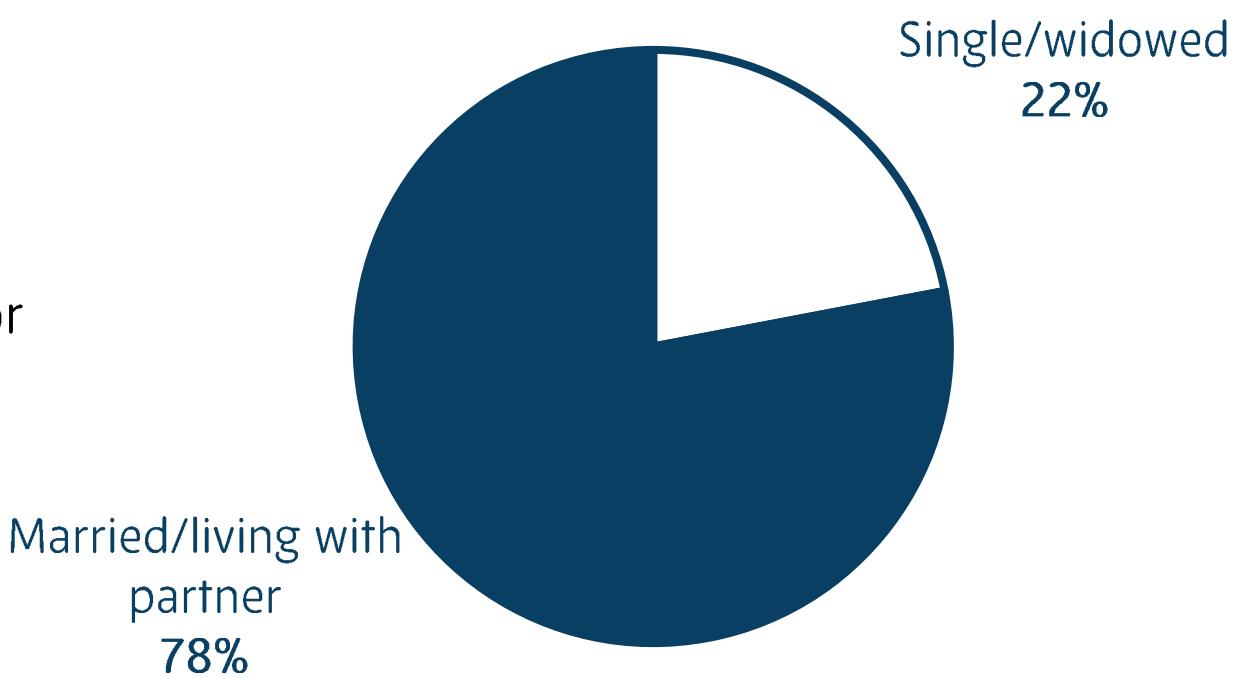
EDUCATIONAL ATTAINMENT

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



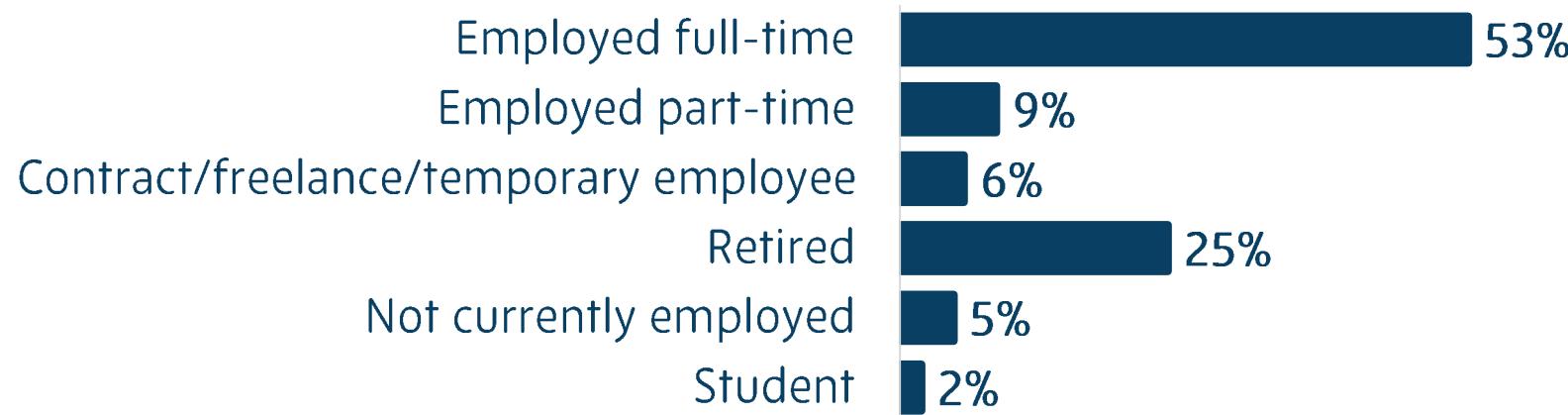
MARITAL STATUS

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



EMPLOYMENT STATUS

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



HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$97,400** per year
- » 22% of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

» 24% of visitors were traveling in Maine for the first time

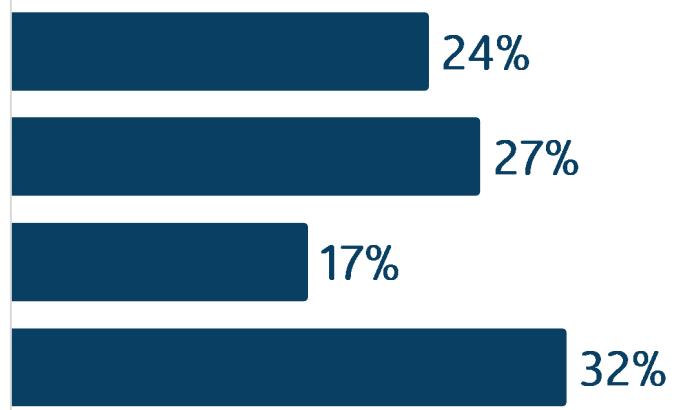
» Maine has high repeat and loyal visitors, as 32% had previously traveled in Maine more than 10 times

This is my first time

2 - 5 times

6 - 10 times

11+ times

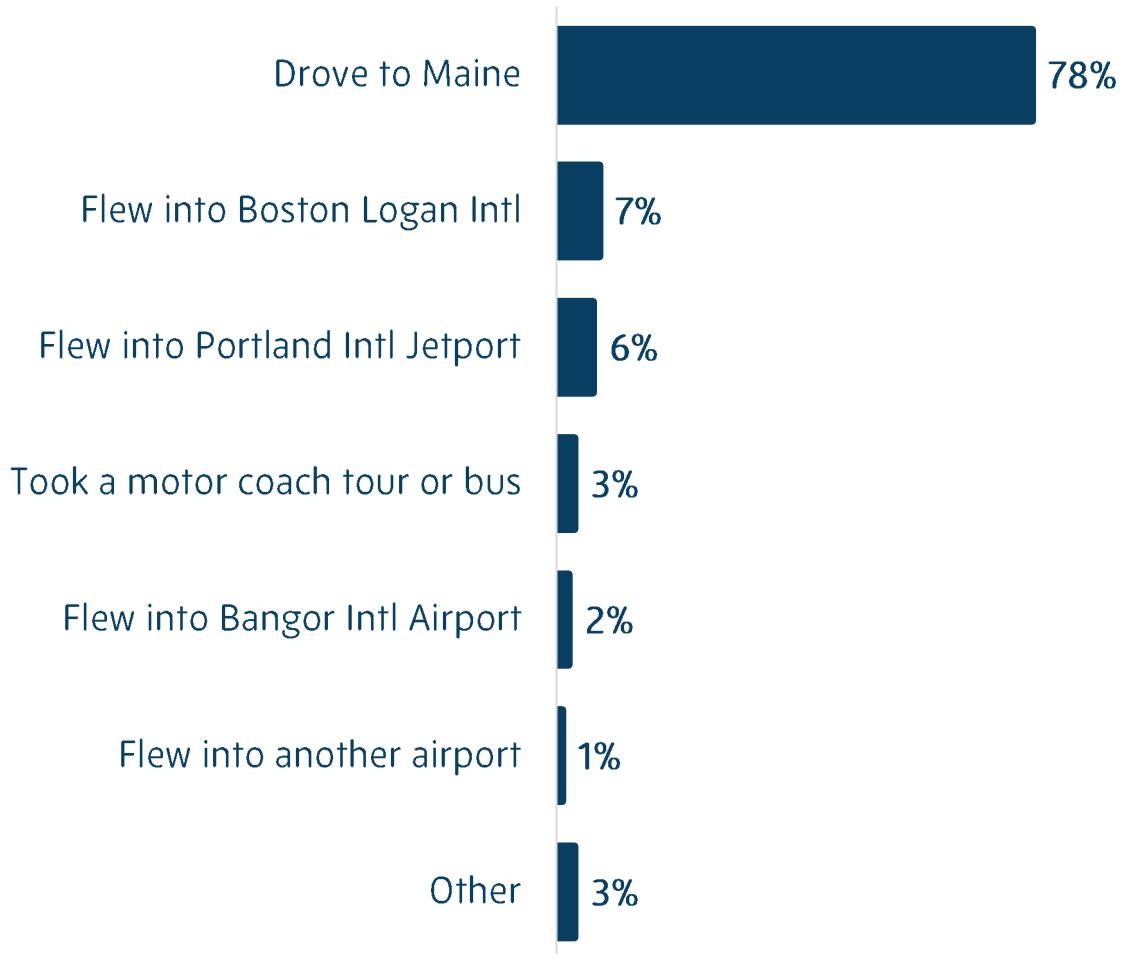


VISITOR JOURNEY : TRIP EXPERIENCE



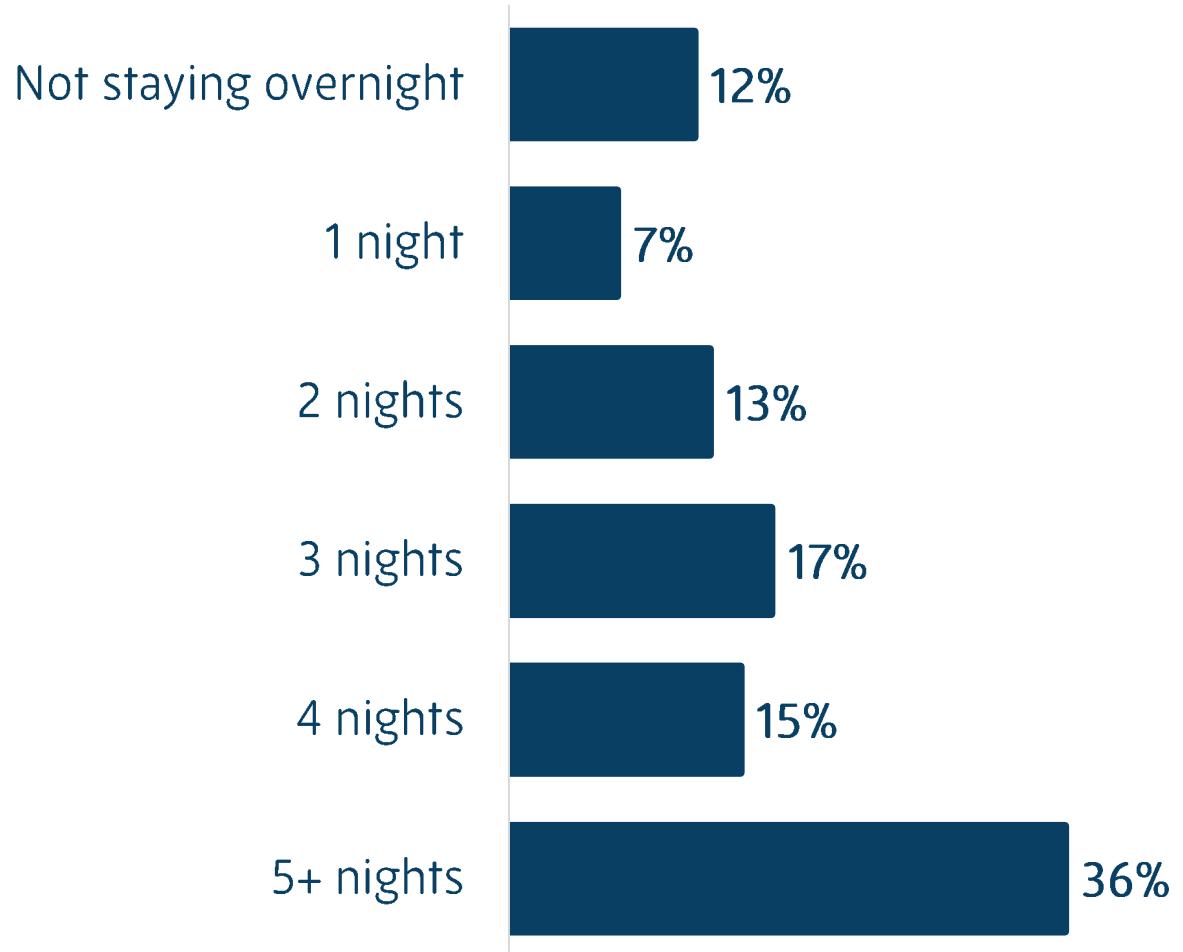
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with 78% choosing to travel by car over plane, motor coach/bus, or train (-7% points from 2022)
- » Most visitors who flew to Maine arrived at Boston Logan International Airport or Portland International Jetport



NIGHTS STAYED

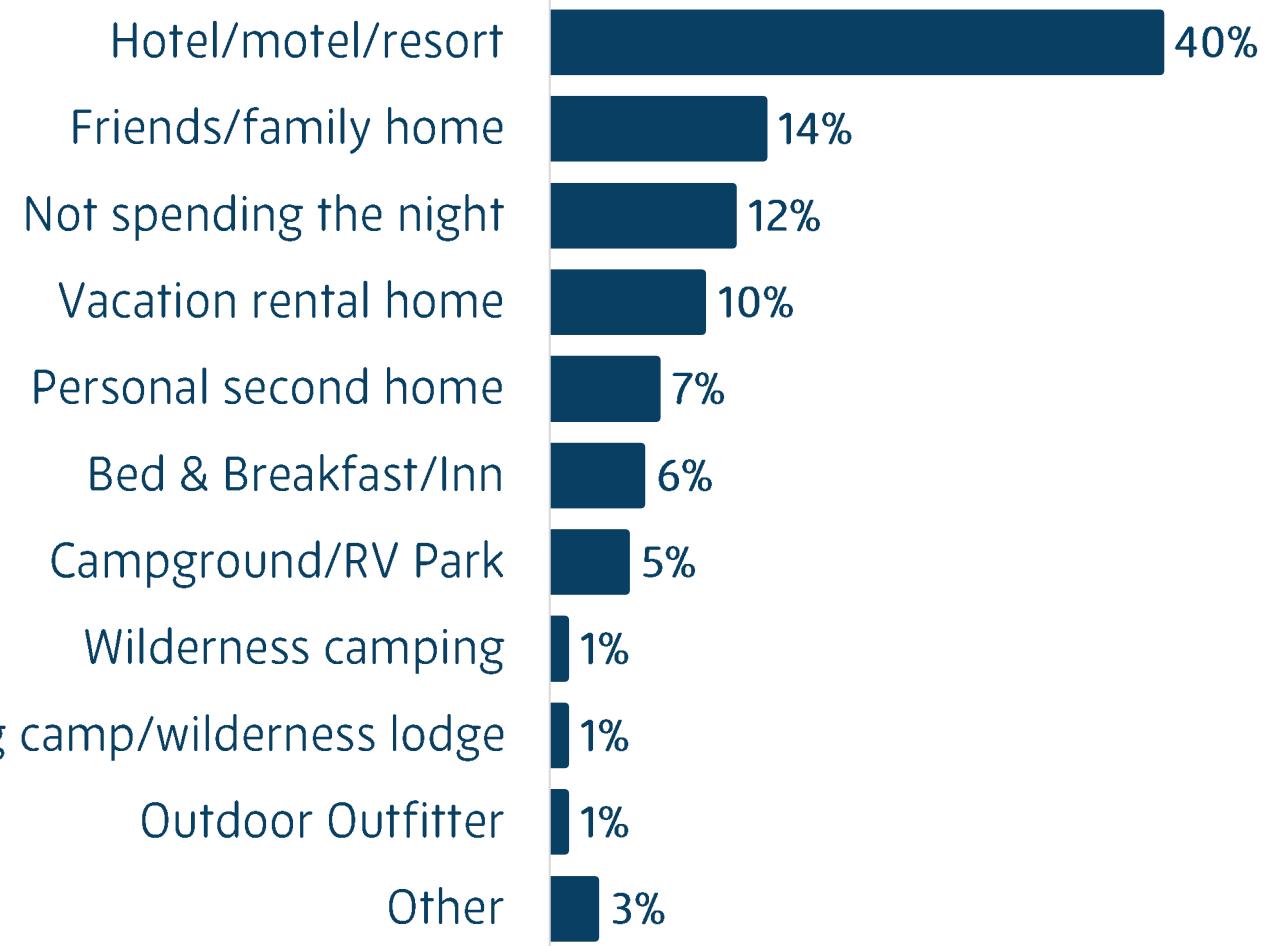
- » 88% of visitors stayed one or more nights in Maine on their trip (+2% points from 2022)
- » Typical visitors stayed 4.8* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 4.9 nights in Maine on their trips



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

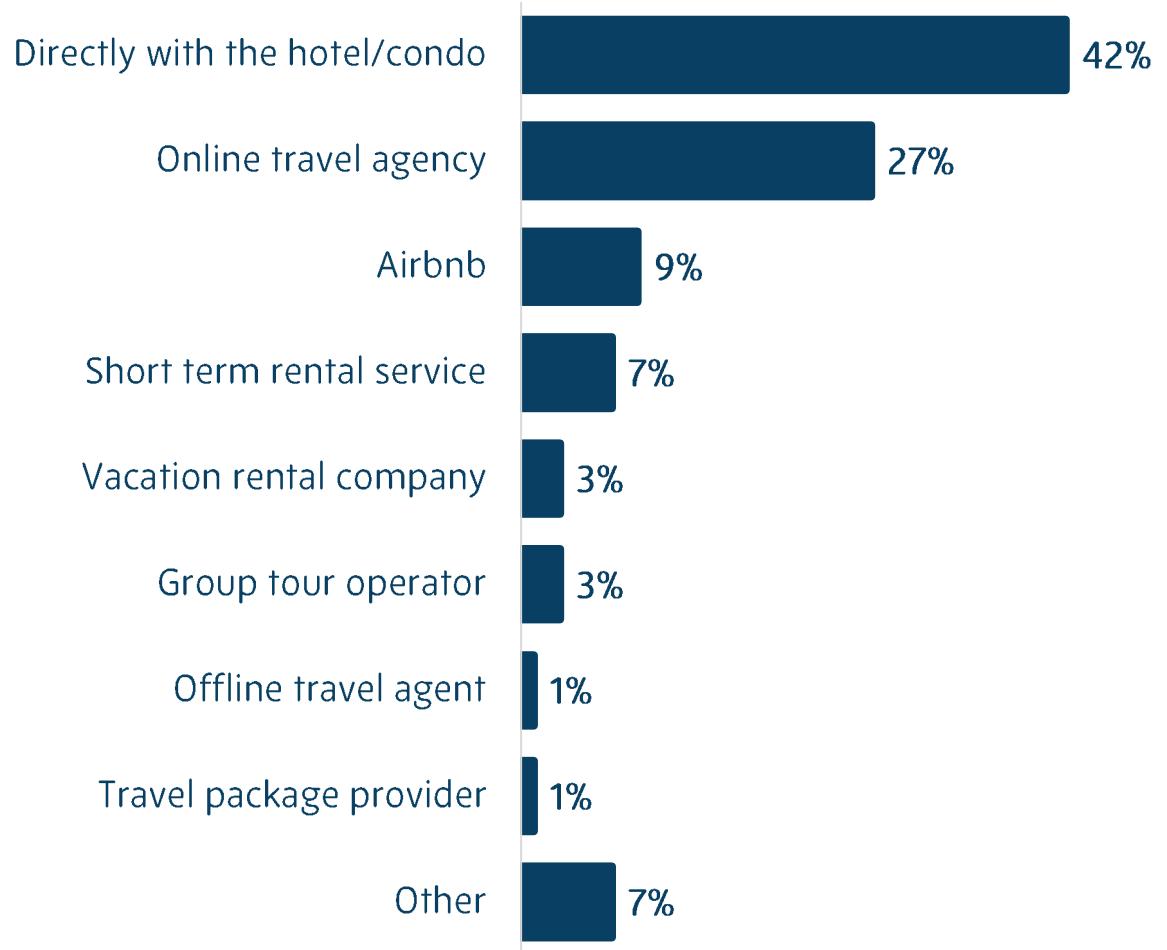
ACCOMMODATIONS

- » **2 in 5** visitors stayed overnight at a hotel/motel/resort
- » Over 1 in 10 visitors were just visiting for the day



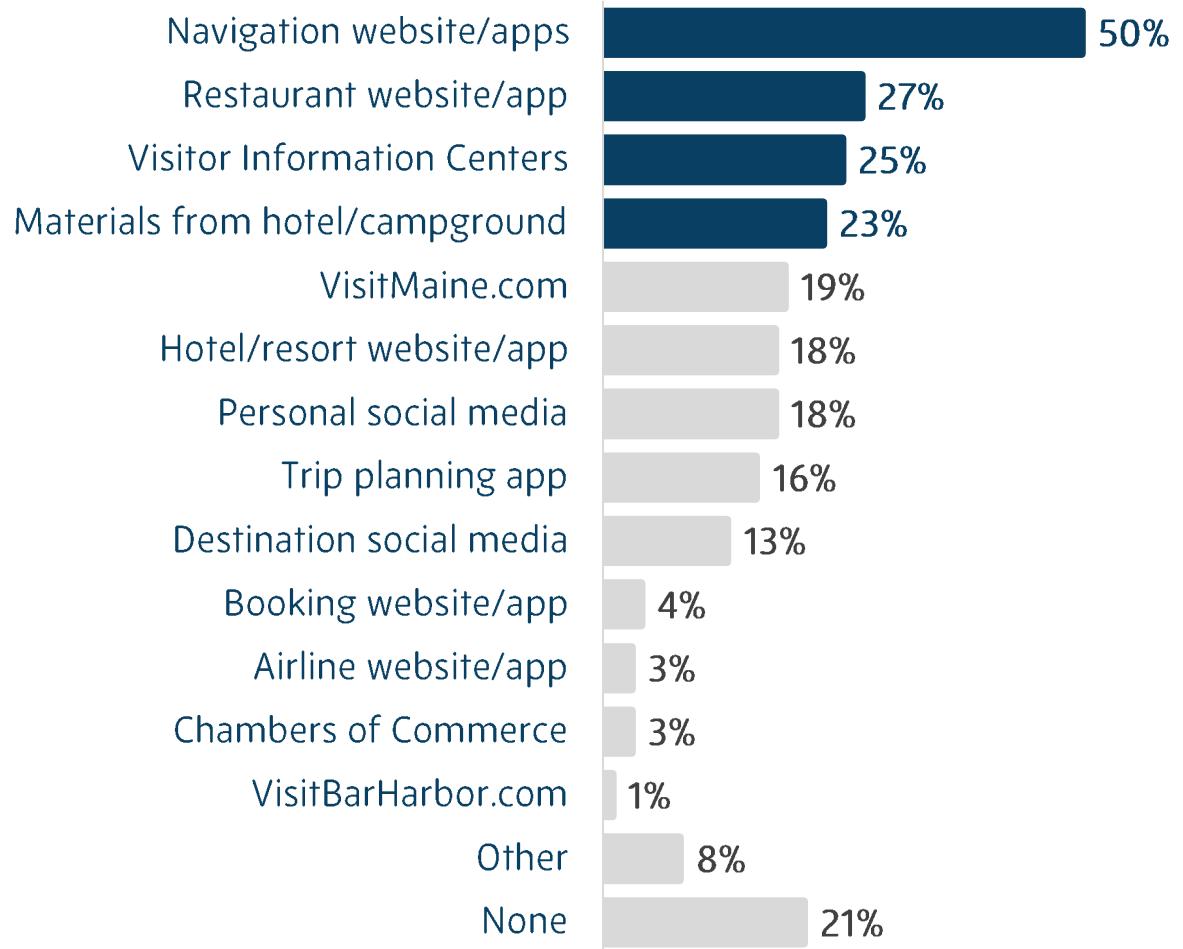
BOOKING METHODS

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



IN-MARKET VISITOR RESOURCES*

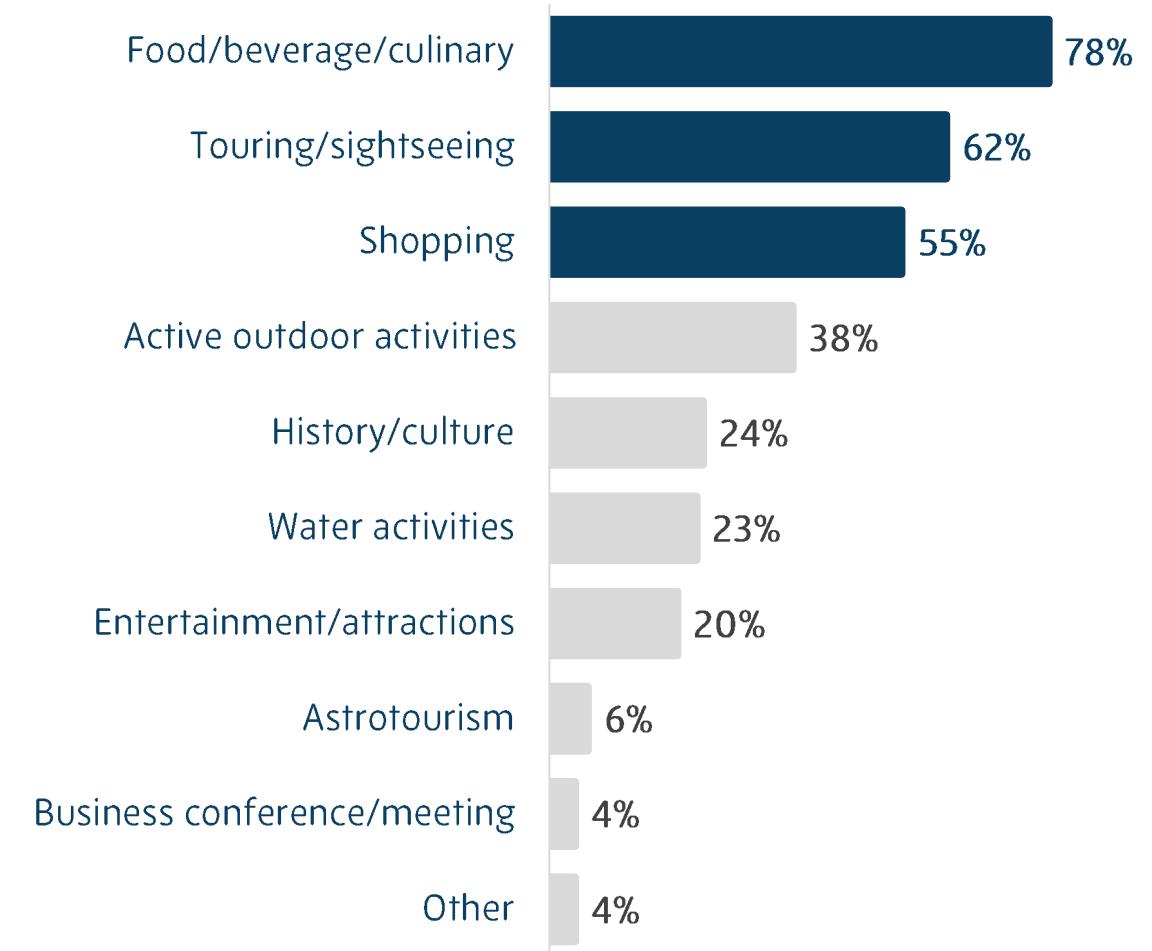
- » Visitors were more likely to rely on navigation websites/apps to plan activities in-market
- » **1 in 4** of visitors went to visitor information centers (-1% points from 2022)
- » **1 in 5** visitors did not use any resources to plan activities while they were in-market



*Multiple responses permitted.

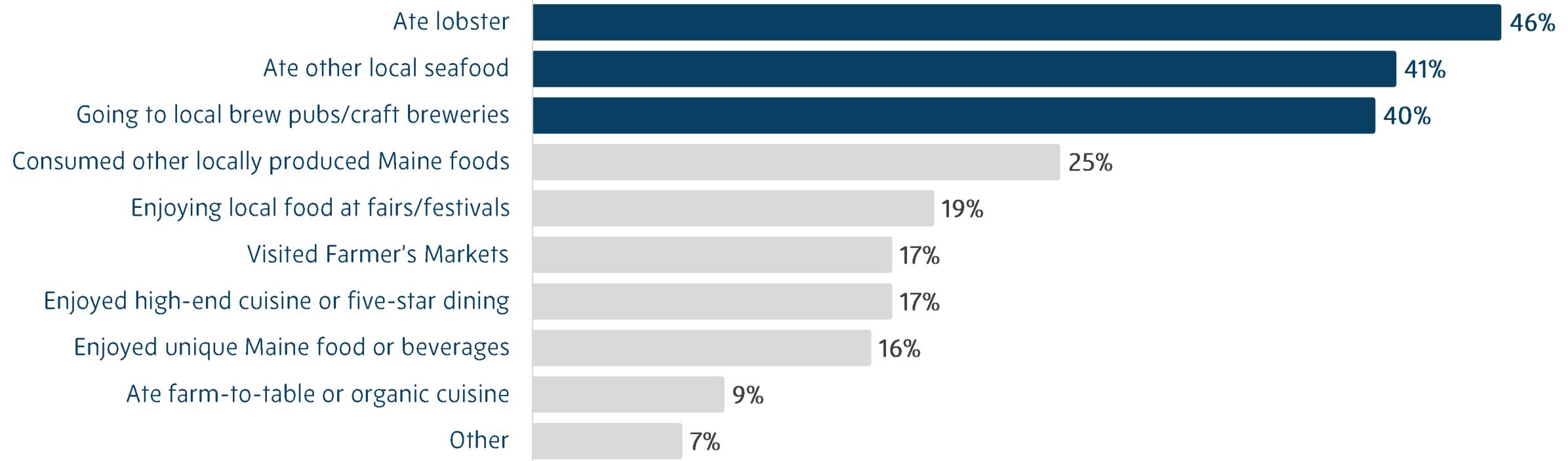
VISITOR ACTIVITIES*

- » **78%** of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Over **3 in 5** visitors went touring/sightseeing during their trip to Maine
- » Over **half** of visitors went shopping during their trip to Maine



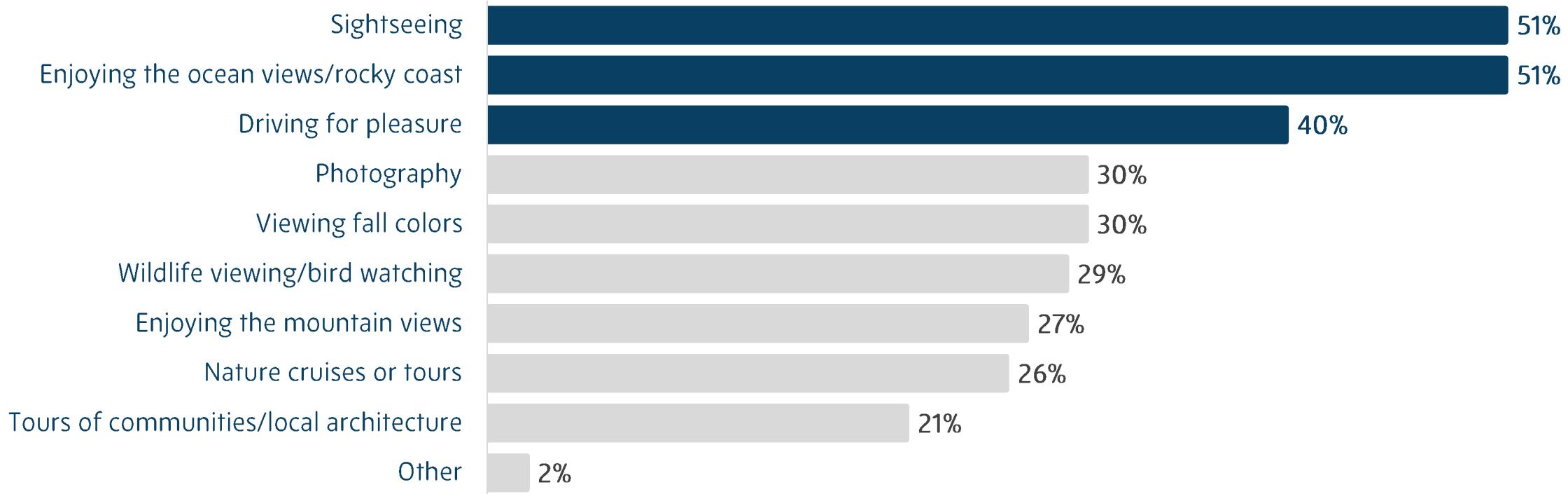
*Multiple responses permitted.

FOOD & BEVERAGE ACTIVITIES*



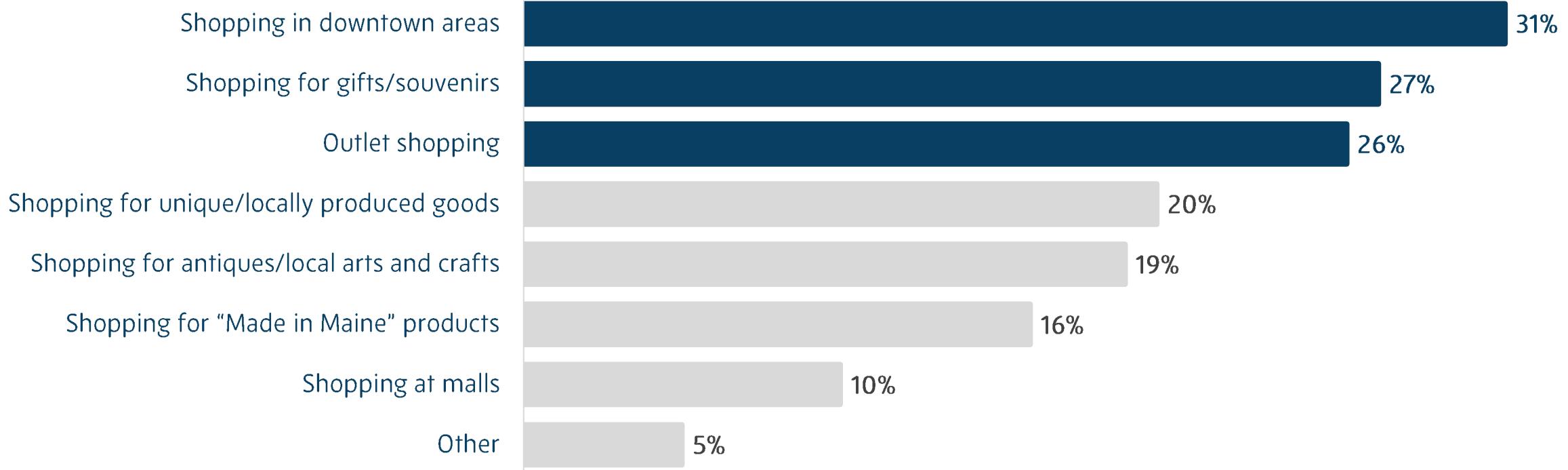
*Multiple responses permitted.

TOURING & SIGHTSEEING ACTIVITIES*

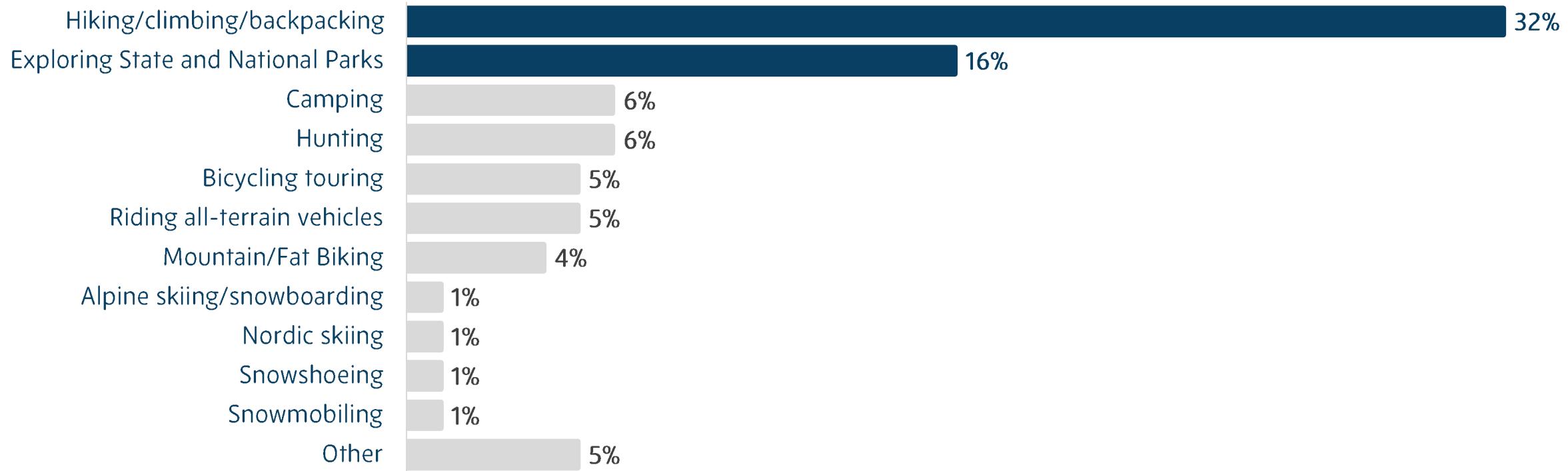


*Multiple responses permitted.

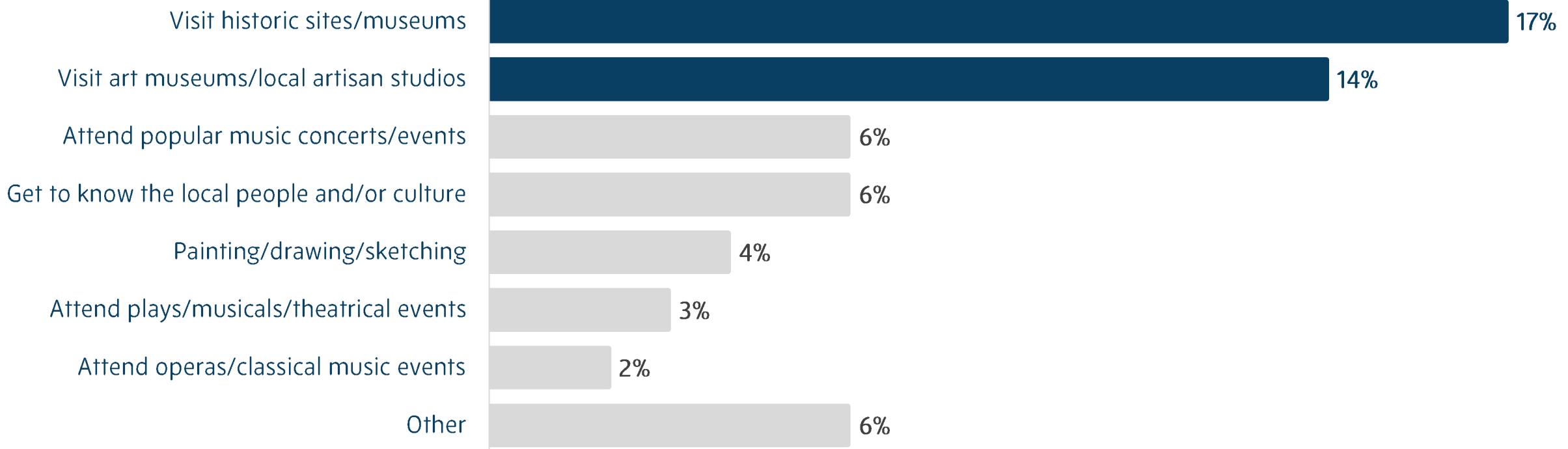
SHOPPING ACTIVITIES*



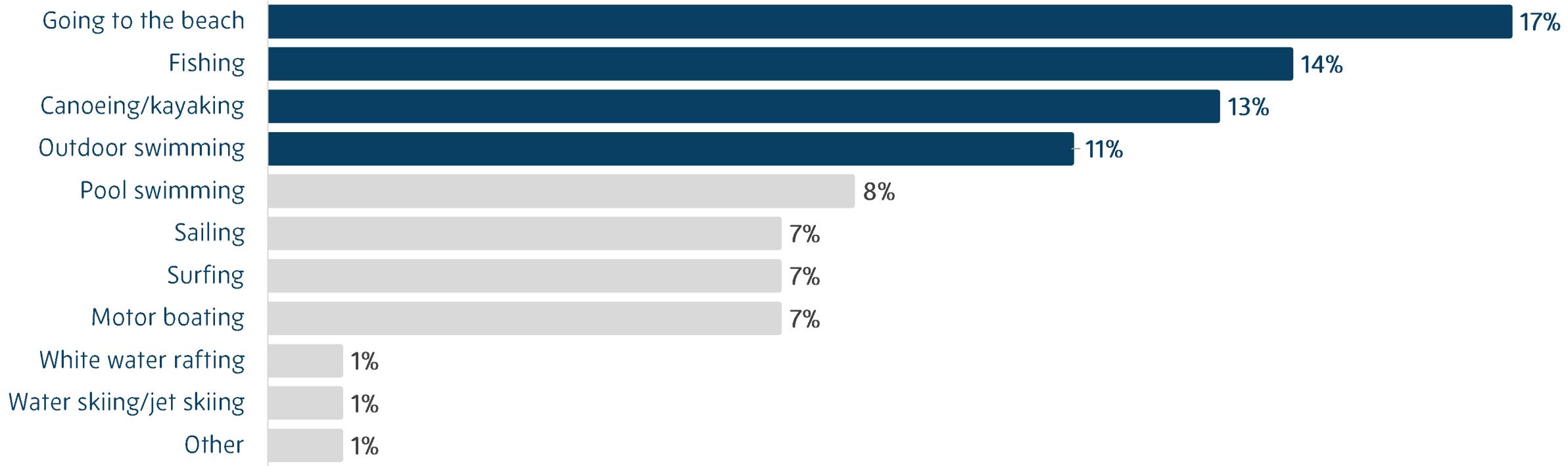
ACTIVE OUTDOOR ACTIVITIES*



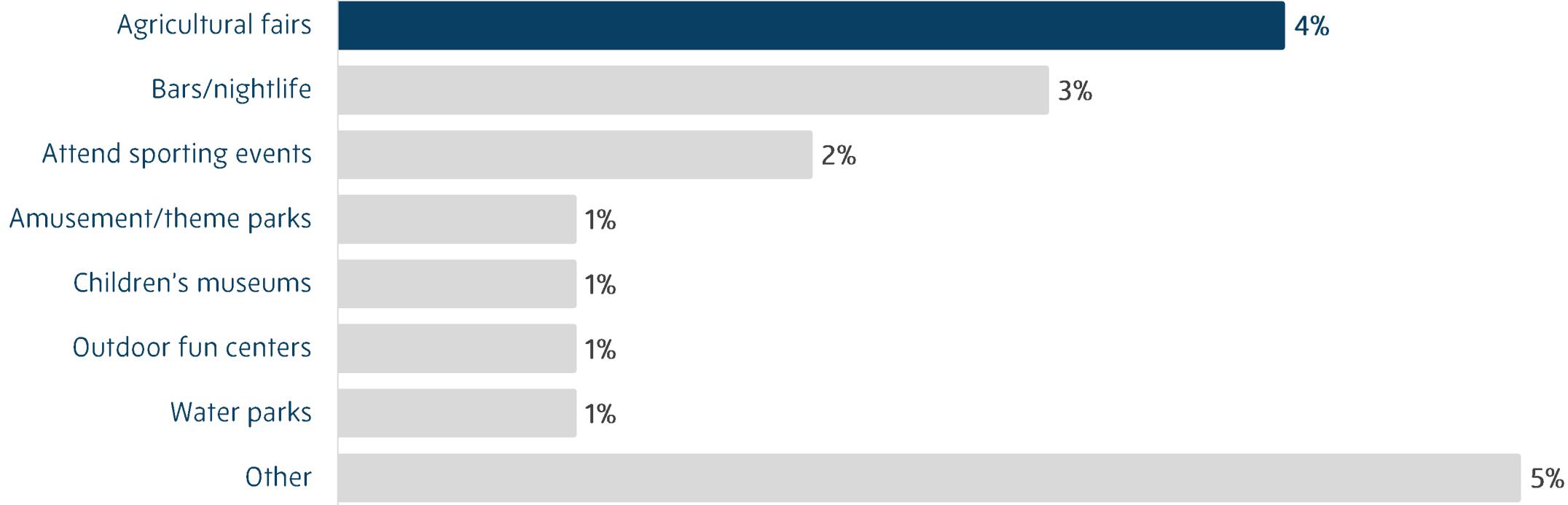
HISTORICAL & CULTURAL ACTIVITIES*



WATER ACTIVITIES*



ENTERTAINMENT ACTIVITIES*



*Multiple responses permitted.

**Other includes visiting the Botanical Gardens.

DAILY TRAVEL PARTY SPENDING

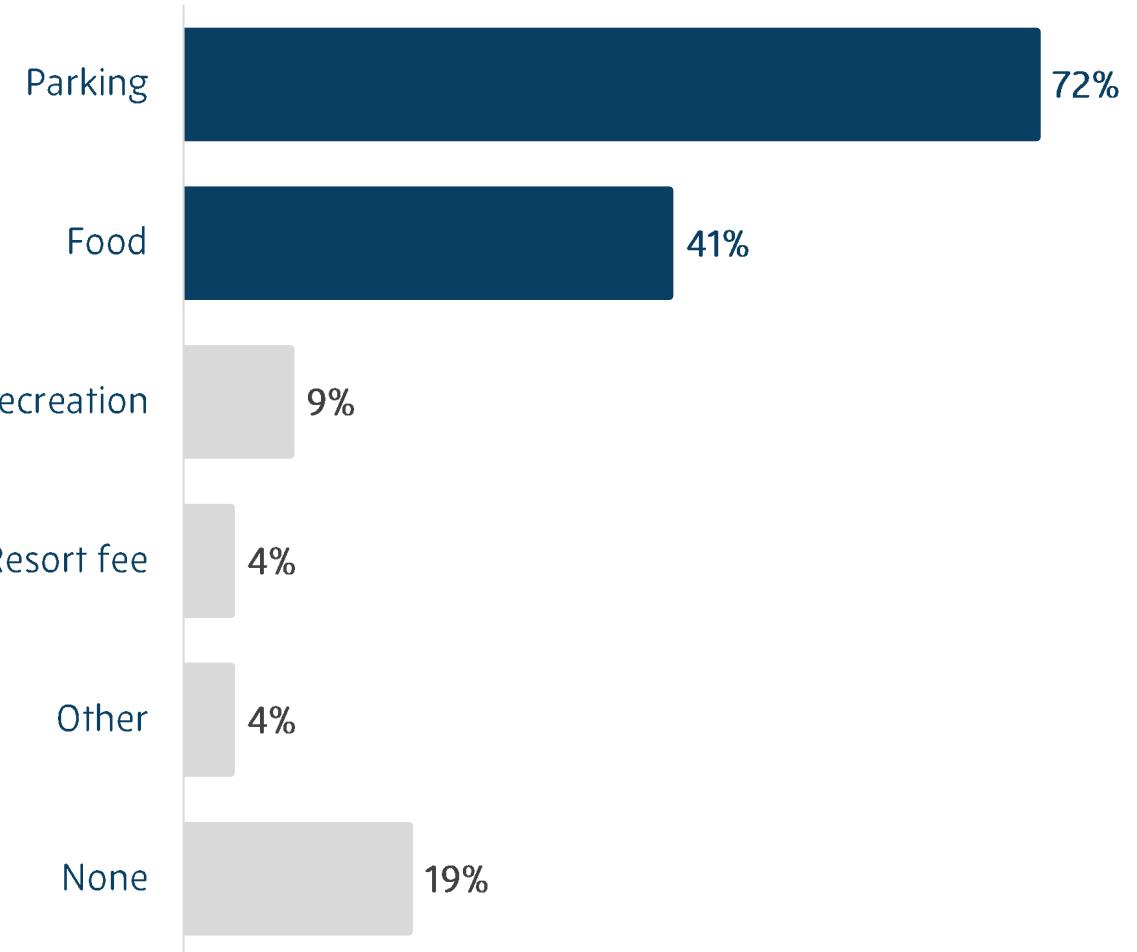
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$175	\$0	\$0
Restaurants	\$135	\$100	\$59
Groceries	\$32	\$39	\$12
Shopping	\$85	\$76	\$66
Activities & attractions	\$83	\$63	\$38
Transportation	\$50	\$37	\$33
Other	\$17	\$13	\$11
Daily Spending	\$577	\$328	\$219

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$858	\$0	\$0
Restaurants	\$662	\$650	\$59
Groceries	\$157	\$254	\$12
Shopping	\$417	\$494	\$66
Activities & attractions	\$407	\$410	\$38
Transportation	\$245	\$241	\$33
Other	\$83	\$85	\$11
Trip Spending	\$2,829	\$2,134	\$219

LODGING AMENITIES*

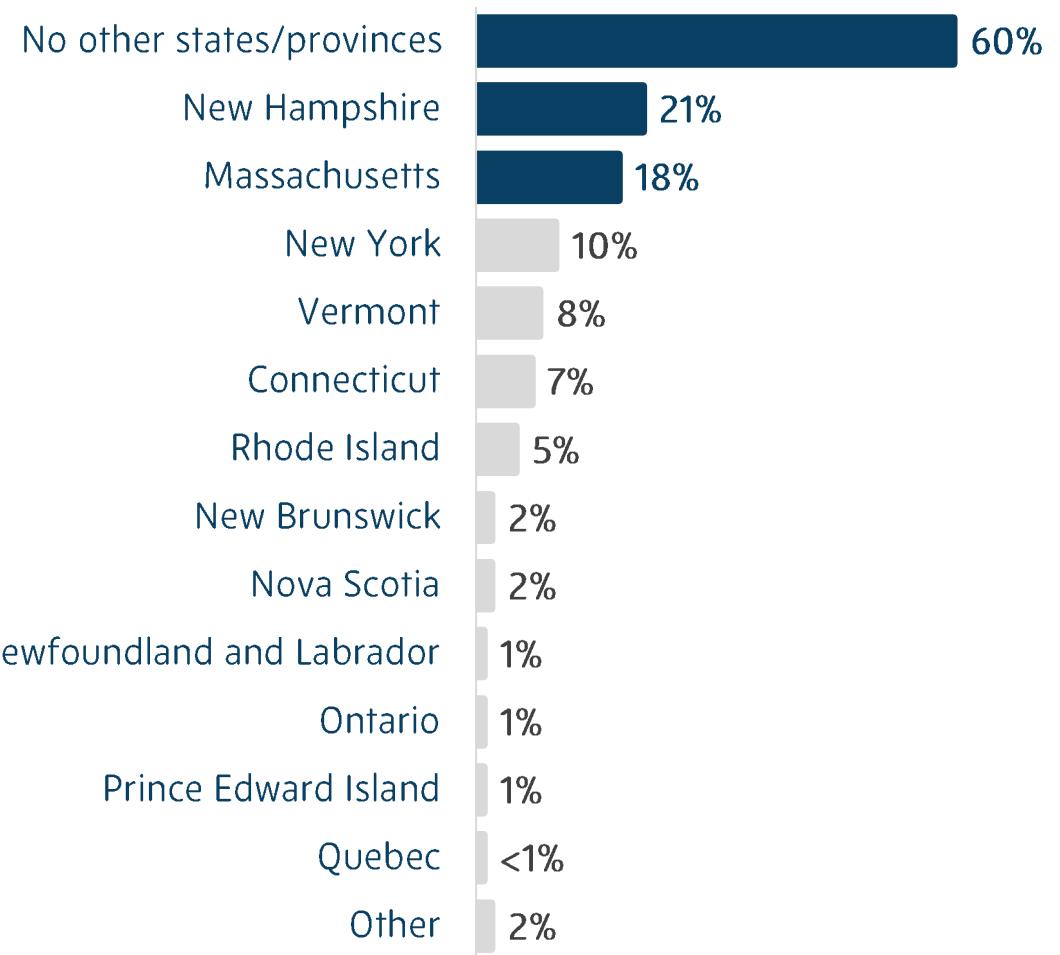
- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for over **4 in 5** visitors
- » Price for accommodations included parking for over **7 in 10** visitors
- » Food was included in accommodations' pricing for over **2 in 5** visitors



*Multiple responses permitted.

OTHER STATES & PROVINCES VISITED*

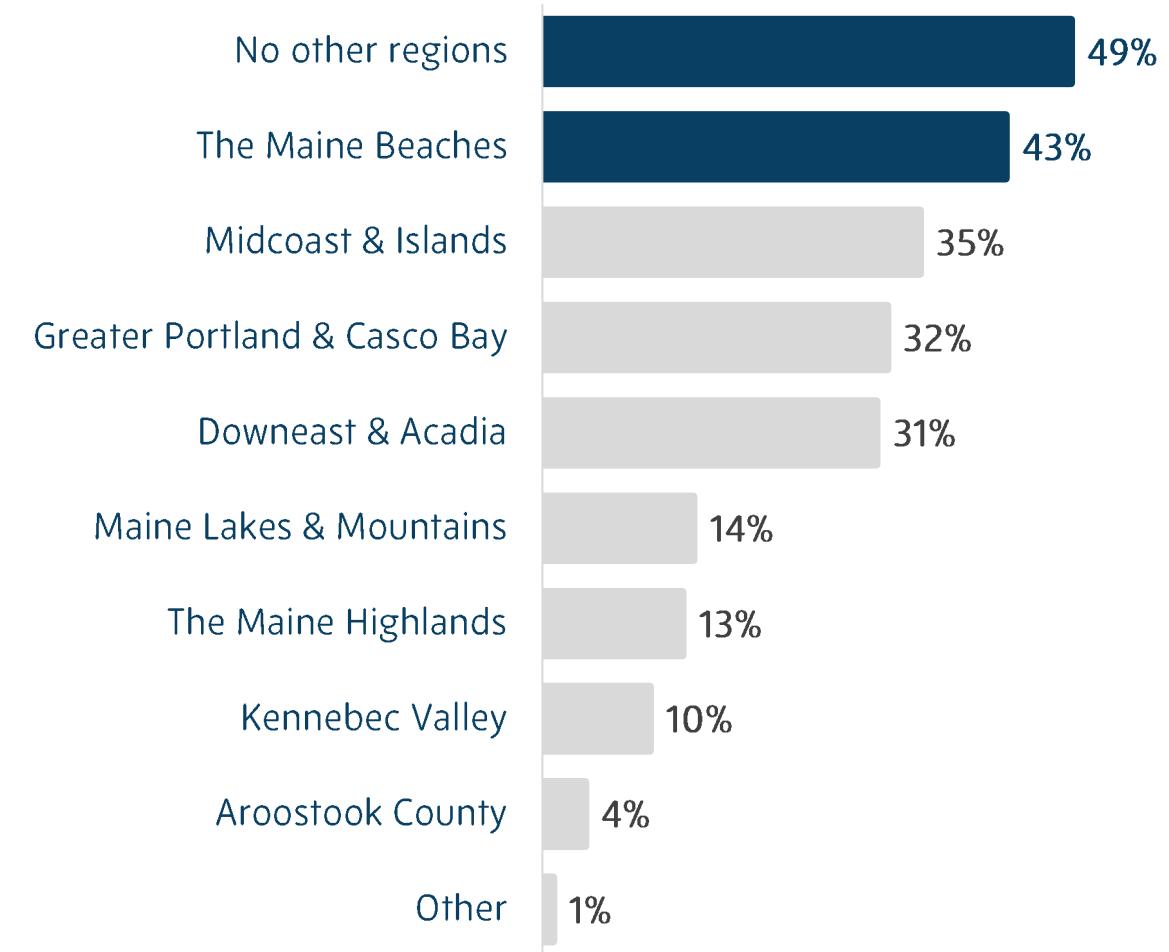
- » **3 in 5** visitors did not visit any other U.S. state or Canadian province during their trip
- » Visitors continued to be more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip



*Multiple responses permitted.

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 (+5% points from 2022)
- » **43%** of visitors visited the Maine Beaches in addition to their primary destination within Maine (+12% points from 2022)



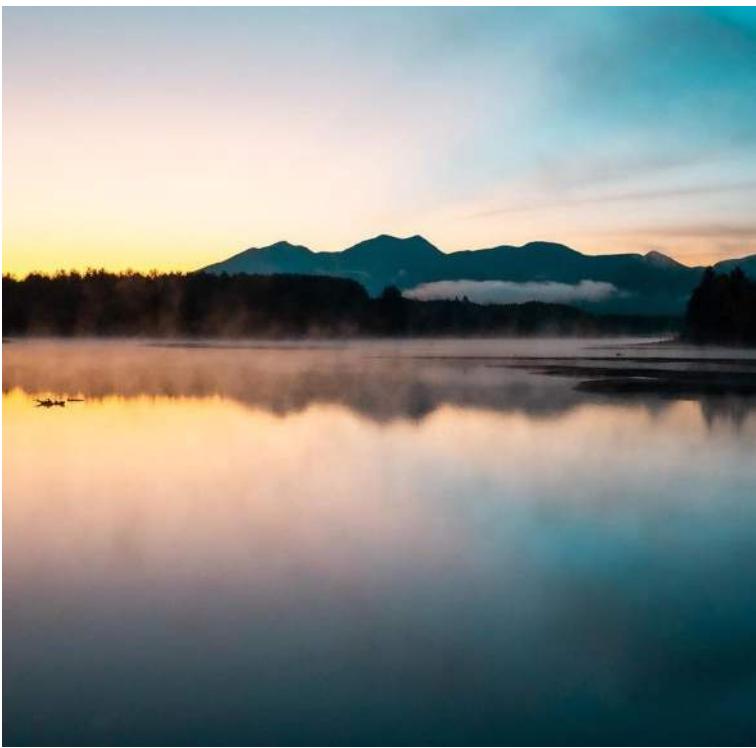
*Multiple responses permitted.

VISITOR JOURNEY : POST-TRIP EVALUATION



UNIQUENESS

"Top notch Oktoberfests on the Beer Trail."



"Unique natural landmarks, an amazing rocky coastline, friendly inhabitants, a relaxing and peaceful environment, many activities, excellent seafood, fine shopping."



"Where to start? Beautiful scenery (particularly in the fall), ocean views, great food scene and a relaxed pace of living."

UNIQUENESS

"The state of Maine offers a lifestyle that is like none other. The area we were in is a rural area with a lot of wildlife, and a very casual way of life."



"The unique atmosphere and culture of the Maine residence. The beautiful views of hills and mountains."



"The unique rocky coastline, the scenic Acadia national park, a peaceful environment, many activities, friendly people, great seafood."



HIGHLIGHTS

"We enjoyed the produce we got at local farmers markets and people are very friendly in Maine. We also bought seafood and brought them to our campsite. We have had a blast so far."



"We met some great people since we have been here for over a month now. Different cultures with abundance of nature to enjoy."



"We visit Acadia every year for the past 40+ years. We love the natural beauty of the area and recreational opportunities."



HIGHLIGHTS

"Watching lobster boats come and go and eating lobster every day. Driving around and enjoying the beautiful scenery."



"Watching the surf crash on the rocks in Kennebunk. Day trip north."



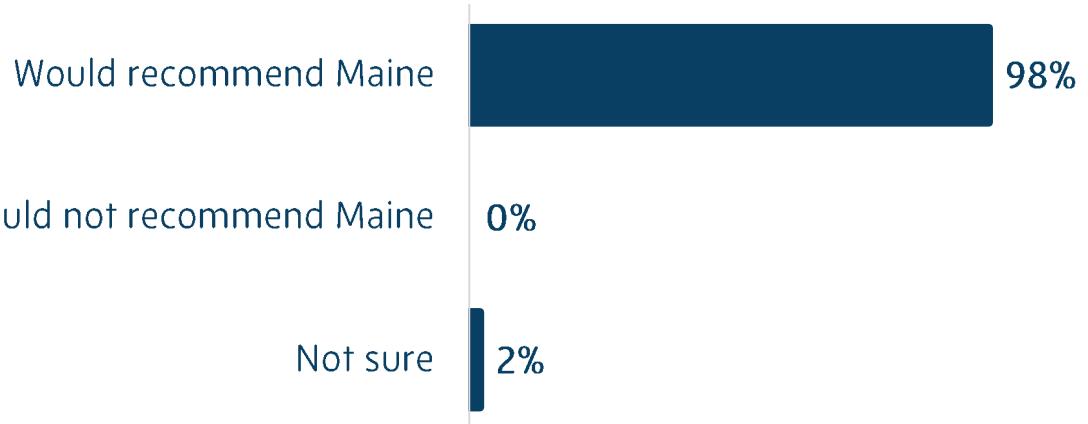
"We come from Maine so the trip back to see family was our highlight. Other than that, we shopped at our favorite places and visited beautiful Maine!"



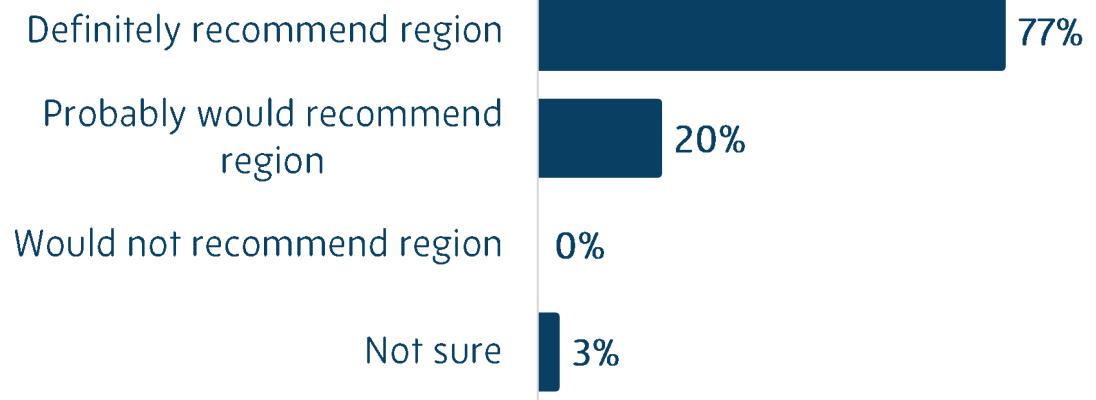
RECOMMENDING MAINE & ITS REGIONS

- » 98% of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » 97% of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – 77% would definitely recommend

Likelihood of Recommending Maine

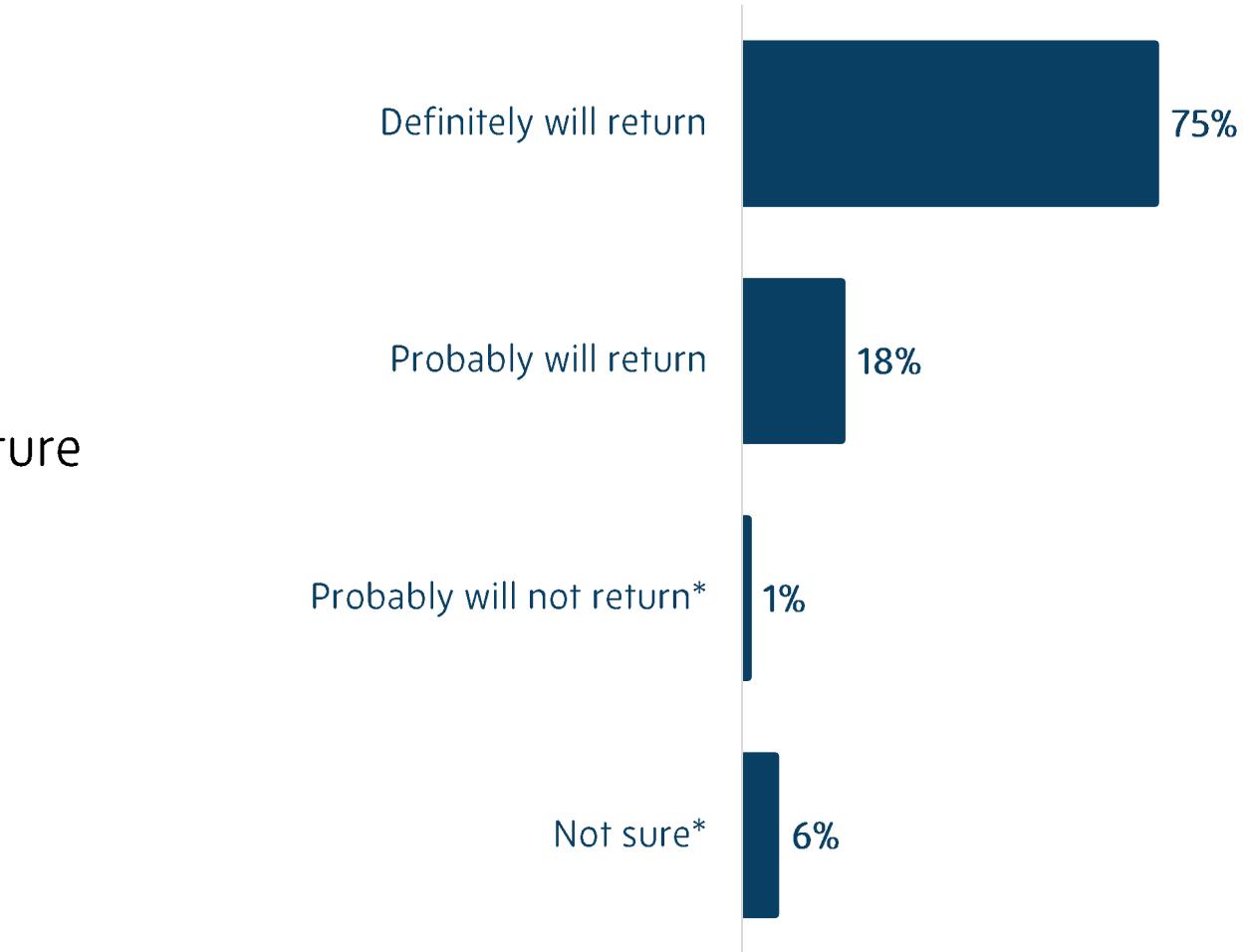


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

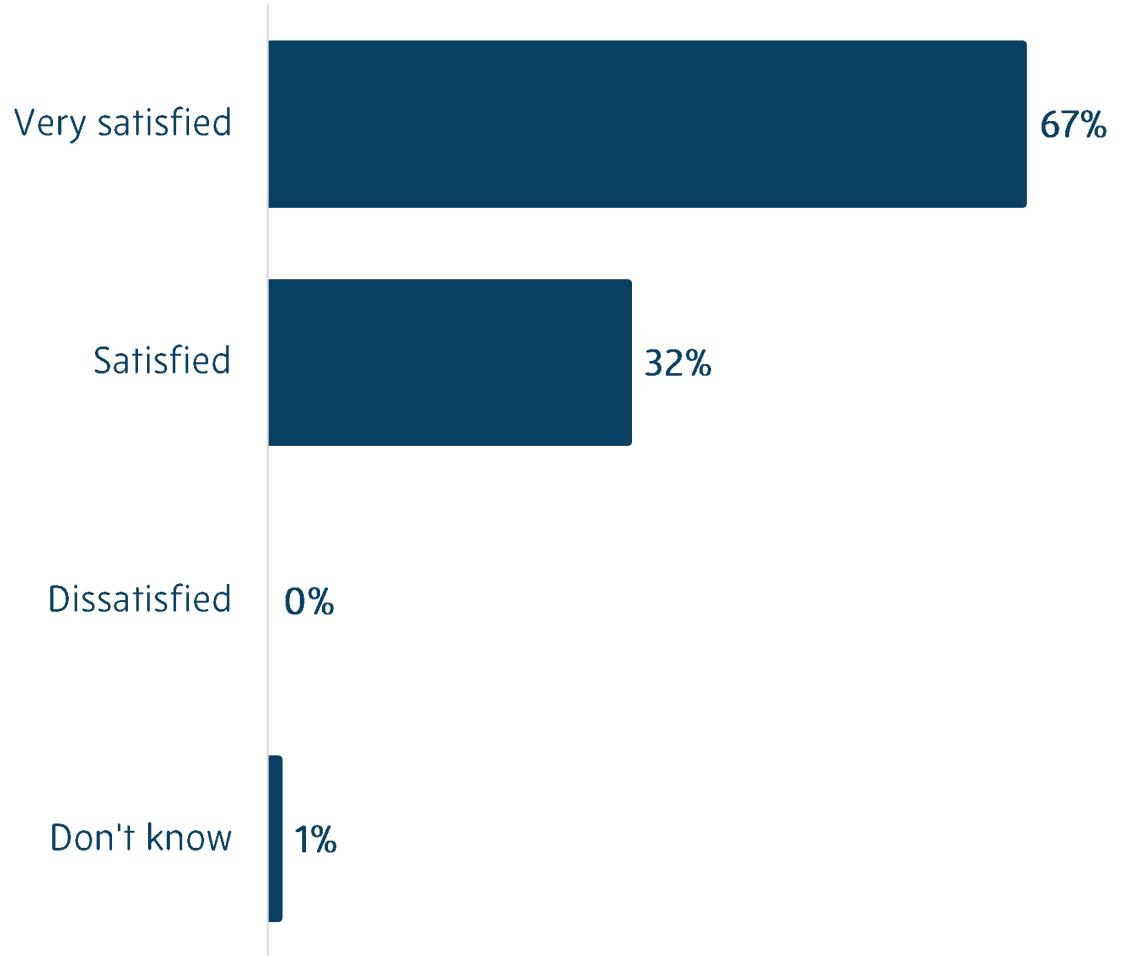
» 93% of visitors will return to Maine for a future visit or vacation



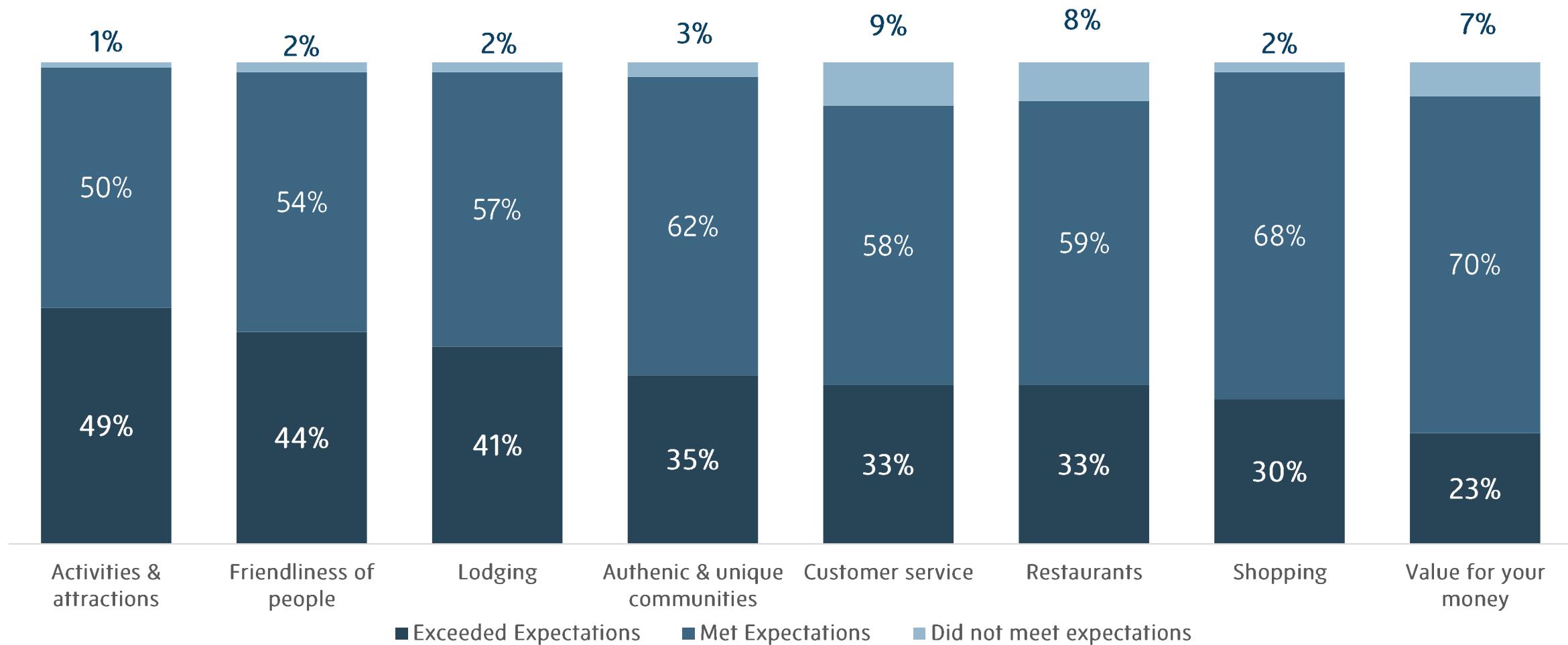
*7% of all visitors are not sure or will probably not return to Maine for the following reasons:
1. Prefer a variety of destinations 2. Once is enough to see and do everything 3. Traffic/difficult drive.

SATISFACTION

- » 99% of visitors were satisfied with their trip to Maine
- » Over 2 in 3 visitors were very satisfied with their trip to Maine

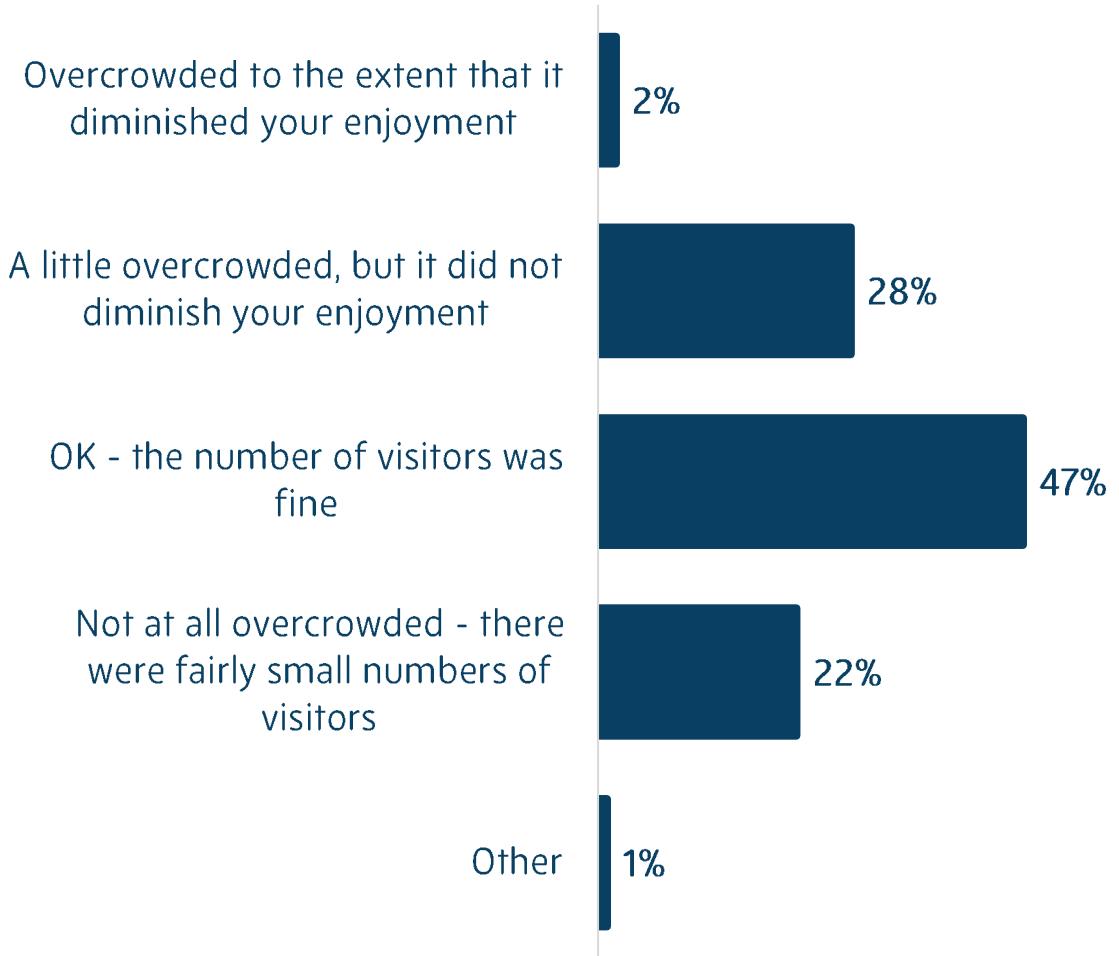


TRIP RATINGS



OVERCROWDING

- » **47%** of visitors thought the number of visitors during their trip to Maine was fine
- » **28%** of visitors though it was a little overcrowded



PERCEPTIONS

"You'd think the whole state would be quiet and tucked in for the winter, but you'd be wrong. There was more traffic and crowds than there are at the peak of summer. Fun!"



"You must try out their local food here and people are very friendly. Plan on taking some road trips and explore the beauty of this place. Lots of outdoor activities available no matter where you go."



"You get to see the moose and the wildlife in Maine. Nice people at different unique towns. Beautiful mountains and I enjoy the amazing views while I am on the road. It is such a peaceful place for me."



PERCEPTIONS

"You certainly want to try the coast of Maine first and if you plan on spending extra days, then explore the inland. Maine is a great place to see wildlife and experience outdoor adventures."



"You can have the best seafood at a very reasonable price range here in Maine. We enjoy the culture, people and the history of the state. And we went to LL Bean for shopping."



"You can enjoy four seasons in Maine, but it can get very cold in the winter, yet it is popular for those who love winter sports and outdoor activities. We miss the gourmet food in our hometown."



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	13%	11%
2 - 3 weeks	15%	13%
1 - 2 months	30%	28%
3 - 4 months	18%	22%
5 - 6 months	11%	12%
7 months - 1 year	8%	10%
More than 1 year	5%	4%
Days in Planning Cycle	52	58
Booking Window	2022	2023
A week or less	17%	15%
2 - 3 weeks	18%	15%
1 - 2 months	31%	29%
3 - 4 months	16%	19%
5 - 6 months	10%	11%
7 months - 1 year	6%	9%
More than 1 year	2%	2%
Days in Booking Window	45	51

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2022	2023
Online search engines	41%	33%
Online travel agency	17%	20%
VisitMaine.com	17%	19%
Hotel websites	18%	17%
Facebook	13%	14%
TripAdvisor	17%	13%
Airbnb	8%	11%
Traveler reviews/blogs/stories	15%	9%
TheMaineBeaches.com	5%	9%
Instagram	9%	8%
VRBO/HomeAway	7%	7%
Visit Maine social media	9%	7%
YouTube	6%	7%
DowneastAcadia.com	5%	7%
MaineTourism.com	7%	7%
Airline websites	6%	5%
VisitPortland.com	3%	5%
Vacation rental websites	4%	4%
MainesMidCoast.com	2%	3%
VisitBarHarbor.com	2%	3%
DiscoverNewEngland.com	3%	2%
MaineLakesandMountains.com	4%	2%
VisitAroostook.com	1%	1%
KennebecValley.org	2%	1%
TheMaineHighlands.com	1%	1%
Twitter	1%	1%
Other	5%	6%
None	25%	25%

*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2022	2023
Advice from friends/family	46%	36%
Travel guides/brochures	10%	17%
Articles or travelogues	21%	14%
AAA	15%	11%
Called the Maine Office of Tourism	5%	7%
Travel books & magazines	6%	7%
Travel planning apps	9%	7%
Visitor Guide	3%	5%
Visit Maine e-newsletter	4%	5%
Travel agent	2%	2%
Called local convention and visitors bureaus	1%	1%
Called local Chambers of Commerce	2%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Other	3%	4%
None	32%	34%

*Multiple responses permitted.

REASON FOR VISITING*

Reasons for Visiting	2022	2023
Sightseeing/touring	36%	40%
Relax and unwind	29%	34%
Visiting friends/relatives	26%	26%
Nature & bird watching	21%	24%
Shopping	14%	14%
Beach	9%	13%
Special occasion	14%	12%
Attractions	12%	11%
Active outdoor activities	13%	11%
Special event	9%	9%
Water activities	5%	5%
Culture/museums/history	5%	5%
Conference/meeting	5%	4%
Sporting event	2%	2%
Snow activities	<1%	1%
Astrotourism	1%	1%
Other	8%	10%

*Multiple responses permitted.

TV SHOWS & FILM*

Trip Inspiration From Film	2022	2023
Yes	NA	4%
No	NA	95%
Don't know	NA	1%
How Film Inspired Trip**	2022	2023
Seeing Maine in a film or TV show made me think about Maine as a place to visit	NA	41%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	NA	21%
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	NA	17%
Visiting a location related to a TV show or film was the main reason I visited Maine	NA	15%
Something else	NA	6%
Visited TV or Film Attractions***	2022	2023
Yes	NA	7%
No	NA	91%
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	63%	58%
New Hampshire	22%	20%
Massachusetts	15%	18%
Vermont	10%	12%
New York	5%	6%
Rhode Island	6%	6%
Connecticut	4%	5%
Nova Scotia	1%	3%
New Brunswick	1%	2%
Prince Edward Island	1%	2%
Quebec	1%	2%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Other	2%	2%

*Multiple responses permitted.

ADVERTISING/PROMOTIONS

Recalled Advertising	2022	2023
Yes	50%	46%
No	36%	42%
Not sure	14%	12%
Influenced by Advertising	2022	2023
Yes	28%	22%

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2022	2023
Social media	43%	49%
Internet	34%	31%
Magazine	20%	23%
Cable or satellite television	11%	16%
Radio	18%	14%
AAA	8%	11%
VisitMaine.com	7%	9%
Traveler reviews/blogs	8%	9%
Newspaper	10%	8%
Maine travel/visitor guide	6%	7%
Brochure	4%	6%
Online streaming service	4%	5%
Billboard	4%	2%
Music/podcast streaming	3%	2%
Deal – based promotion	2%	1%
Other	3%	4%
Not sure	2%	2%

*Multiple responses permitted.

VISITOR JOURNEY : TRAVELER PROFILE



ORIGIN REGION

Region of Origin	2022	2023
Maine	23%	16%
New England	30%	30%
Mid-Atlantic	21%	21%
Southeast	9%	11%
Southwest	3%	4%
Midwest	6%	8%
West	3%	4%
Canada	3%	4%
International	2%	2%

ORIGIN STATE/PROVINCE

Origin States & Provinces	2022	2023
Maine	23%	16%
Massachusetts	13%	15%
New York	8%	9%
New Hampshire	7%	6%
Connecticut	5%	5%
Florida	3%	4%
New Jersey	4%	4%
Pennsylvania	4%	4%
Texas	2%	3%
Georgia	1%	2%
Illinois	1%	2%
Ohio	1%	2%
Vermont	2%	2%
Virginia	2%	2%
Quebec	2%	2%

ORIGIN MARKET

Origin Markets

2022

2023

Origin Markets	2022	2023
Boston	7%	9%
New York City ¹	7%	7%
Washington DC - Baltimore ²	3%	2%
Philadelphia	2%	2%
Albany	2%	2%
Portland	2%	2%
Augusta	2%	2%
Atlanta	1%	1%
Chicago	1%	1%
Rochester - Portsmouth, NH	2%	1%
Providence, RI	1%	1%
Auburn - Lewiston	1%	1%
Manchester, NH	1%	1%
Hartford, CT	1%	1%
Bangor	2%	1%
Dallas - Ft. Worth	1%	1%

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

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

TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2022	2023
Traveled alone	14%	13%
As a couple	48%	48%
As a family	21%	22%
With business associates	2%	2%
In a tour group	2%	2%
With other couples/friends	13%	12%
Other	<1%	1%
Average Travel Party Size	2.7	2.7

TRAVEL WITH CHILDREN*

Children in Travel Party*

2022

2023

No children	87%	88%
Children younger than 6	4%	4%
Children 6 – 12	7%	6%
Children 13 – 17	5%	5%

Gender

2022

2023

Male	46%	44%
Female	54%	56%

*Multiple responses permitted.

DEMOGRAPHIC PROFILE

Age	2022	2023
Under 25	4%	3%
25 – 34	14%	13%
35 – 44	23%	20%
45 – 54	21%	17%
55 – 65	23%	25%
Over 65	15%	22%
Median Age	49	53
Race/Ethnicity	2022	2023
White	87%	88%
Asian	5%	4%
Hispanic	3%	3%
Black	2%	2%
Indigenous	1%	1%
Other	2%	2%

LIFESTYLE PROFILE

Marital Status	2022	2023
Single/widowed	23%	22%
Married/living with partner	77%	78%
Employment Status	2022	2023
Employed full-time	53%	53%
Employed part-time	12%	9%
Contract/freelance/temporary employee	8%	6%
Retired	18%	25%
Not currently employed	6%	5%
Student	3%	2%

LIFESTYLE PROFILE

Household Income	2022	2023
Less than \$25,000	5%	3%
\$25,000 - \$49,999	11%	10%
\$50,000 - \$74,999	23%	20%
\$75,000 - \$99,999	23%	19%
\$100,000 - \$149,999	23%	26%
\$150,000 - \$199,999	8%	13%
\$200,000 - \$249,999	3%	4%
\$250,000 or more	4%	5%
Median Household Income	\$87,000	\$97,400

LIFESTYLE PROFILE

Educational Attainment	2022	2023
High school or less	7%	6%
Some college or technical school	14%	15%
College or technical school graduate	59%	56%
Graduate school	20%	23%

NEW & RETURNING VISITORS

Previous Trips to Maine

2022

2023

This is my first time	25%	24%
2 - 5 times	31%	27%
6 - 10 times	18%	17%
11+ times	26%	32%

VISITOR JOURNEY : TRIP EXPERIENCE



TRANSPORTATION

Means of Transportation	2022	2023
Drove to Maine	85%	78%
Flew into Boston Logan Intl	5%	7%
Flew into Portland Intl Jetport	5%	6%
Took a motor coach tour or bus	2%	3%
Flew into Bangor Intl Airport	2%	2%
Flew into another airport	<1%	1%
Other	1%	3%

LENGTH OF STAY

Nights Stayed	2022	2023
Not staying overnight	14%	12%
1 night	5%	7%
2 nights	14%	13%
3 nights	17%	17%
4 nights	15%	15%
5+ nights	35%	36%
Average Length of Stay	4.8	4.8

ACCOMMODATIONS

Accommodations	2022	2023
Hotel/motel/resort	35%	40%
Friends/family home	16%	14%
Not spending the night	14%	12%
Vacation rental home	10%	10%
Personal second home	5%	7%
Bed & Breakfast/Inn	7%	6%
Campground/RV Park	6%	5%
Wilderness camping	2%	1%
Sporting camp/wilderness lodge	2%	1%
Outdoor Outfitter	1%	1%
Other	2%	3%

BOOKING

Booking Methods	2022	2023
Directly with the hotel/condo	37%	42%
Online travel agency	30%	27%
Airbnb	9%	9%
Short term rental service	8%	7%
Vacation rental company	3%	3%
Group tour operator	2%	3%
Offline travel agent	2%	1%
Travel package provider	1%	1%
Other	8%	7%

IN-MARKET RESOURCES*

In-Market Resources	2022	2023
Navigation website/apps	54%	50%
Restaurant website/app	28%	27%
Visitor Information Centers	26%	25%
Materials from hotel/campground	24%	23%
VisitMaine.com	17%	19%
Hotel/resort website/app	15%	18%
Personal social media	20%	18%
Trip planning app	22%	16%
Destination social media	14%	13%
Booking website/app	4%	4%
Airline website/app	2%	3%
Chambers of Commerce	4%	3%
VisitBarHarbor.com	1%	1%
Other	6%	8%
None	18%	21%

*Multiple responses permitted.

ACTIVITIES*

Activities	2022	2023
Food/beverage/culinary	78%	78%
Touring/sightseeing	59%	62%
Shopping	53%	55%
Active outdoor activities	43%	38%
History/culture	18%	24%
Water activities	23%	23%
Entertainment/attractions	24%	20%
Astrotourism	8%	6%
Business conference/meeting	5%	4%
Other	4%	4%

*Multiple responses permitted.

FOOD & BEVERAGE ACTIVITIES*

Food & Beverage Activities	2022	2023
Ate lobster	48%	46%
Ate other local seafood	36%	41%
Going to local brew pubs/craft breweries	47%	40%
Consumed other locally produced Maine foods	28%	25%
Enjoying local food at fairs/festivals	20%	19%
Visited Farmer's Markets	18%	17%
Enjoyed high-end cuisine or five-star dining	19%	17%
Enjoyed unique Maine food or beverages	19%	16%
Ate farm-to-table or organic cuisine	10%	9%
Other	6%	7%

*Multiple responses permitted.

TOURING & SIGHTSEEING ACTIVITIES*

Touring & Sightseeing Activities	2022	2023
Sightseeing	48%	51%
Enjoying the ocean views/rocky coast	48%	51%
Driving for pleasure	40%	40%
Photography	28%	30%
Viewing fall colors	34%	30%
Wildlife viewing/bird watching	29%	29%
Enjoying the mountain views	31%	27%
Nature cruises or tours	23%	26%
Tours of communities/local architecture	18%	21%
Other	4%	2%

*Multiple responses permitted.

SHOPPING ACTIVITIES*

Shopping Activities	2022	2023
Shopping in downtown areas	29%	31%
Shopping for gifts/souvenirs	27%	27%
Outlet shopping	28%	26%
Shopping for unique/locally produced goods	24%	20%
Shopping for antiques/local arts and crafts	18%	19%
Shopping for "Made in Maine" products	22%	16%
Shopping at malls	12%	10%
Other	2%	5%

*Multiple responses permitted.

ACTIVE OUTDOOR ACTIVITIES*

Active Outdoor Activities	2022	2023
Hiking/climbing/backpacking	31%	32%
Exploring State and National Parks	21%	16%
Camping	6%	6%
Hunting	7%	6%
Bicycling touring	6%	5%
Riding all-terrain vehicles	7%	5%
Mountain/Fat Biking	4%	4%
Alpine skiing/snowboarding	1%	1%
Nordic skiing	0%	1%
Snowshoeing	1%	1%
Snowmobiling	1%	1%
Other	4%	5%

*Multiple responses permitted.

HISTORY/CULTURE ACTIVITIES*

History/Culture Activities	2022	2023
Visit historic sites/museums	10%	17%
Visit art museums/local artisan studios	8%	14%
Attend popular music concerts/events	7%	6%
Get to know the local people and/or culture	3%	6%
Painting/drawing/sketching	3%	4%
Attend plays/musicals/theatrical events	2%	3%
Attend operas/classical music events	1%	2%
Other	4%	6%

*Multiple responses permitted.

WATER ACTIVITIES*

Water Activities	2022	2023
Going to the beach	15%	17%
Fishing	14%	14%
Canoeing/kayaking	10%	13%
Outdoor swimming	8%	11%
Pool swimming	5%	8%
Sailing	2%	7%
Surfing	3%	7%
Motor boating	6%	7%
White water rafting	1%	1%
Water skiing/jet skiing	1%	1%
Other	1%	1%

ENTERTAINMENT ACTIVITIES*

Entertainment Activities	2022	2023
Agricultural fairs	5%	4%
Bars/nightlife	2%	3%
Attend sporting events	2%	2%
Amusement/theme parks	2%	1%
Children's museums	2%	1%
Outdoor fun centers	2%	1%
Water parks	1%	1%
Animal parks/zoo	1%	<1%
Summer camps	1%	<1%
Horseback riding	1%	<1%
Other	4%	5%

*Multiple responses permitted.

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2022	2023
No other states/provinces	65%	60%
New Hampshire	17%	21%
Massachusetts	8%	18%
New York	17%	10%
Vermont	5%	8%
Connecticut	7%	7%
Rhode Island	5%	5%
New Brunswick	1%	2%
Nova Scotia	<1%	2%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	<1%	1%
Other	1%	2%

*Multiple responses permitted.

TRAVELING IN MAINE*

Maine Regions Visited	2022	2023
No other regions	44%	49%
The Maine Beaches	31%	43%
Midcoast & Islands	40%	35%
Greater Portland & Casco Bay	30%	32%
Downeast & Acadia	29%	31%
Maine Lakes & Mountains	13%	14%
The Maine Highlands	15%	13%
Kennebec Valley	8%	10%
Aroostook County	7%	4%
Other	1%	1%

*Multiple responses permitted.

VISITOR JOURNEY : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2022	2023
Would recommend Maine	98%	98%
Would not recommend Maine	0%	0%
Not sure	2%	2%

Recommending Regions	2022	2023
Definitely recommend region	66%	77%
Probably would recommend region	30%	20%
Would not recommend region	0%	0%
Not sure	4%	3%

RETURNING TO MAINE

Returning to Maine

2022

2023

Definitely will return	65%	75%
Probably will return	25%	18%
Probably will not return	0%	1%
Not sure	10%	6%

SATISFACTION

Satisfaction	2022	2023
Very satisfied	54%	67%
Satisfied	44%	32%
Dissatisfied	0%	0%
Don't know	2%	1%

TRIP EXPECTATIONS

Exceeded Expectations	2022	2023
Activities & attractions	48%	49%
Friendliness of people	39%	44%
Lodging	40%	41%
Authentic & unique communities	36%	35%
Customer service	29%	33%
Restaurants	27%	33%
Shopping	27%	30%
Value for your money	23%	23%

OVERCROWDING

Overcrowding

2022

2023

Overcrowded	3%	2%
A little overcrowded	32%	28%
The number of visitors was fine	48%	47%
Not at all overcrowded	16%	22%
Other	1%	1%

STUDY METHODS



METHODOLOGY



Visitor Tracking

1,631 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 September 1st, 2023 and November 30th, 2023.

MAINE OFFICE OF TOURISM

2023 Fall Visitor Tracking Report

SEPTEMBER – NOVEMBER 2023

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

