

MAINE OFFICE OF TOURISM

2024 Fall Visitor Tracking Report

SEPTEMBER – NOVEMBER 2024



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STUDY OBJECTIVES: VISITOR JOURNEY

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

Fall 2024



13,079,200

VISITOR
DAYS

+ 0.6%



2,678,800

TOTAL
VISITORS

- 2.0%



\$2,013,368,200

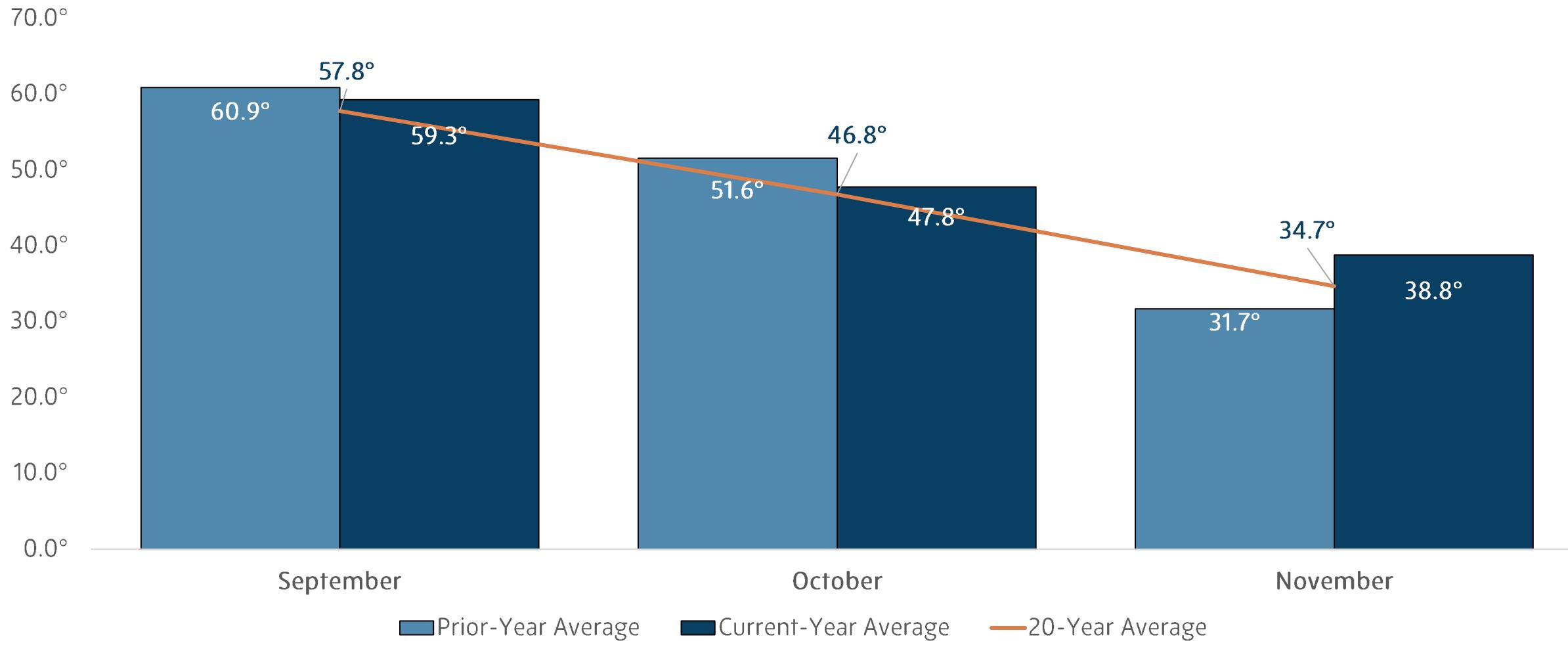
DIRECT
SPENDING

+ 5.0%

vs. 2023

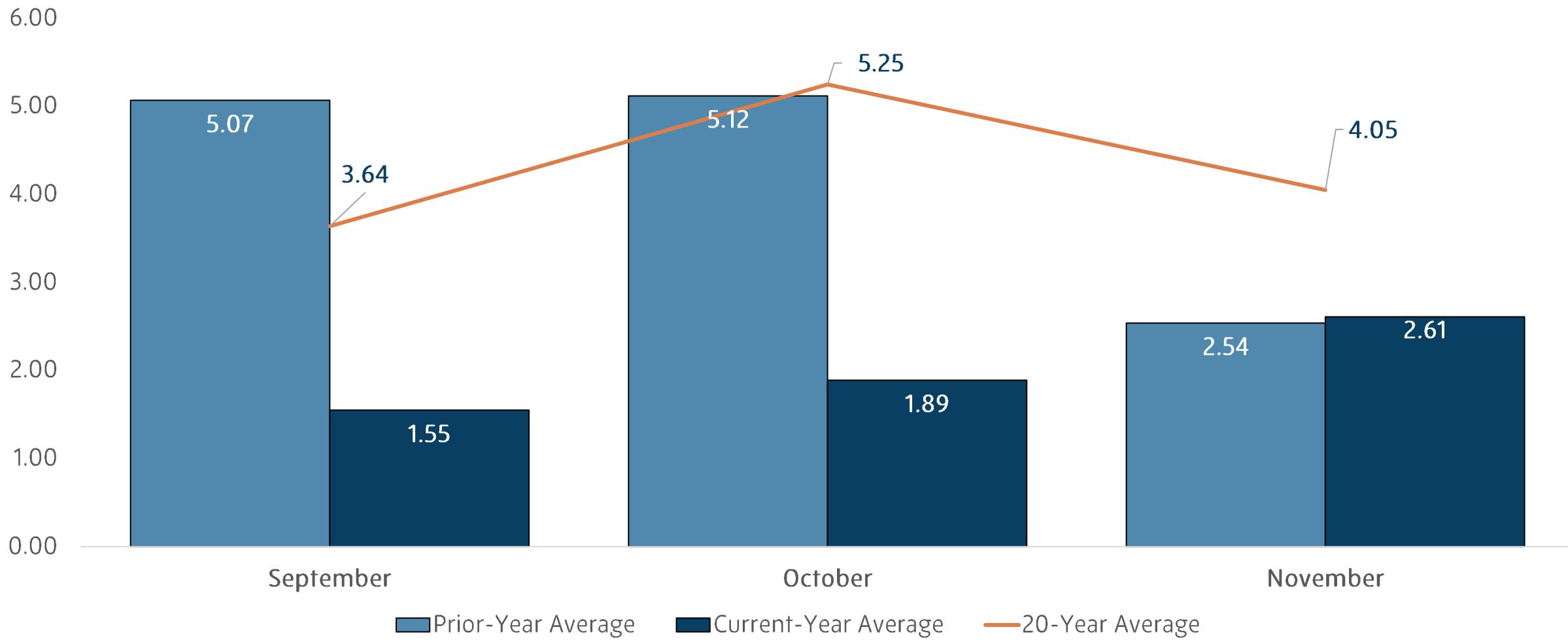
- » Maine saw 2.0% fewer visitors this season compared to last fall, particularly day trippers
- » Room nights decreased by 1.8% as a result of a decrease in occupancy rate
- » However, direct spend increased by 5.0% because visitors on average spent more per trip compared to last fall
- » Fewer visitors traveled to Maine from the New England Area (-5% points) and more came from the Southeast (+3% points) and the Midwest (+4% points)
- » In line with that, more visitors flew to Maine this season (+4% points)
- » Overall trip satisfaction increased, with more visitors reporting that they were very satisfied with their trip (+10% points)
- » In addition, more visitors indicated that they would definitely recommend the region of Maine they visited (+8% points)
- » In a continuation of the trend seen over the past few years, more visitors considered traveling elsewhere before choosing to go to Maine (+4% points)
- » More visitors recalled seeing advertising for Maine on VisitMaine.com or in Maine's visitor guide (+4% points each) and more visitors used Maine's social media while in-state to plan places to go (+5% points)

TEMPERATURE



Source: NOAA.

PRECIPITATION



Source: NOAA.

VISITOR JOURNEY: IMPACT OF TOURISM



KEY PERFORMANCE INDICATORS

- » There were about the same number of travel parties visiting Maine this season as in 2023. However, the length of stay for those staying in paid accommodations was slightly shorter.
- » The percentage of paid visitors was greater than in Fall 2023. Coupled with an increase in ADR, these contributed to an increase in visitor spending.
- » Additionally, those visiting friends/relatives (VFRs) had a longer length of stay comprising most the increased spending this season and contributing to the increase in visitor days.

KPIs	2023	2024	Δ% from '23
Visitors (#)	2,733,900	2,678,800	- 2.0%
Visitor Days ¹	12,997,500	13,079,200	+ 0.6%
Direct Spending	\$1,918,341,700	\$2,013,368,200	+ 5.0%
Room Nights	3,262,900	3,205,400	- 1.8%

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 (#)	375,000	2,303,800	2,678,800
Visitor (%)	14.0%	86.0%	100.0%

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

LODGING METRICS

Lodging Metric	Hotels	Vacation Rentals	Other	Total	Δ% from '23
Occupancy Rate	63.9%	44.0%	51.2%	54.4%	- 1.6%
Average Daily Rate	\$183.43	\$215.05	\$81.34	\$180.64	+ 3.2%
Revenue per Available Room	\$117.15	\$96.55	\$41.68	\$98.24	+ 1.5%

DETAILED FINDINGS



VISITOR JOURNEY: PRE-VISIT

Pre-Visit

Traveler
Profile

Trip
Experience

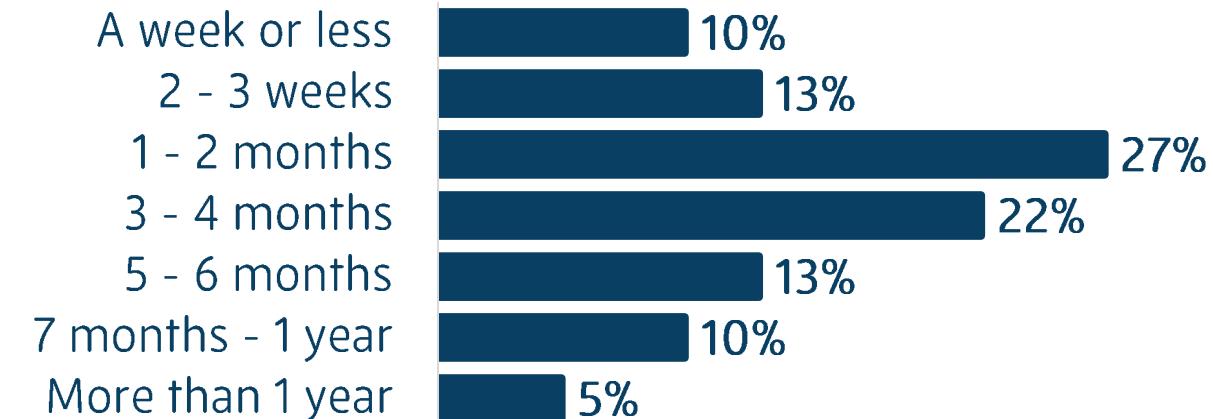
Post-Trip
Evaluation

Impact of
Tourism

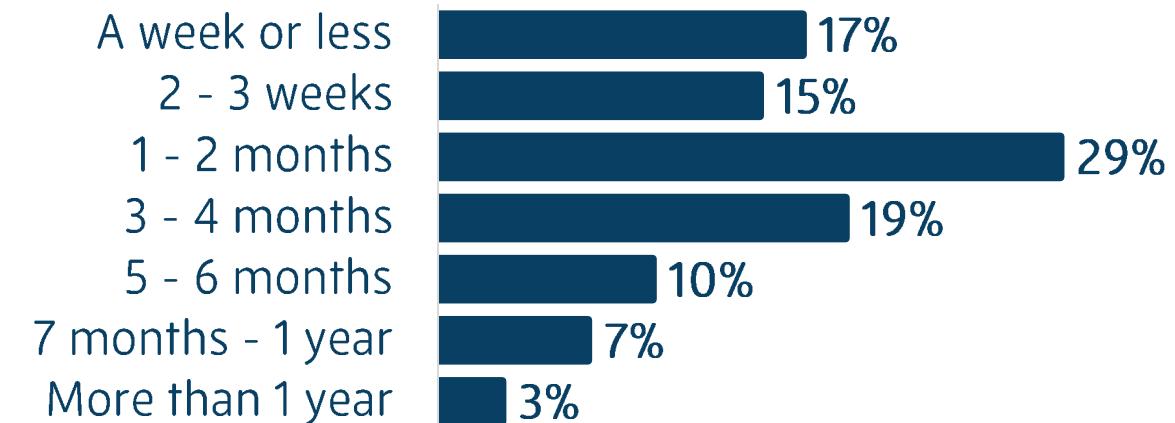
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **60 days** in advance (+2 days from 2023)
- » **77%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **49 days** in advance (-2 days from 2023)
- » **39%** of visitors have a booking window of more than 3 months

Beginning of Trip Planning Cycle

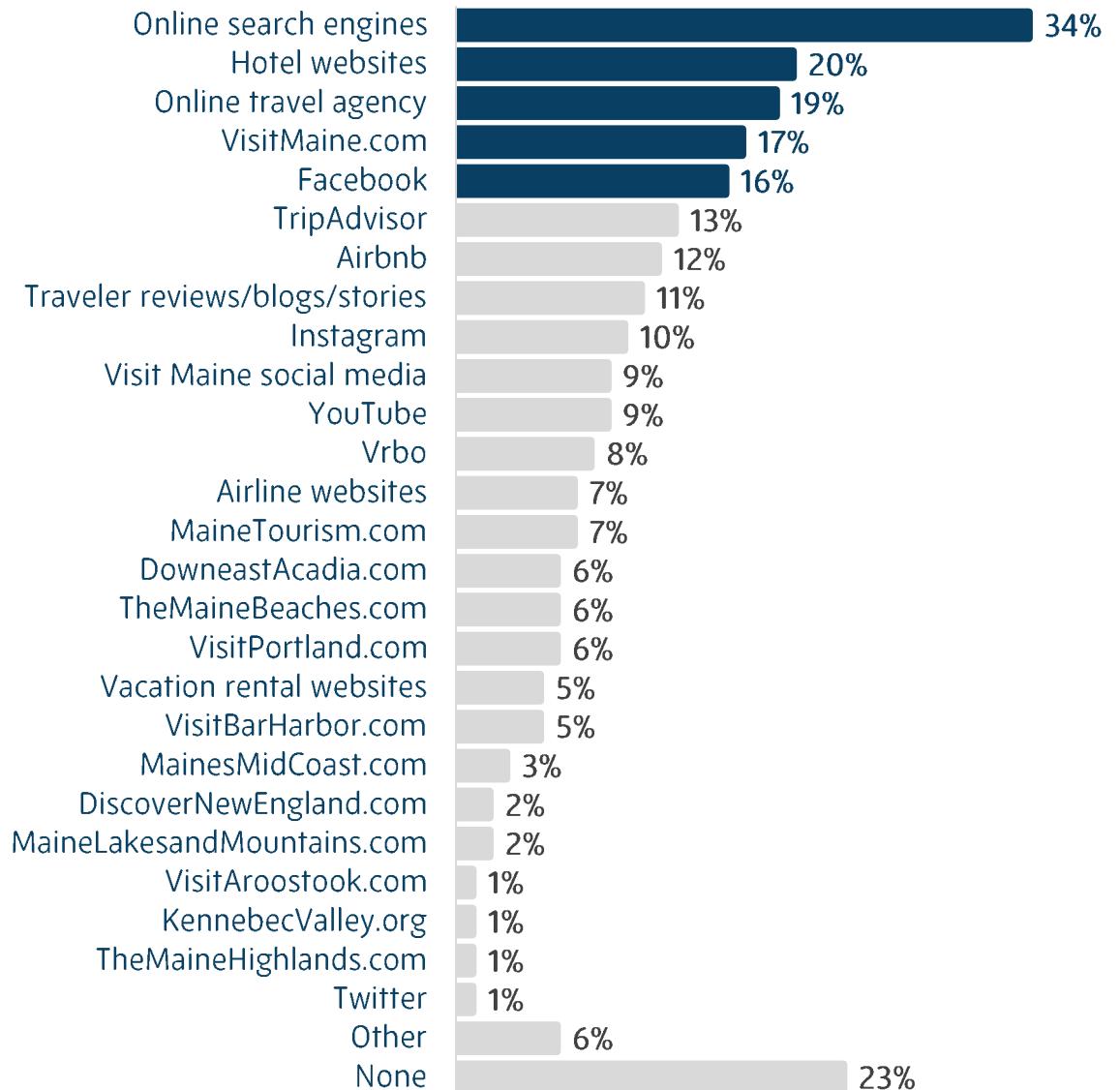


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

- » Over 3 in 4 visitors used one or more online resources to help them plan their trip in Maine
- » Over 1 in 3 visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » Over 1 in 6 visitors used VisitMaine.com (-2% points from 2023)



*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

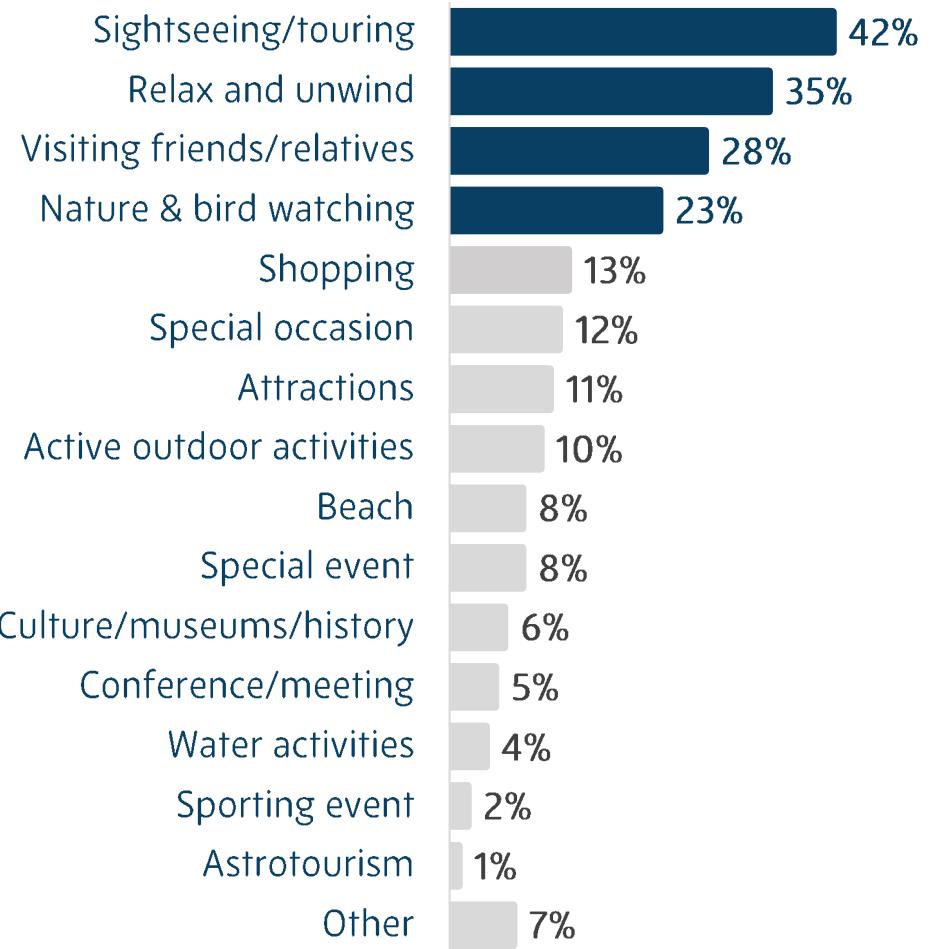
- » Nearly 2 in 5 visitors relied on advice from their friends and family to help them plan their trip in Maine
- » About 1 in 7 visitors used travel guides/brochures or articles/travelogues to help plan their trip in Maine
- » 1 in 3 visitors did not use any other resources to help them plan their trip in Maine



*Multiple responses permitted.

REASONS FOR VISITING*

- » Over 2 in 5 visitors came to Maine for sightseeing/touring
- » Over 1 in 3 visitors came to the state to relax and unwind
- » Nearly 3 in 10 traveled to Maine to visit friends or relatives
- » Nearly 1 in 4 came for Maine's nature and bird watching

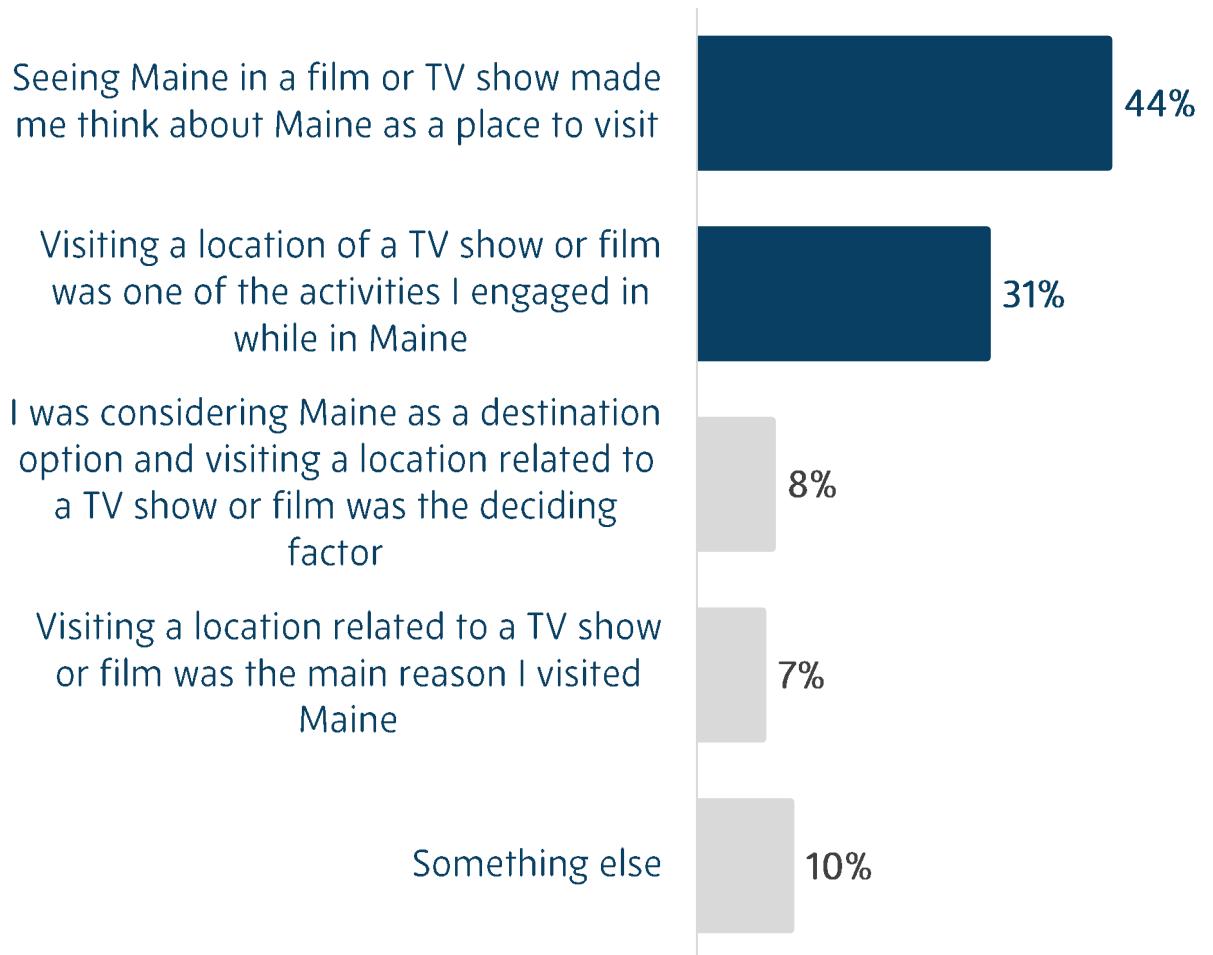


*Multiple responses permitted.

TV SHOWS & FILM

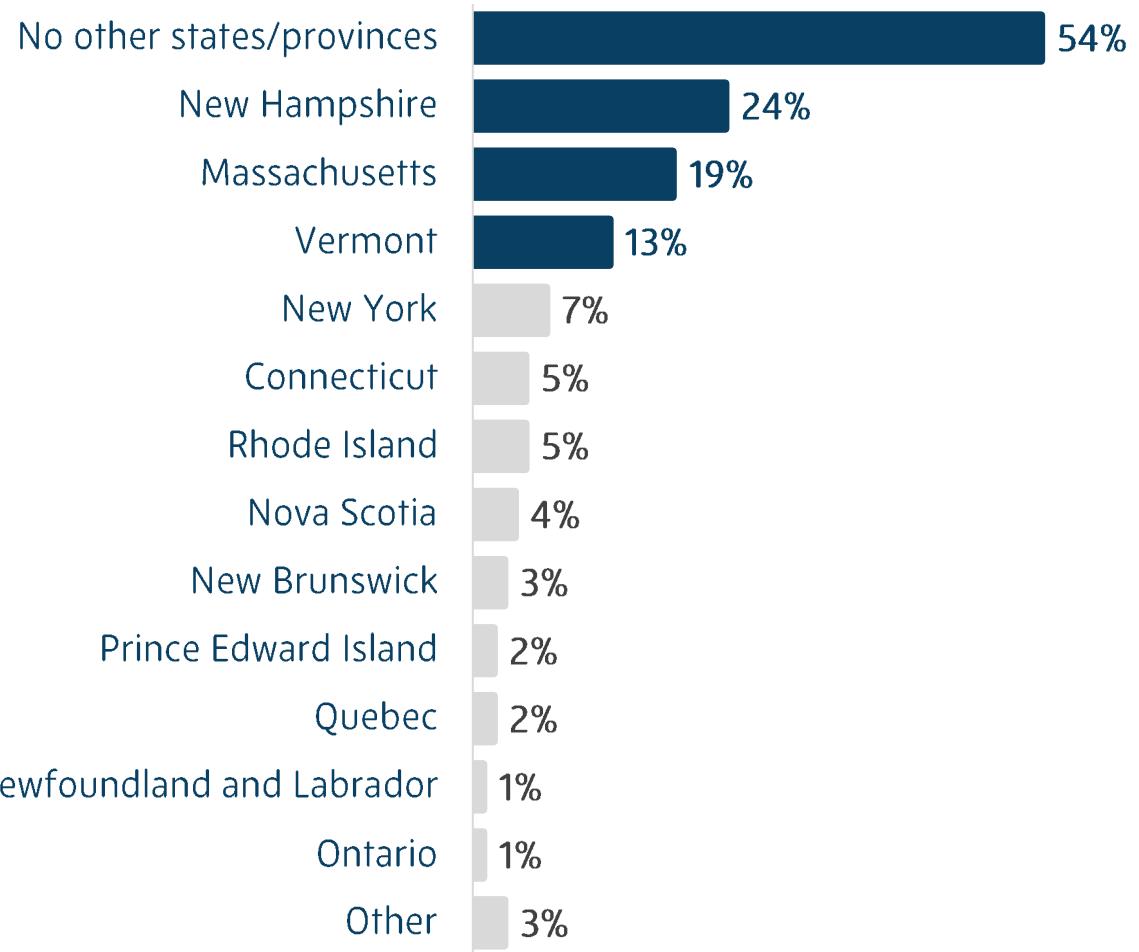
- » **5%** of visitors said a TV show or film inspired their trip to Maine (+1% point from 2023)
- » **44%** of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit
- » **9%** of visitors who were NOT inspired by a TV show or film to visit Maine said 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



OTHER STATES & PROVINCES CONSIDERED*

- » Over half of visitors considered visiting **ONLY** Maine while planning their trips (-4% points from 2023)
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces

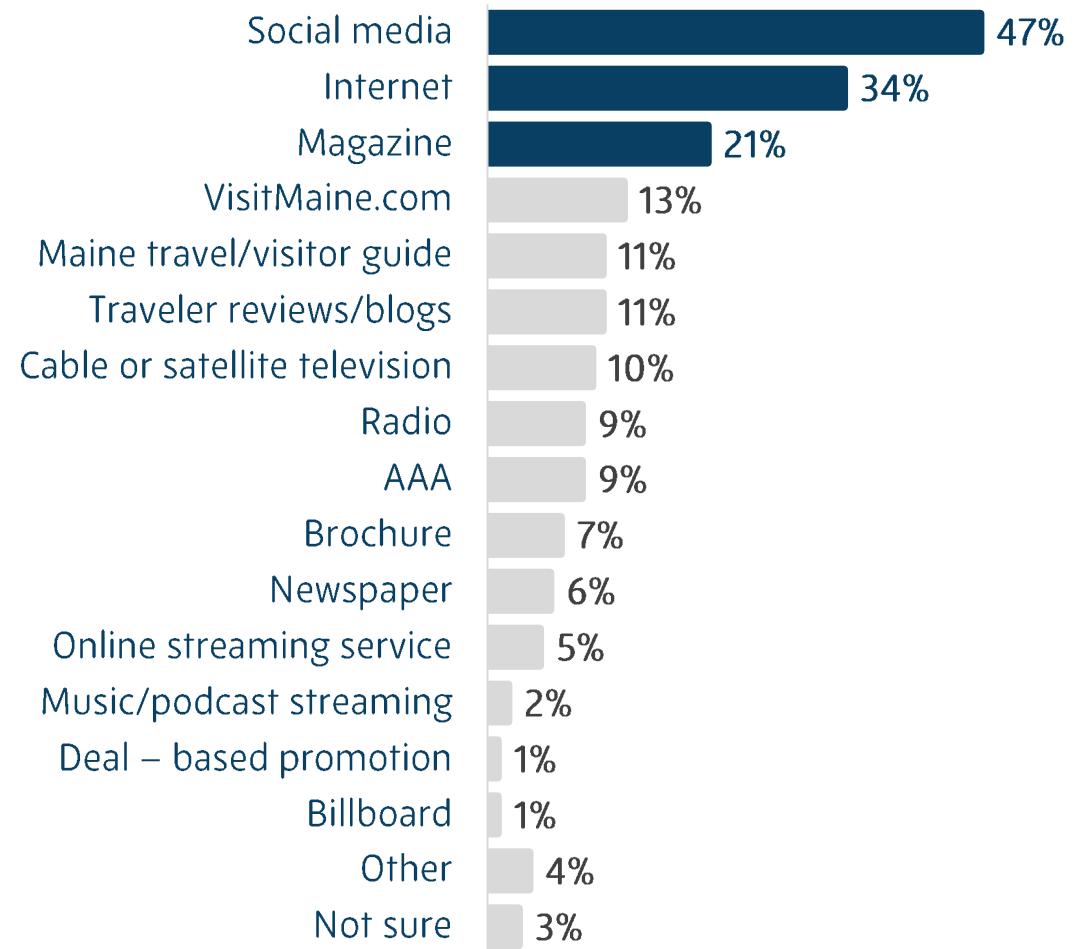


*Multiple responses permitted.

PRE-TRIP RECALL OF ADVERTISING*

- » Over 2 in 5 visitors recalled advertising or promotions for Maine prior to their trip (-4% points from 2023)
- » Visitors who recalled this advertising primarily saw it on social media (47%), on the internet (34%), or in a magazine (21%)
- » This information influenced 20% of all visitors to visit Maine (-3% points from 2023)

Base: 42% of visitors who recalled advertising

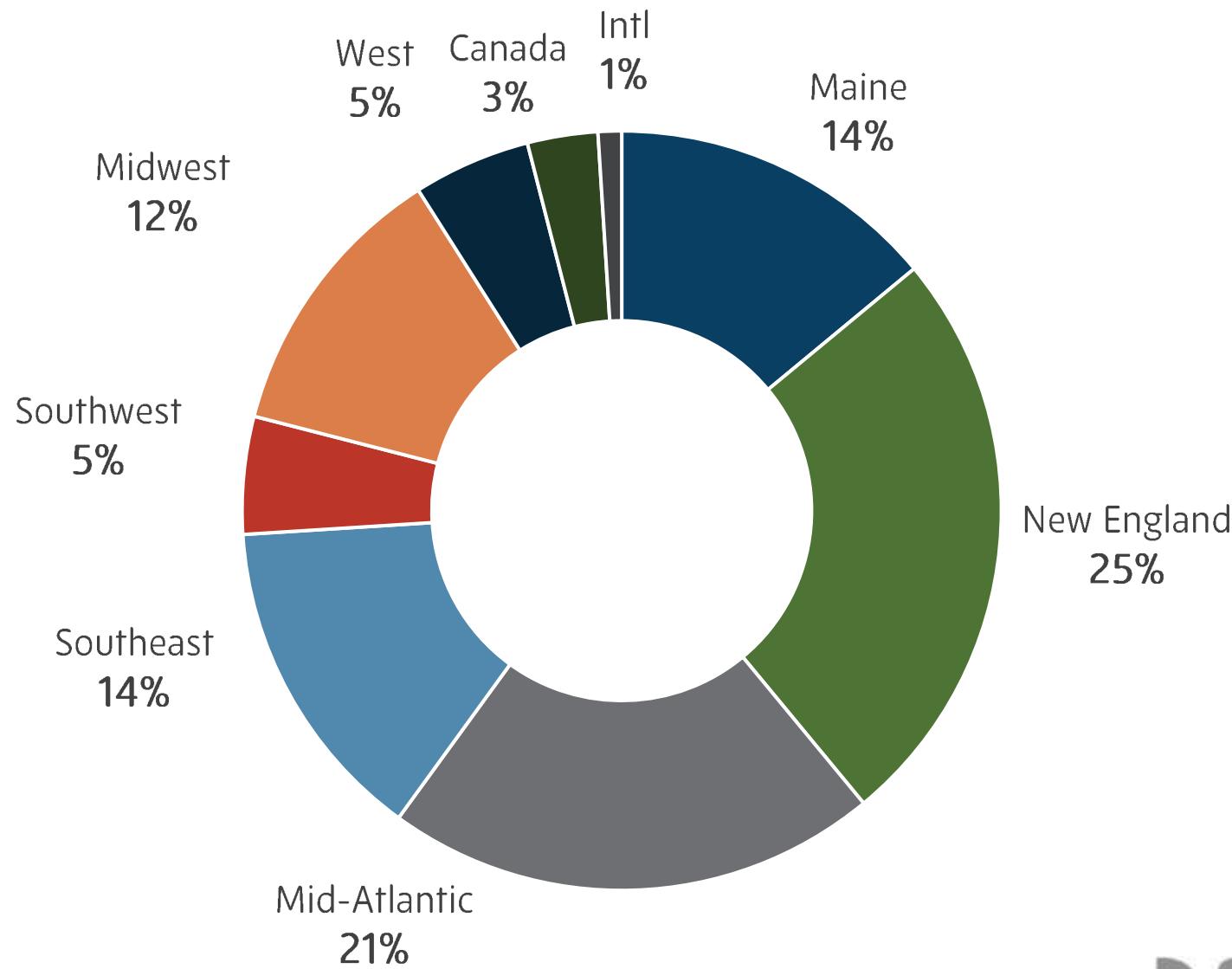


*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **78%** of visitors traveled to/within Maine from these 18 U.S. states and Canadian provinces
- » Nearly **1 in 6** visitors were residents of Maine traveling throughout the state (-2% points from 2023)

State	Percent
Maine	14%
Massachusetts	12%
New York	8%
Connecticut	5%
Florida	5%
Pennsylvania	5%
New Hampshire	4%
New Jersey	4%
Texas	3%
California	2%
Georgia	2%
Illinois	2%
Indiana	2%
Michigan	2%
Ohio	2%
Tennessee	2%
Vermont	2%
Virginia	2%

TOP ORIGIN MARKETS

- » **Over 1 in 5** visitors traveled from these 6 U.S. markets
- » **13%** of visitors traveled to Maine from Boston or New York City

Market	Percent
Boston	7%
New York City ¹	6%
Washington, DC - Baltimore ²	2%
Philadelphia	2%
Portland	2%
Atlanta	2%

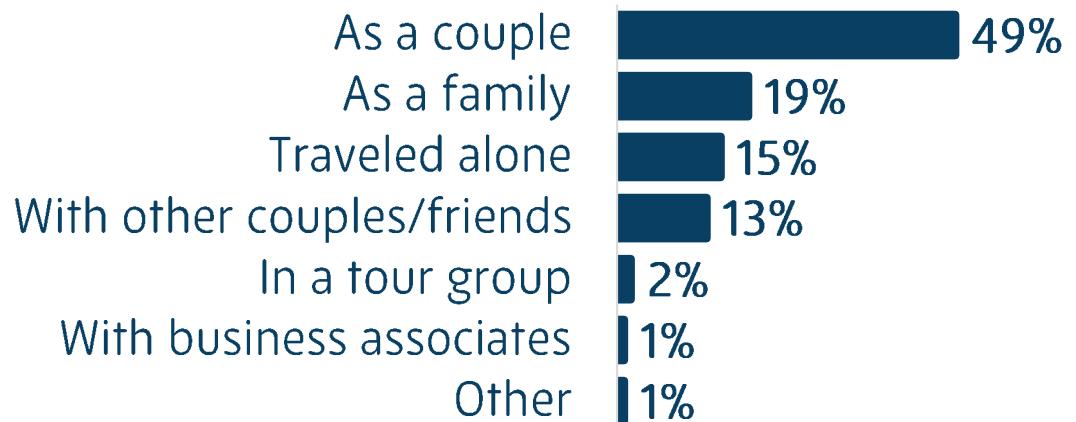
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

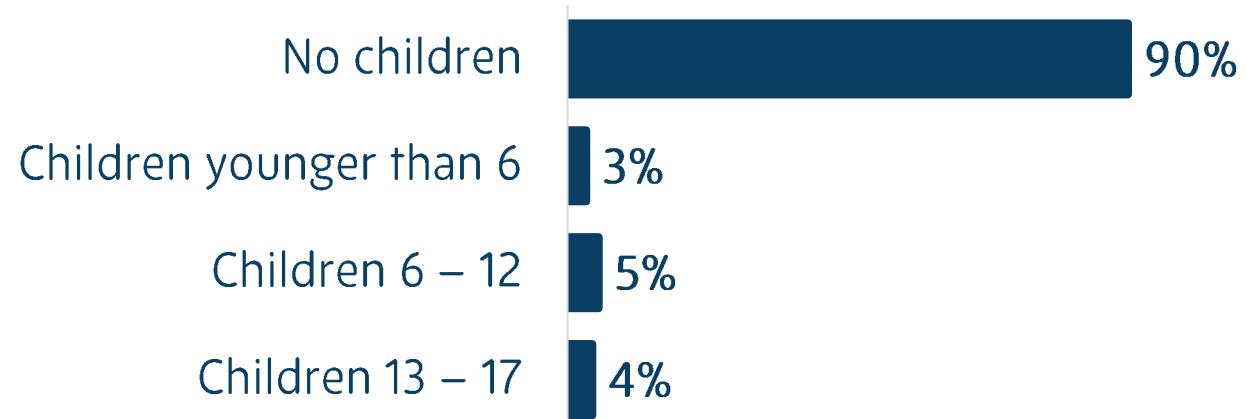
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.7** people
- » Nearly **half** of visitors traveled as a couple
- » Nearly **1 in 5** traveled as a family
- » **1 in 10** visitors traveled with one or more children in their travel party (-2% points from 2023)

Travel Party Composition



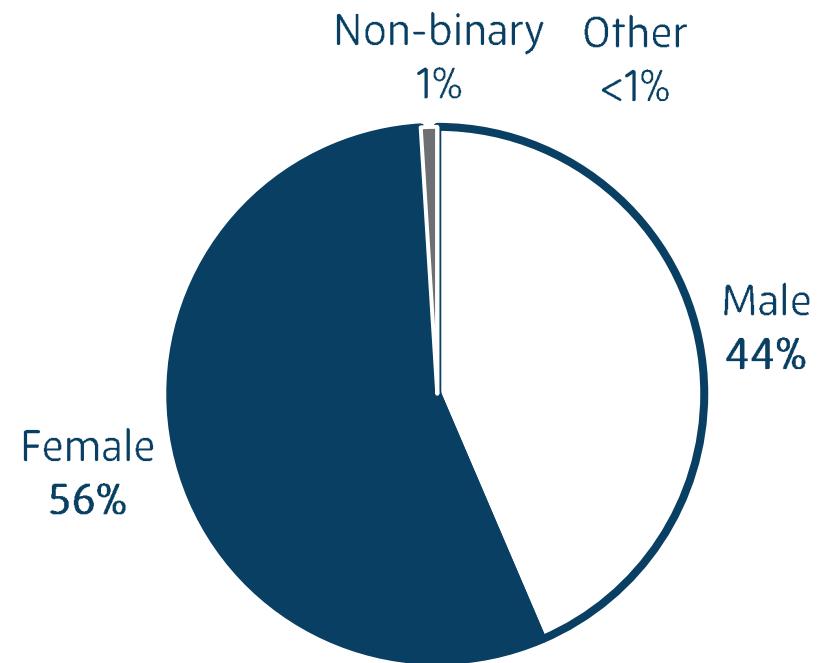
Children in Travel Party*



*Multiple responses permitted.

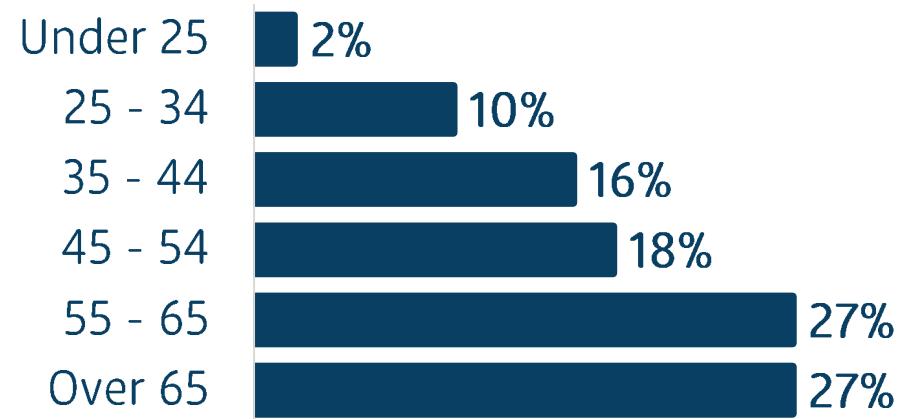
GENDER*

- » Nearly 3 in 5 visitors to Maine who agreed to participate in this survey were female



*Gender of member of travel party surveyed. May be influenced by visitors' willingness to take a survey.
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 who agreed to participate in this survey is **56** 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*

» **9 in 10** visitors to Maine who agreed to participate in this survey were white

» **3%** were Asian or Hispanic

» **2%** were Black

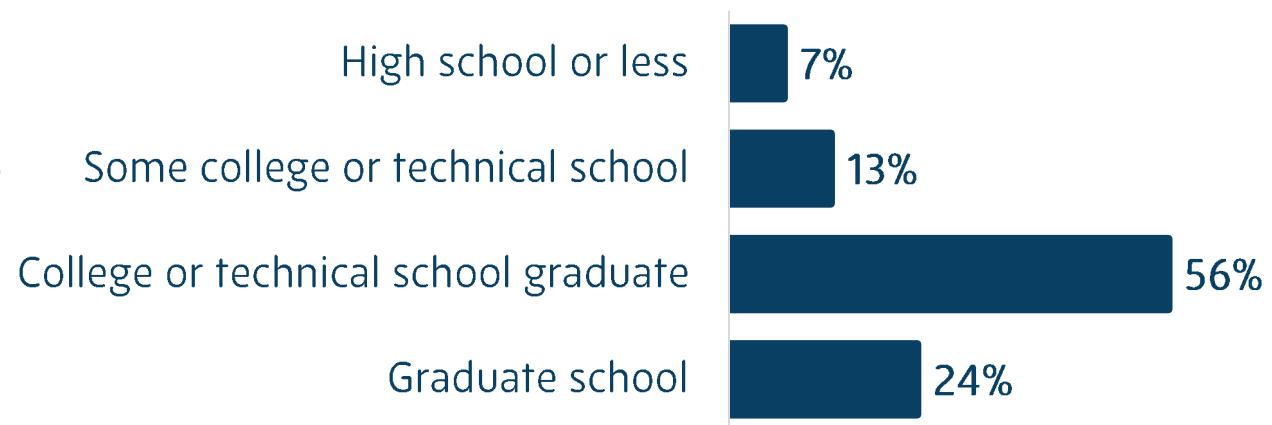


The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

*Race/ethnicity of member of travel party surveyed.

EDUCATIONAL ATTAINMENT*

- » **4 in 5** visitors who agreed to participate in this survey have a college/technical school degree or higher

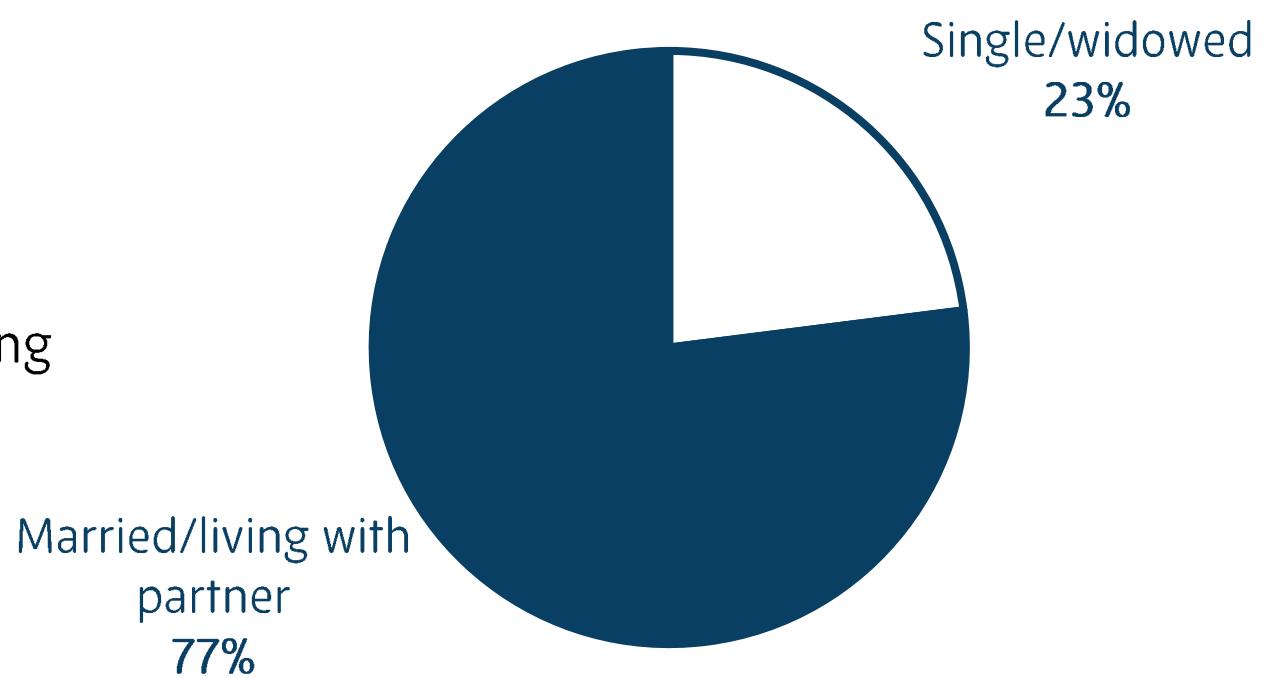


The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

*Educational attainment of member of travel party surveyed.

MARITAL STATUS*

- » Over 3 in 4 visitors to Maine who agreed to participate in this survey were married or living with their partner

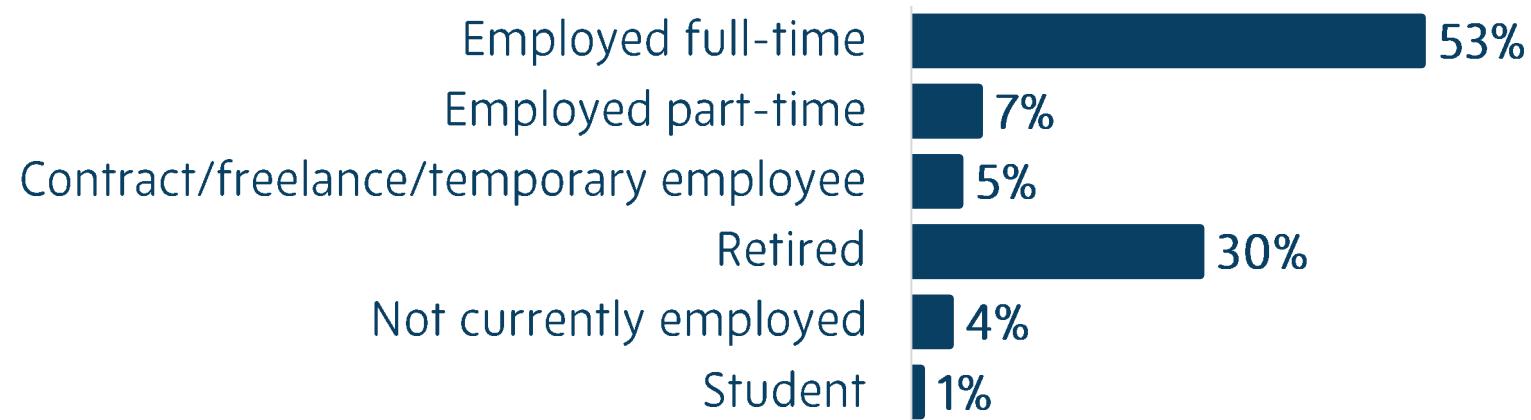


The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

*Marital status of member of travel party surveyed.

EMPLOYMENT STATUS*

» About **2 in 3** visitors to Maine who agreed to participate in this survey were employed, most full-time



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.

HOUSEHOLD INCOME

- » The median household income of visitors to Maine is **\$100,000** per year
- » **24%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

- » 27% of visitors were traveling in Maine for the first time (+3% points from 2023)
- » Maine has high repeat and loyal visitors, as 29% had previously traveled in Maine more than 10 times (-3% points from 2023)

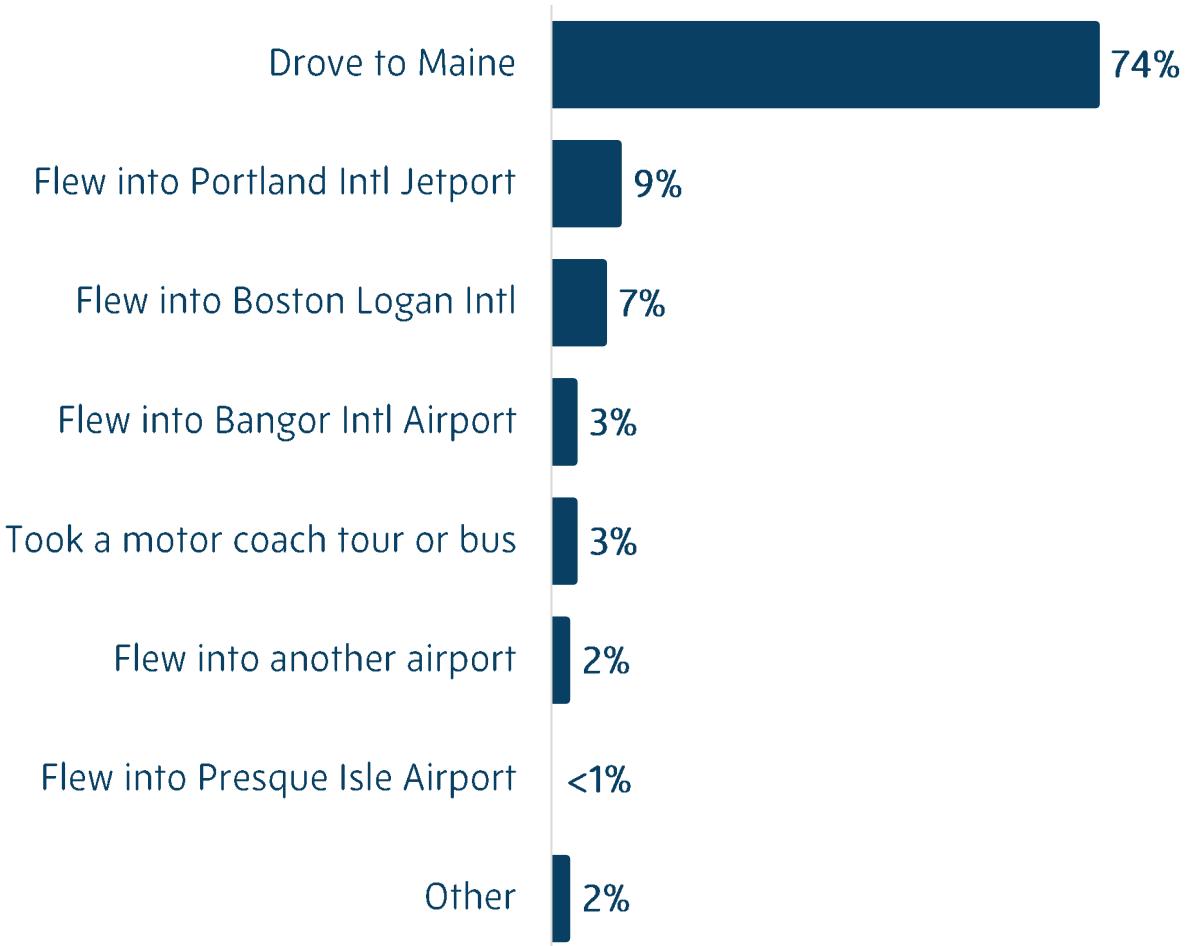


VISITOR JOURNEY : TRIP EXPERIENCE



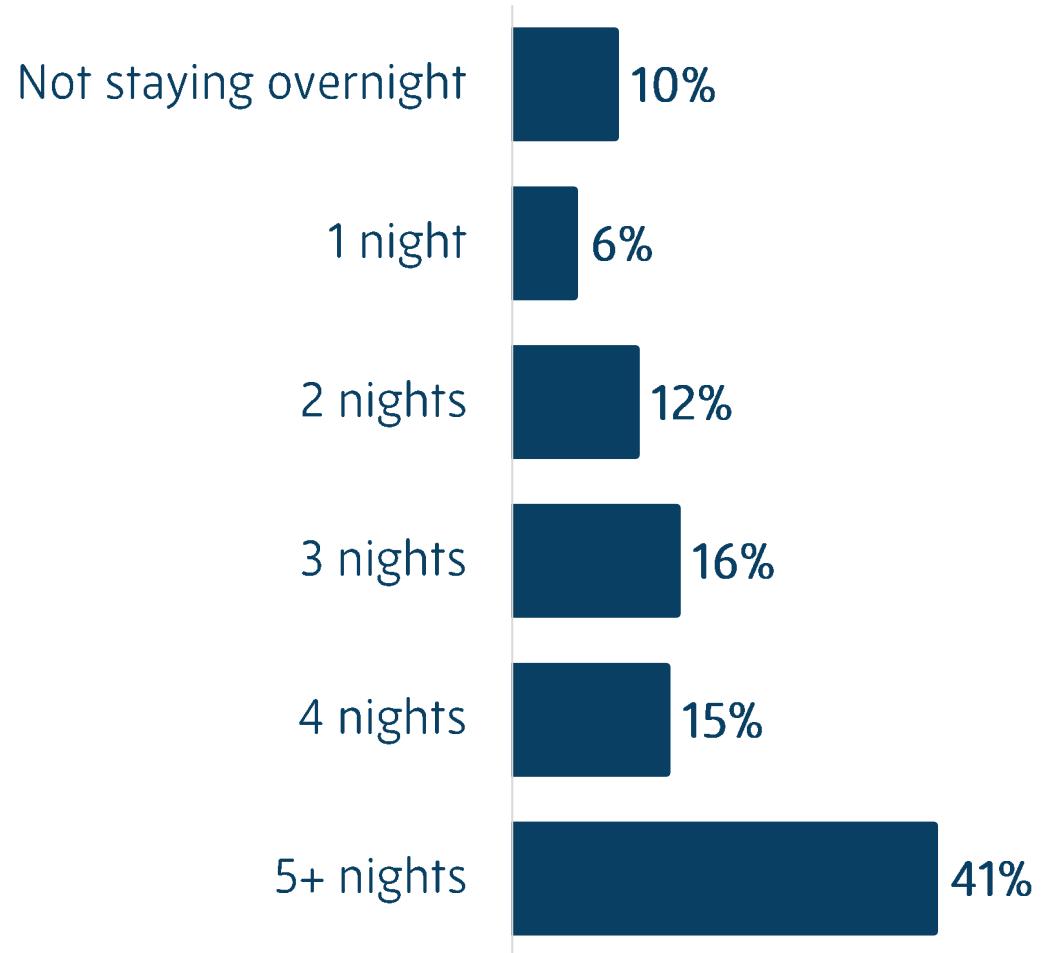
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **74%** choosing to travel by car over plane, motor coach/bus, or train
- » Compared to Fall 2023, more visitors chose to fly to Maine (+4% points)
- » Most visitors who flew to Maine arrived at Portland International Jetport or Boston Logan International Airport



NIGHTS STAYED

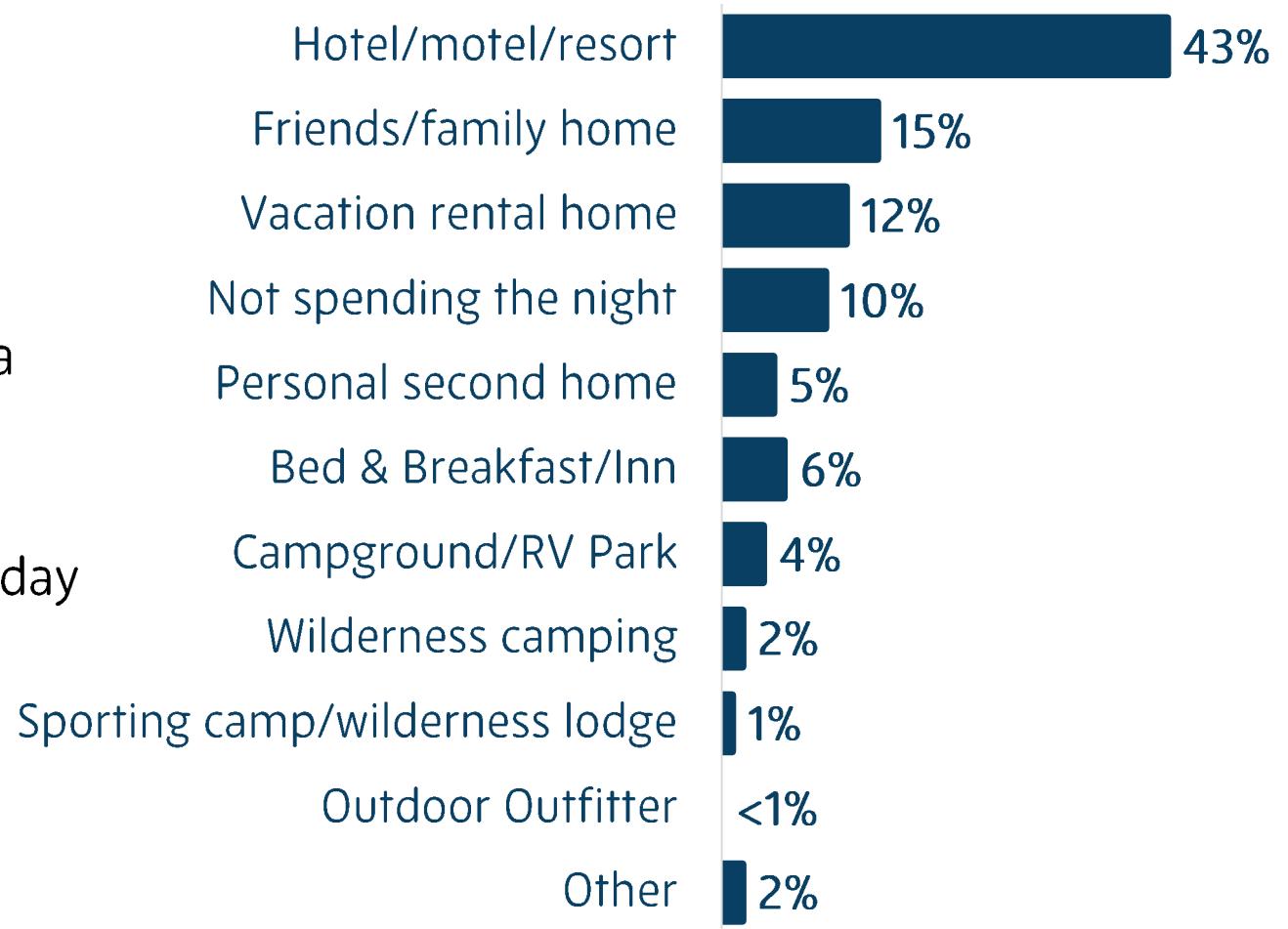
- » 90% of visitors stayed one or more nights in Maine on their trip (+2% points from 2023)
- » Typical visitors stayed **4.9*** nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed **4.8** nights in Maine on their trips



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

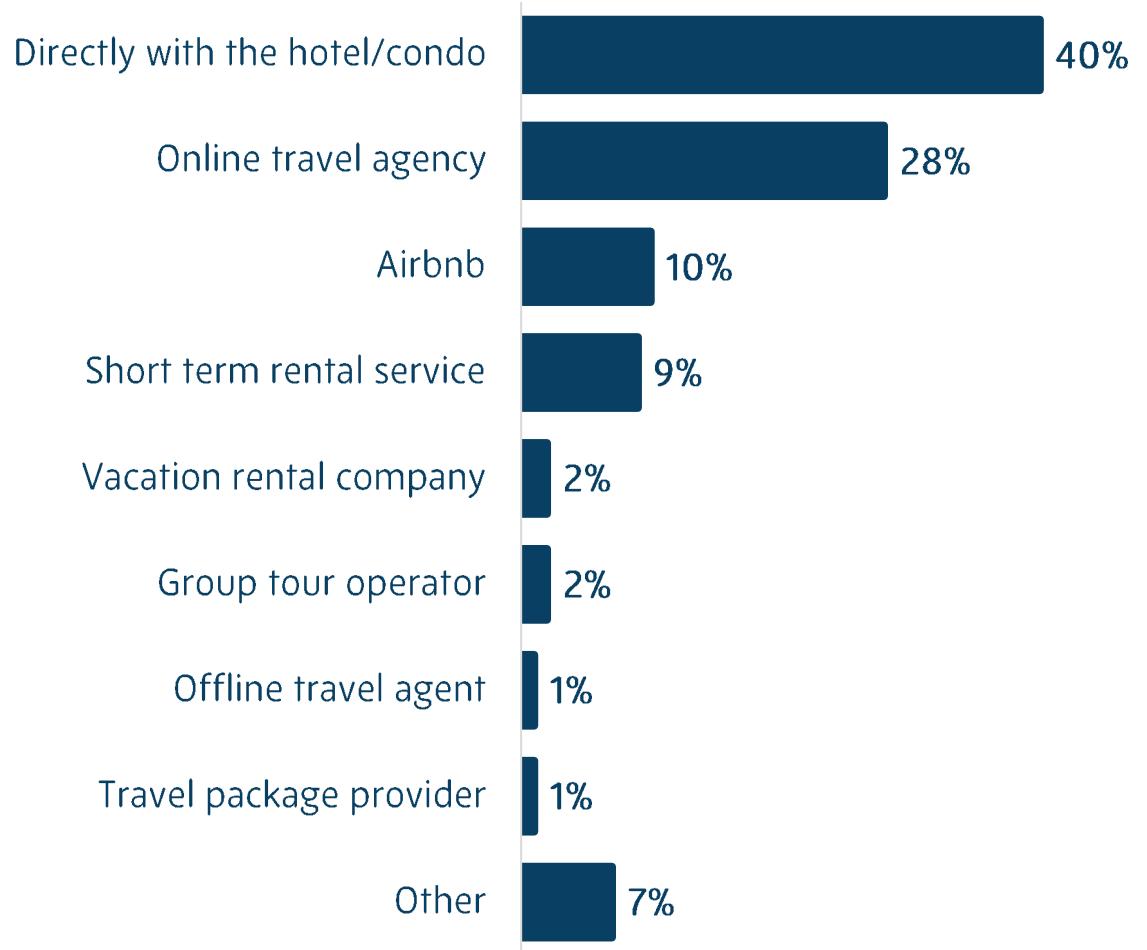
ACCOMMODATIONS

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



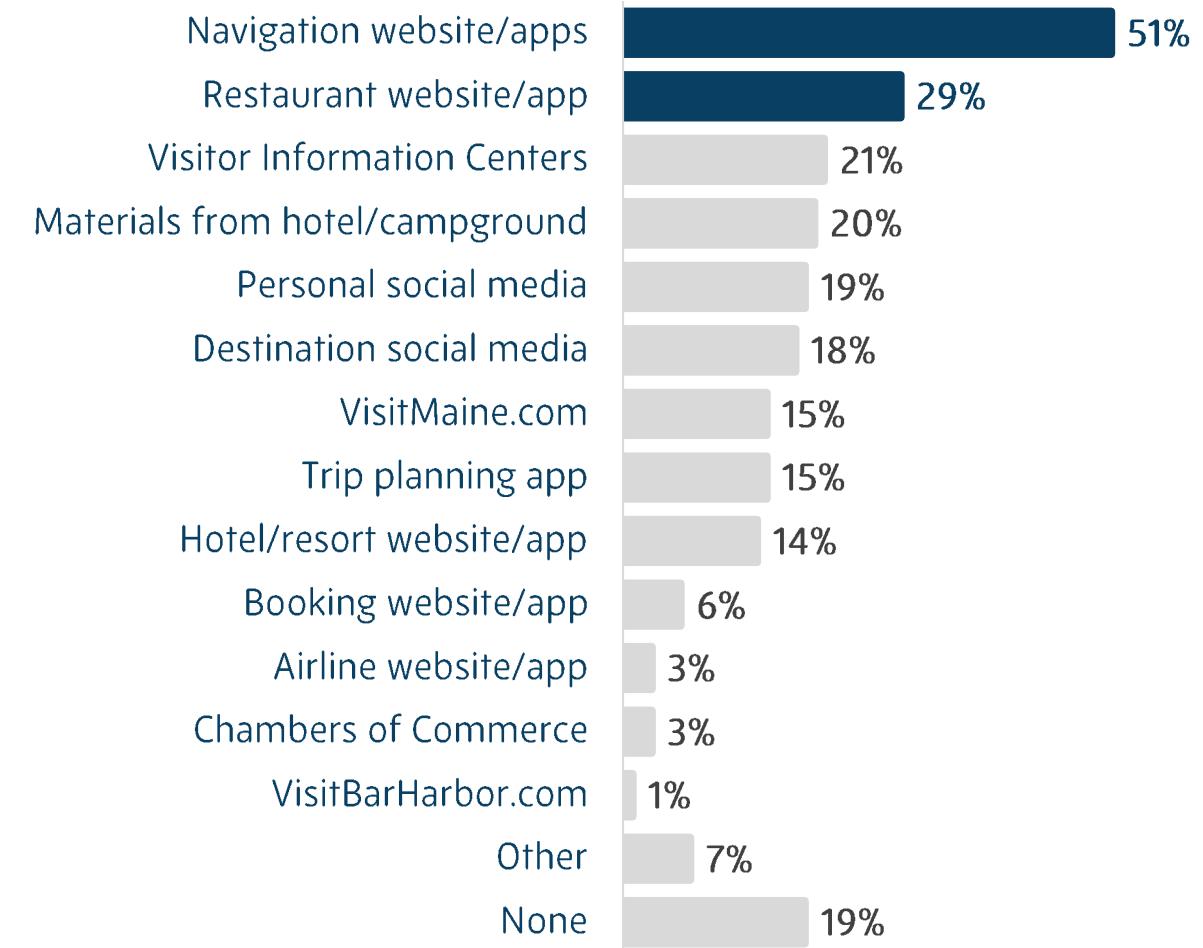
BOOKING METHODS

- » **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo
- » Nearly **3 in 10** paid visitors booked their lodging through an online travel agency



IN-MARKET VISITOR RESOURCES*

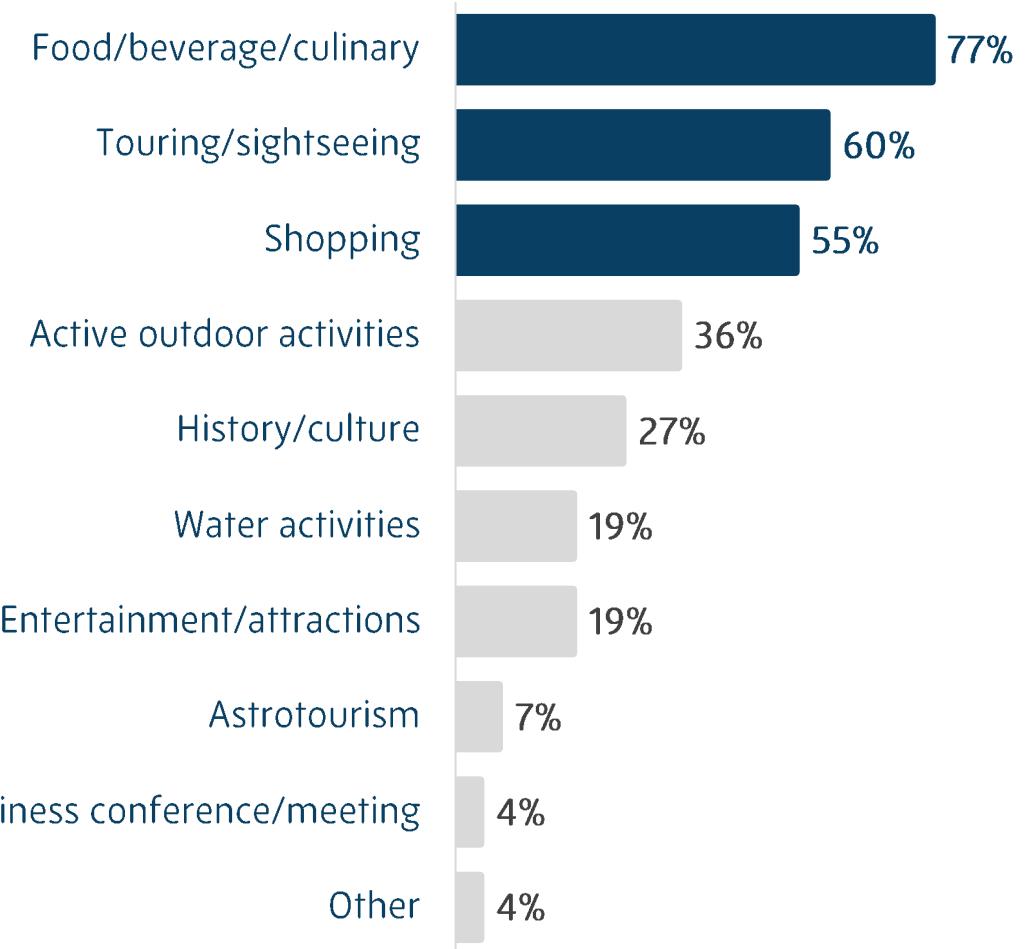
- » Visitors were most likely to rely on navigation websites/apps (e.g., Google or Apple maps, etc.) to plan activities in-market
- » Nearly **3 in 10** visitors used a restaurant website/app to plan activities
- » Nearly **1 in 5** visitors did not use any resources to plan activities while they were in-market



*Multiple responses permitted.

VISITOR ACTIVITIES*

- » **77%** of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » **3 in 5** visitors went touring/sightseeing during their trip to Maine
- » Over **half** of visitors went shopping during their trip to Maine



*Multiple responses permitted.

DETAILED VISITOR ACTIVITIES*

Activity	%	Activity	%	Activity	%
Enjoying the ocean views/rocky coast	51%	Visit historic sites/museums	20%	Hunting	5%
Sightseeing	50%	Shopping for "Made in Maine" products	20%	Attend popular music concerts/events	5%
Ate lobster	47%	Tours of communities/local architecture	18%	Botanical Gardens	5%
Ate other local seafood	43%	Exploring State and National Parks	18%	Riding all-terrain vehicles	4%
Driving for pleasure	39%	Enjoying local food at fairs/festivals	16%	Bicycling touring	4%
Going to local brew pubs/craft breweries	38%	Visited Farmer's Markets	15%	Painting/drawing/sketching	4%
Viewing fall colors	34%	Shopping for antiques/local arts and crafts	15%	Bars/nightlife	4%
Shopping in downtown areas	32%	Going to the beach	14%	Mountain/Fat Biking	3%
Enjoying the mountain views	31%	Visit art museums/local artisan studios	14%	Attend plays/musicals/theatrical events	3%
Hiking/climbing/backpacking	30%	Fishing	13%	Agricultural fairs	3%
Photography	29%	Ate farm-to-table or organic cuisine	10%	Surfing	2%
Consumed other locally produced Maine foods	29%	Canoeing/kayaking	10%	Amusement/theme parks	2%
Outlet shopping	27%	Motor boating	9%	Outdoor fun centers	2%
Shopping for gifts/souvenirs	26%	Get to know the local people and/or culture	7%	Attend sporting events	2%
Shopping for unique/locally produced goods	25%	Outdoor swimming	6%	White water rafting	1%
Wildlife viewing/bird watching	22%	Sailing	6%	Water skiing/jet skiing	1%
Nature cruises or tours	21%	Camping	6%	Snowmobiling	1%
Enjoyed unique Maine food or beverages	21%	Shopping at malls	6%	Alpine skiing/snowboarding	1%
Enjoyed high-end cuisine or five-star dining	20%	Pool swimming	5%	Snowshoeing	1%

*Multiple responses permitted.

DAILY TRAVEL PARTY SPENDING

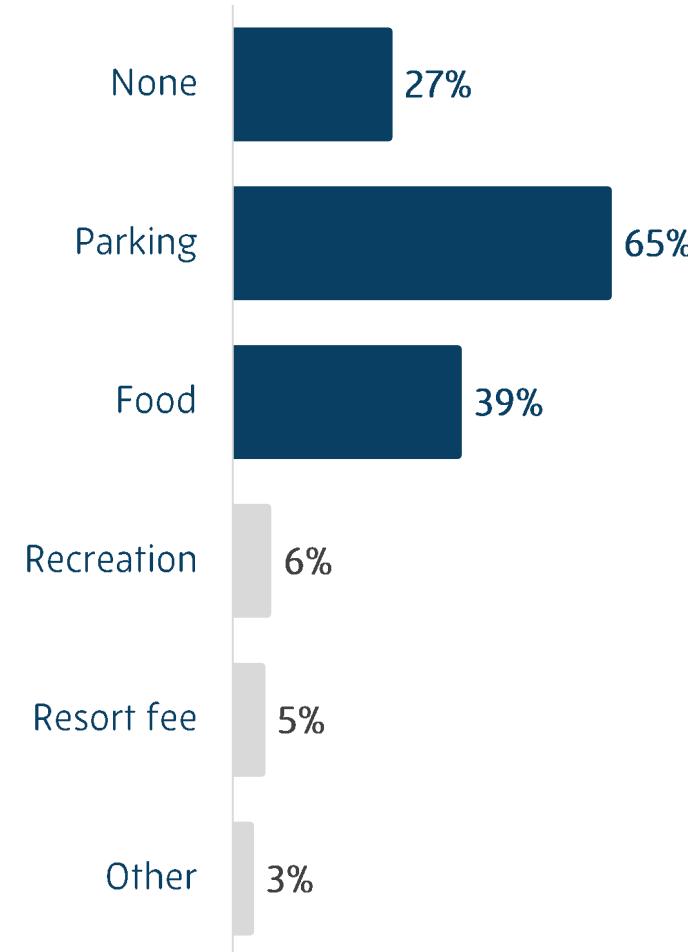
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$181	\$0	\$0
Restaurants	\$134	\$103	\$72
Groceries	\$37	\$38	\$18
Shopping	\$87	\$87	\$88
Activities & attractions	\$88	\$54	\$45
Transportation	\$56	\$38	\$40
Other	\$19	\$14	\$12
Daily Spending	\$602	\$334	\$275

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$867	\$0	\$0
Restaurants	\$643	\$719	\$72
Groceries	\$177	\$263	\$18
Shopping	\$415	\$612	\$88
Activities & attractions	\$425	\$379	\$45
Transportation	\$268	\$269	\$40
Other	\$89	\$99	\$12
Trip Spending	\$2,884	\$2,341	\$275

LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for nearly **3 in 4** visitors (-8% points from 2023)
- » Price for accommodations included parking for nearly **2 in 3** visitors (-7% points from 2023)
- » Food was included in accommodations' pricing for nearly **2 in 5** visitors

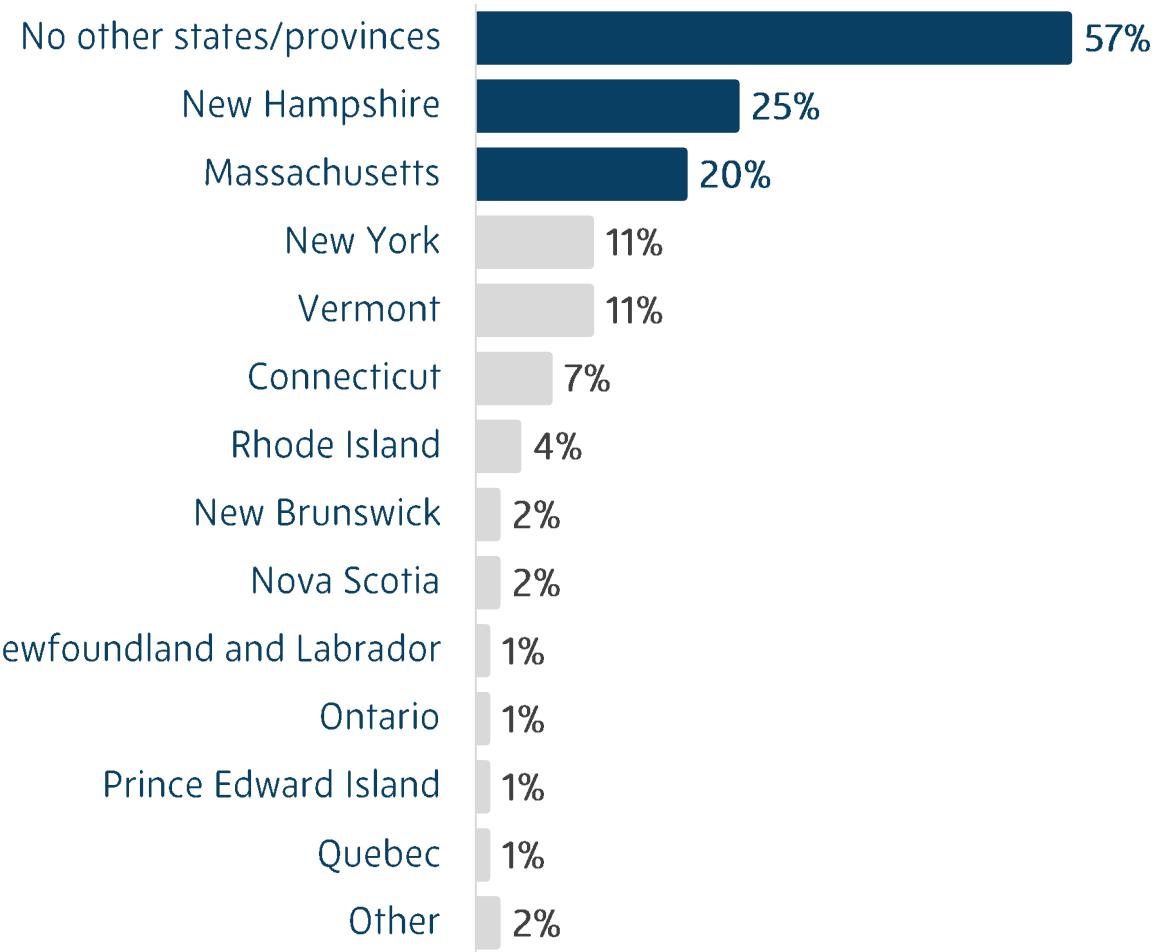


*Multiple responses permitted.

downs & st. germain
RESEARCH

OTHER STATES & PROVINCES VISITED*

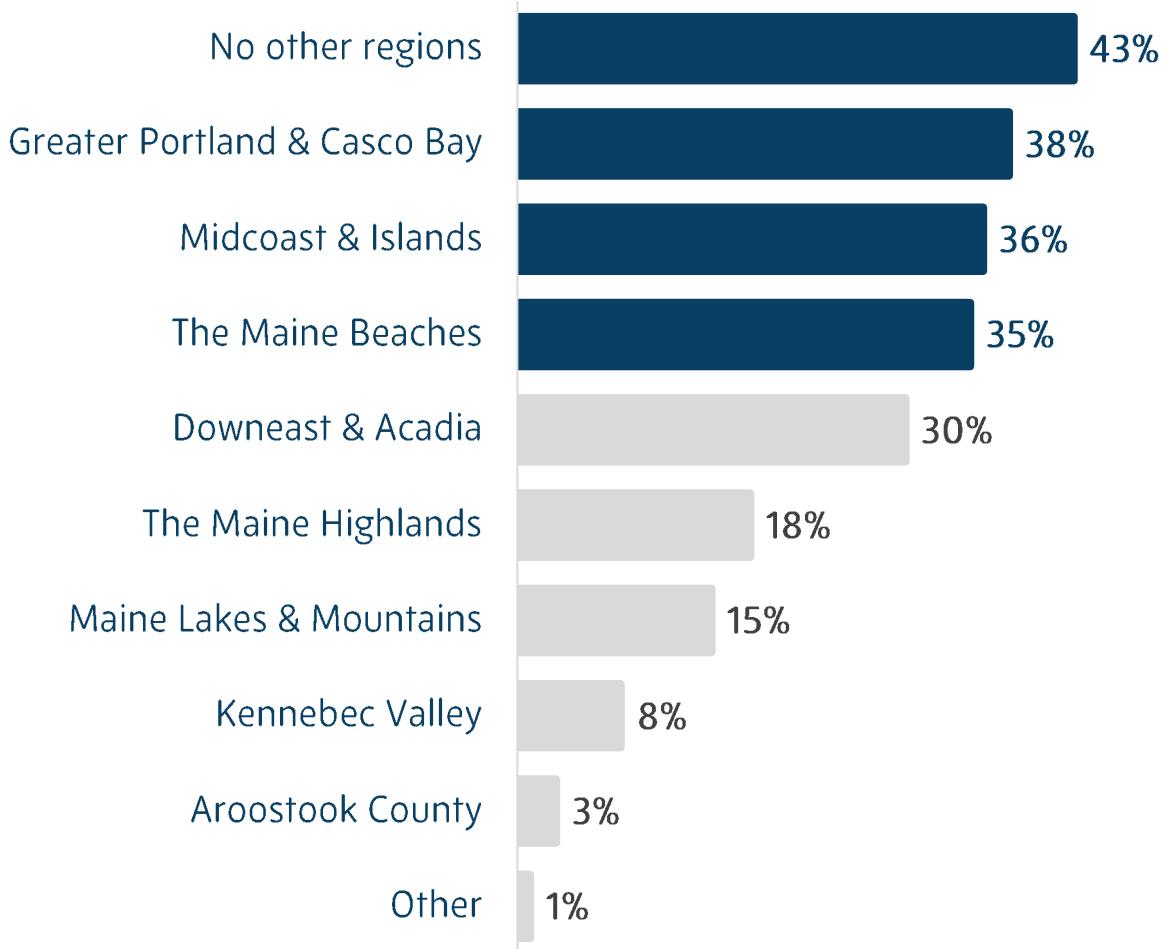
- » Nearly 3 in 5 visitors did not visit any other U.S. state or Canadian province during their trip
- » Visitors continued to be more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip



*Multiple responses permitted.

TRAVELING WITHIN MAINE*

- » Over 2 in 5 visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (-6% points from 2023)
- » 38% of visitors visited Greater Portland & Casco Bay in addition to their primary destination within Maine (+6% points from 2023)
- » Over 1 in 3 visited Maine's Midcoast & Islands or Beaches in addition to their primary destination



*Multiple responses permitted.

VISITOR JOURNEY : POST-TRIP EVALUATION



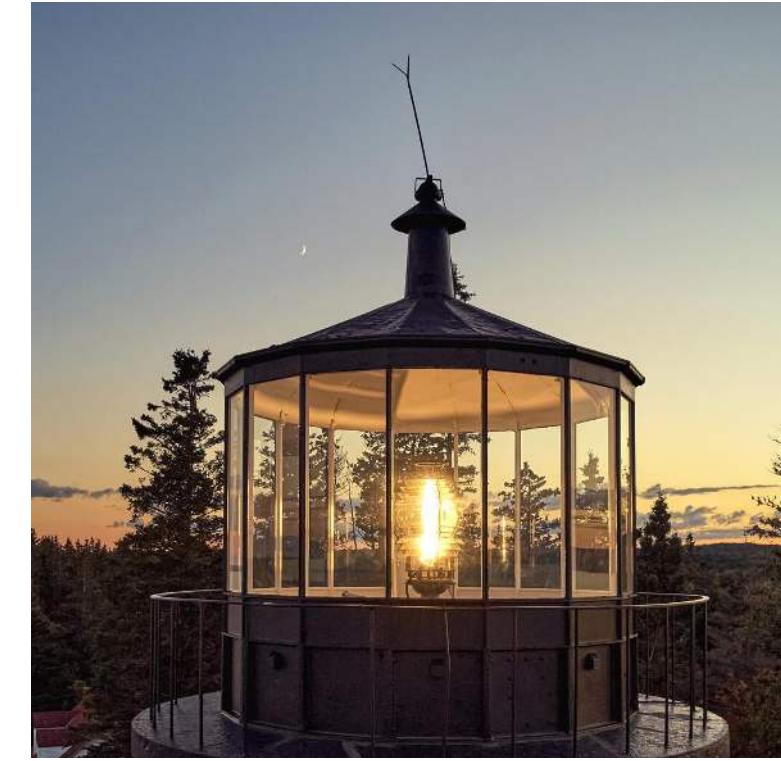
UNIQUENESS



"Radical scenery: the wilderness, the coastline, the lighthouses. The colors were stunning!"



"It's an exemplary foodie destination. The freshness of the seafood, the organic farms, and the craft breweries set it apart from other destinations."



"It's the rich history of the state. We love exploring the forts, transportation museums, and historic ships!"



UNIQUENESS



"There is a wonderful quaintness in Maine's sleepy towns and slow lifestyle I've not experienced elsewhere."



"The water is clean, the air is clean, the food is clean. I can breathe here."

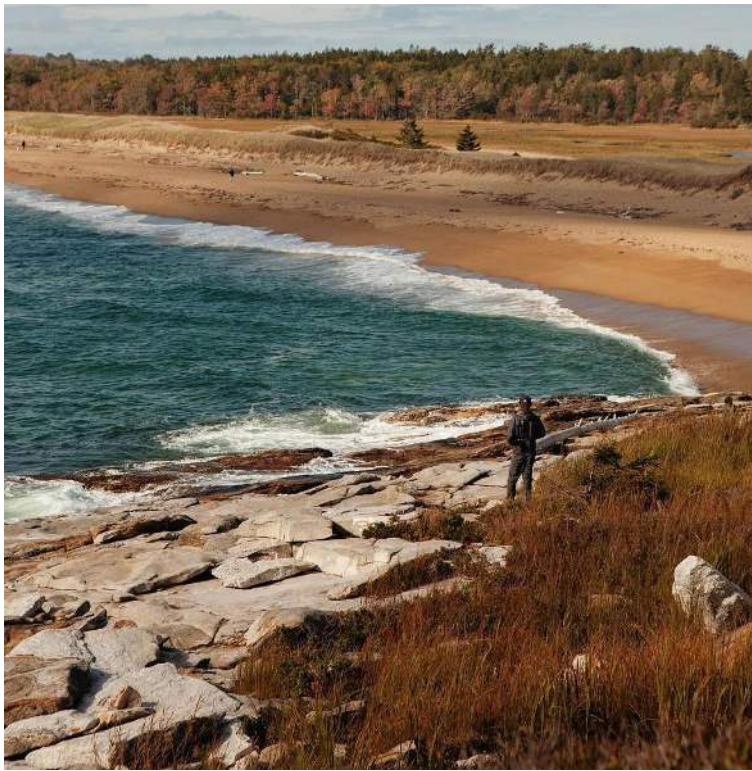


"I live between the Adirondacks and the Catskills. While lovely, they don't hold a candle to the beauty of Maine."



HIGHLIGHTS

"Walking along the beach in the morning, having dinner by the water, and watching the moon rise above the ocean."



"Watching our dinner come straight from the water!"



"My highlight was getting away from the stress of city life."



HIGHLIGHTS



Enjoying the little local Oktoberfests and the idyllic fall weather!"



"Strolling through the woods and admiring the fall color. It was like walking through a snow globe!"



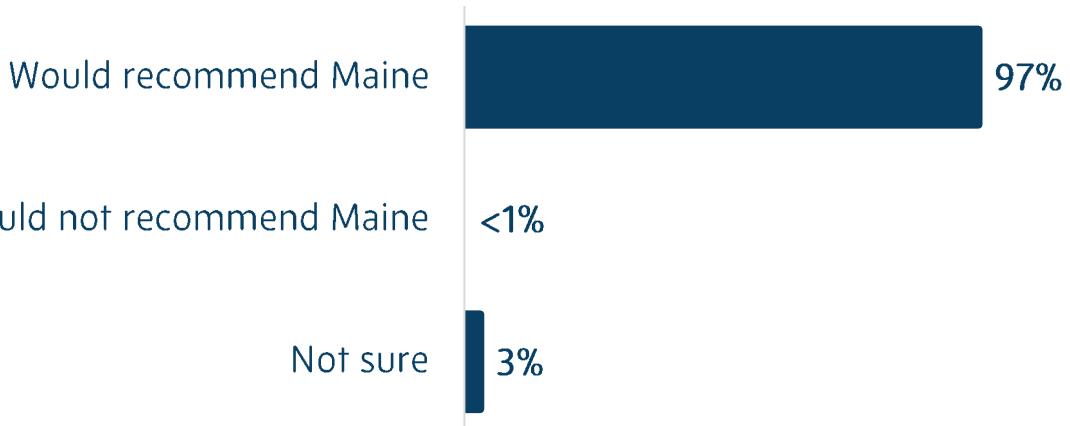
"All the little shops, antiques, local artists, and local products."



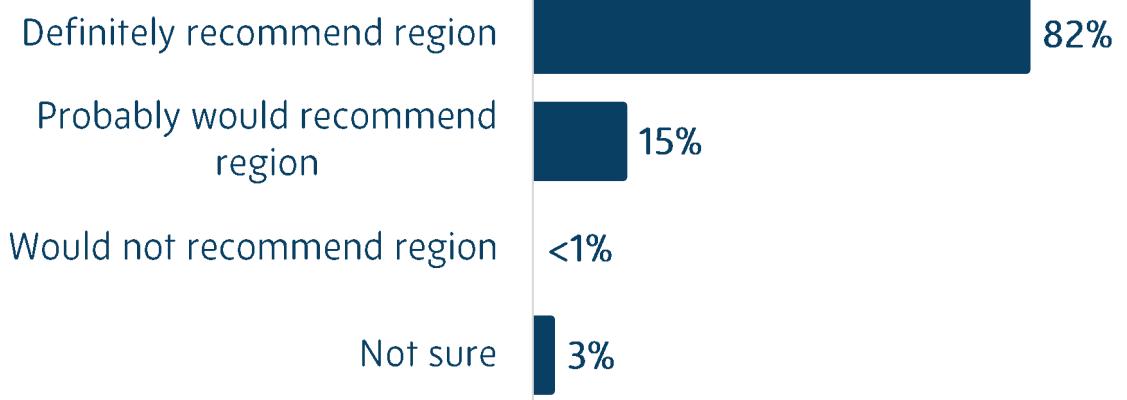
RECOMMENDING MAINE & ITS REGIONS

- » 97% of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » 97% of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – 82% would definitely recommend (+8% points from 2023)

Likelihood of Recommending Maine

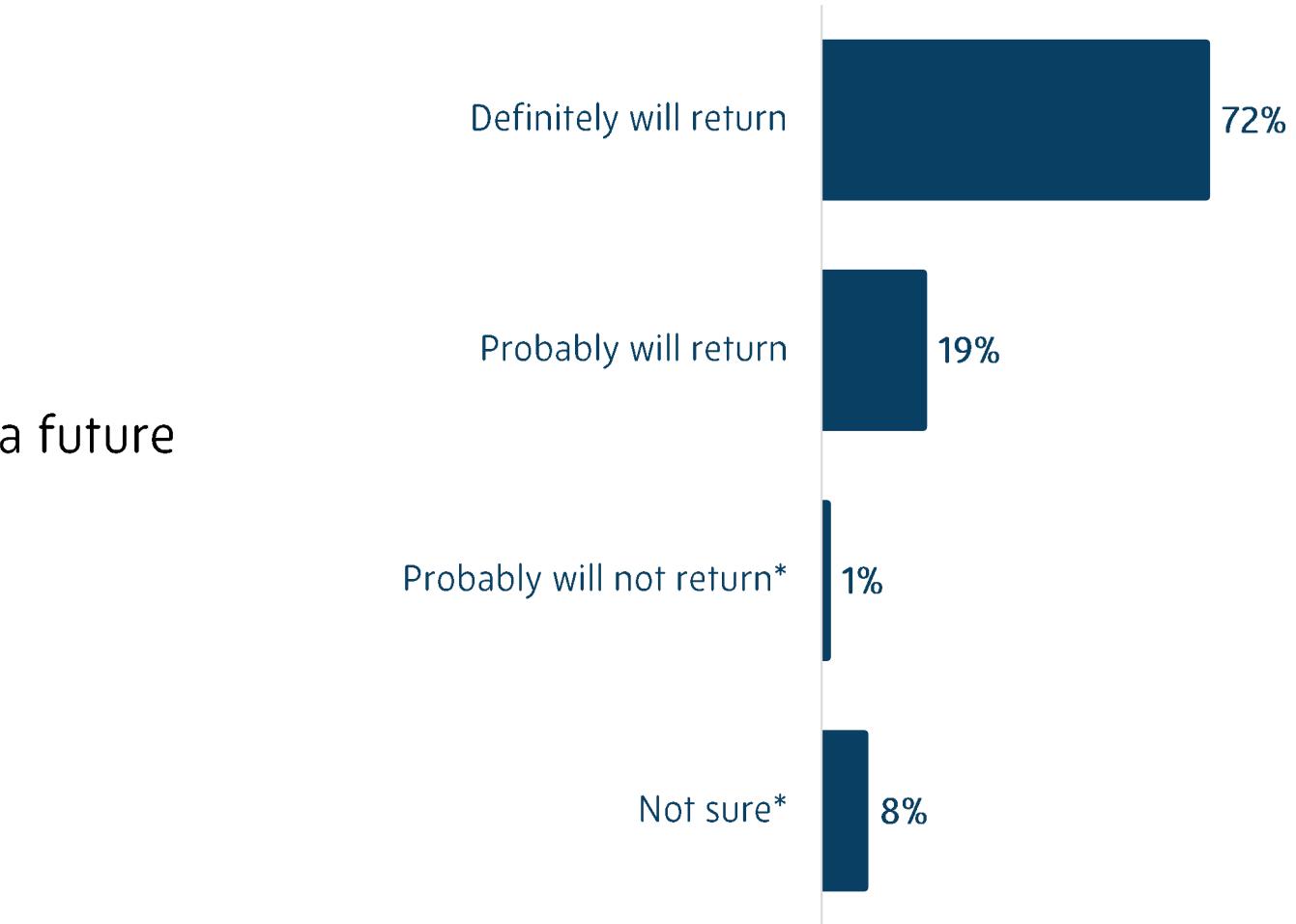


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

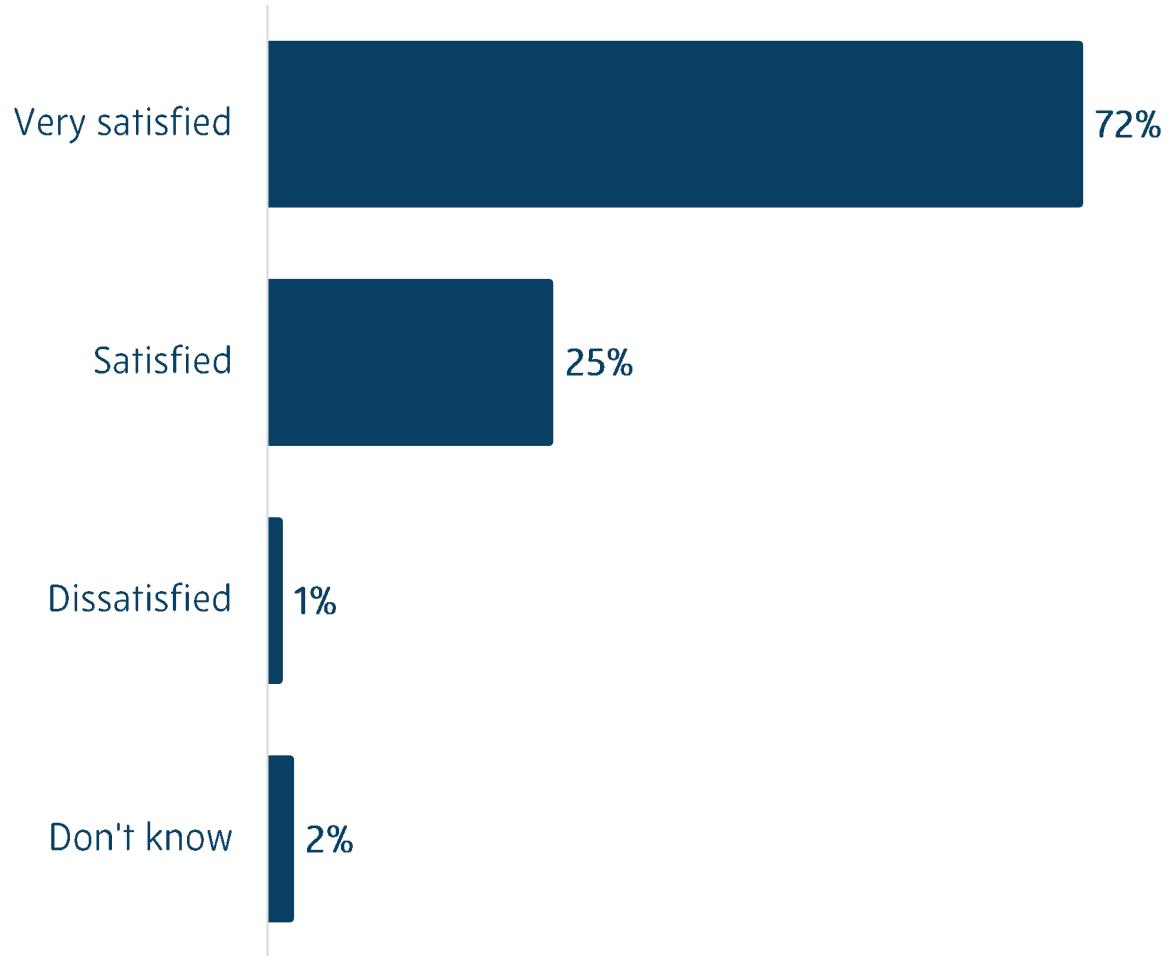
» **91%** of visitors will return to Maine for a future visit or vacation



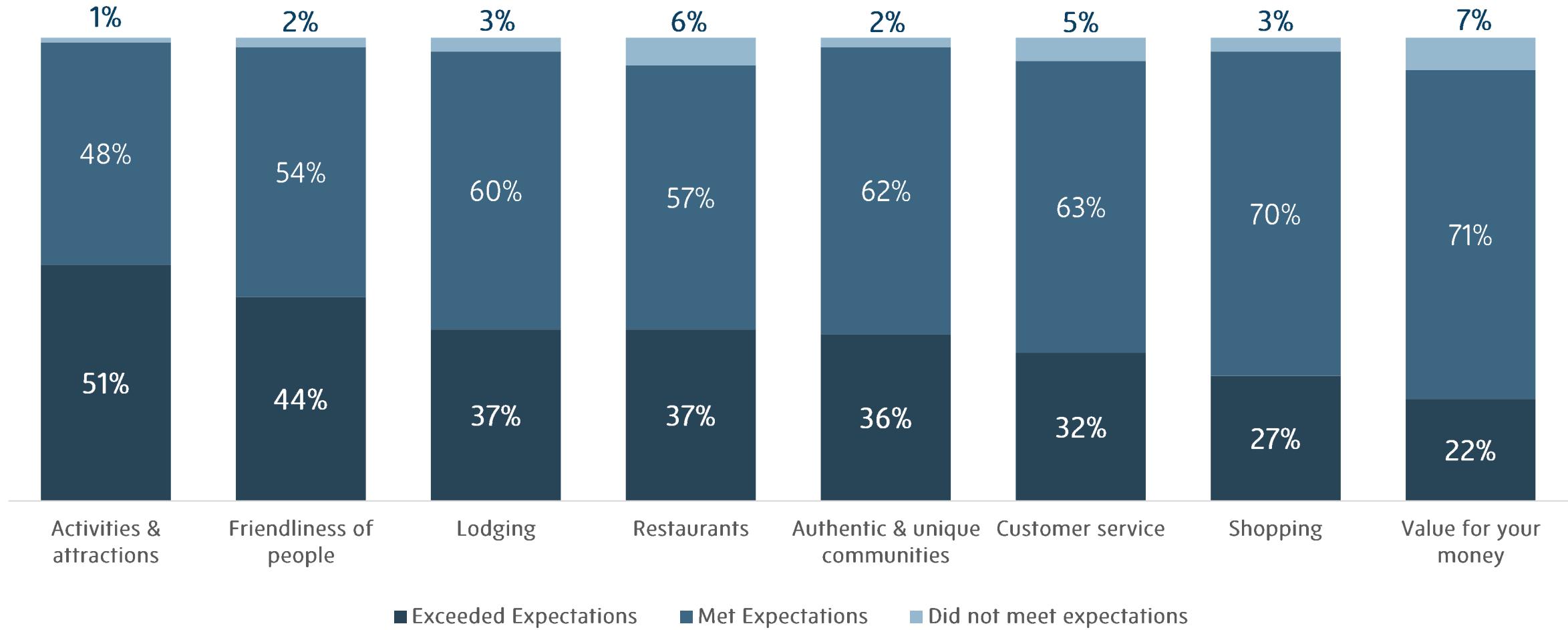
*9% of all visitors are not sure or will probably not return to Maine for the following reasons:
1. Prefer a variety of destinations 2. Once is enough to see/do everything 3. Too expensive for what you get.

SATISFACTION

- » 97% of visitors were satisfied with their trip to Maine
- » Over 7 in 10 visitors were very satisfied with their trip to Maine

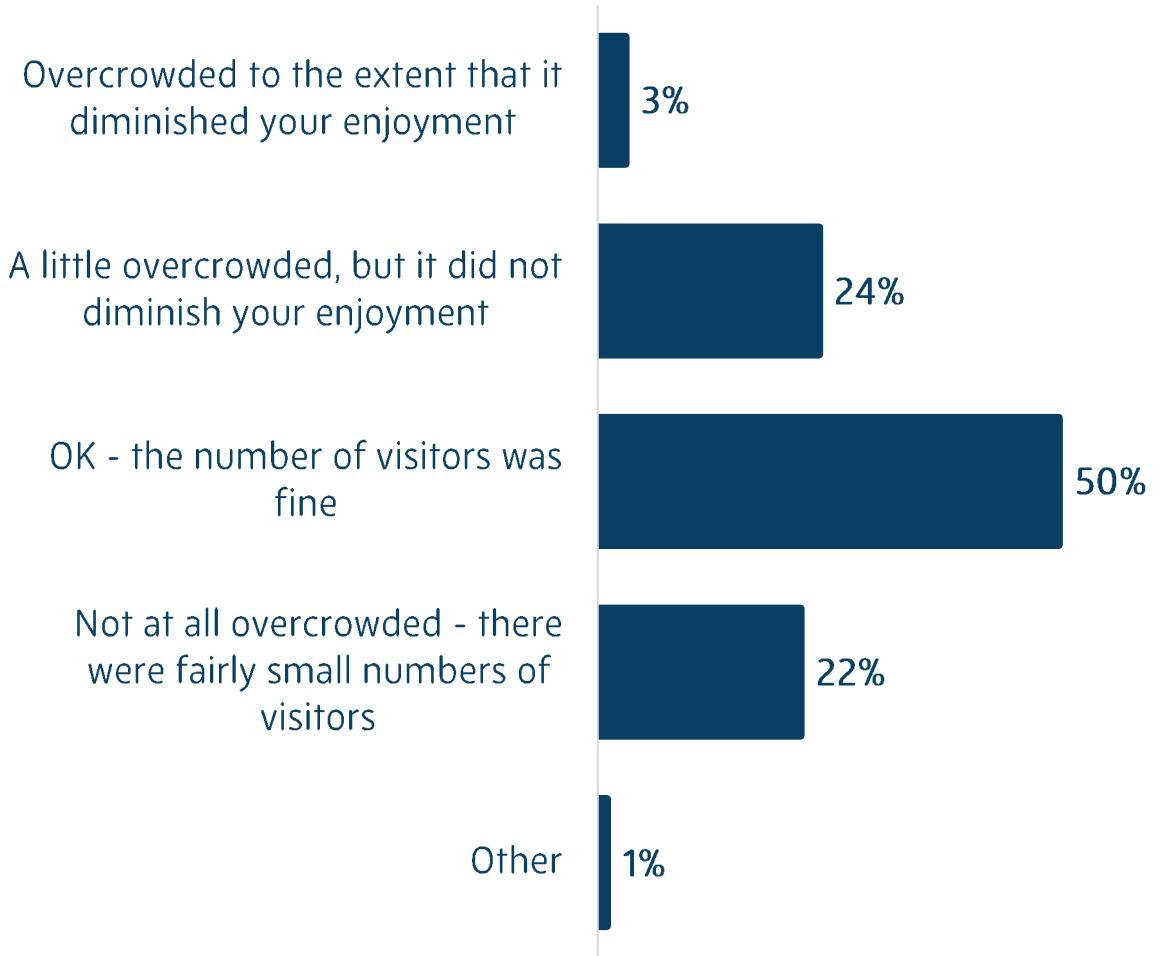


TRIP RATINGS



OVERCROWDING

- » Half of visitors thought the number of visitors during their trip to Maine was fine
- » 24% of visitors thought it was a little overcrowded, but it did not diminish their enjoyment



PERCEPTIONS



"There is no pretense here. The people are down to earth and laid-back."



"In Maine, you can press the pause button, escape the madness, and get back to small pleasures."

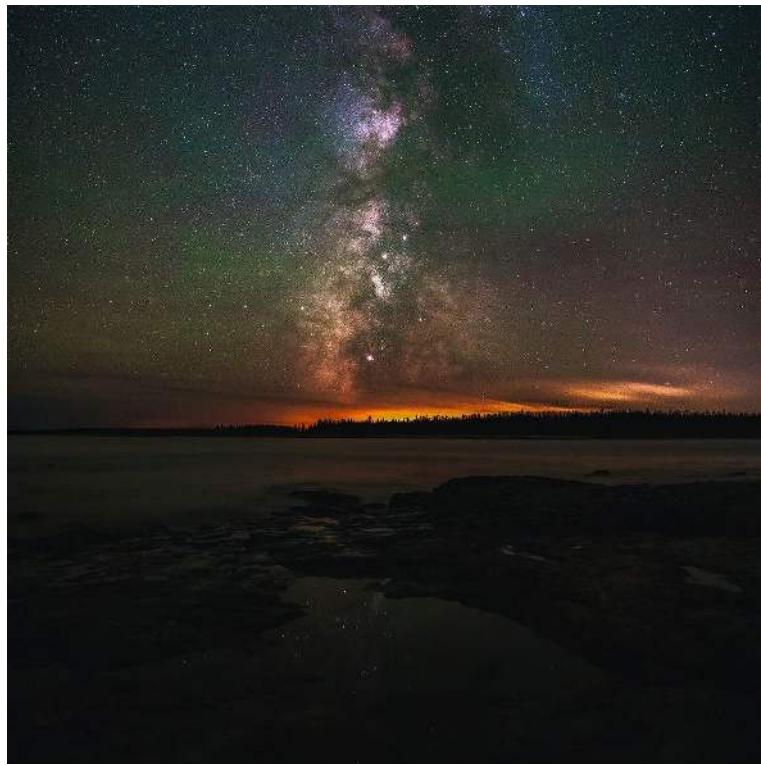


"You can go from city to rural town to ocean to trail. There's something here for everyone!"

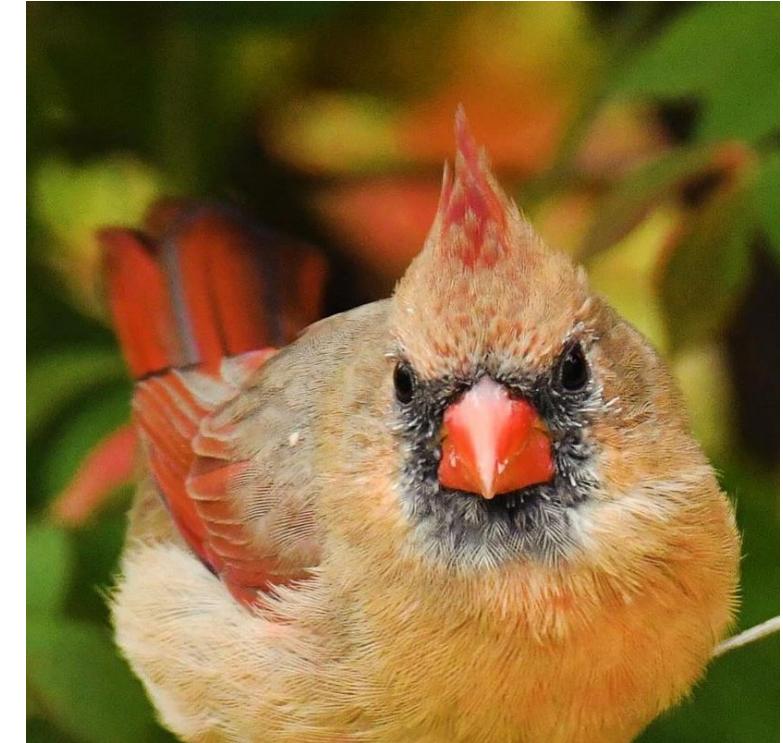


PERCEPTIONS

"I felt like I had landed in Oz! I've decided to spend the rest of my life exploring new places in the Pine Tree State."



"The sights and tastes of Maine are unforgettable!"



"We feel more rejuvenated after two days in Maine than after a week anywhere else."



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	11%	10%
2 - 3 weeks	13%	13%
1 - 2 months	28%	27%
3 - 4 months	22%	22%
5 - 6 months	12%	13%
7 months - 1 year	10%	10%
More than 1 year	4%	5%
Median Days in Planning Cycle	58	60
Booking Window	2023	2024
A week or less	15%	17%
2 - 3 weeks	15%	15%
1 - 2 months	29%	29%
3 - 4 months	19%	19%
5 - 6 months	11%	10%
7 months - 1 year	9%	7%
More than 1 year	2%	3%
Median Days in Booking Window	51	49

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2023	2024
Online search engines	33%	34%
Hotel websites	17%	20%
Online travel agency	20%	19%
VisitMaine.com	19%	17%
Facebook	14%	16%
TripAdvisor	13%	13%
Airbnb	11%	12%
Traveler reviews/blogs/stories	9%	11%
Instagram	8%	10%
Visit Maine social media	7%	9%
YouTube	7%	9%
Vrbo	7%	8%
Airline websites	5%	7%
MaineTourism.com	7%	7%
DowneastAcadia.com	7%	6%
TheMaineBeaches.com	9%	6%
VisitPortland.com	5%	6%
Vacation rental websites	4%	5%
VisitBarHarbor.com	3%	5%
MainesMidCoast.com	3%	3%
DiscoverNewEngland.com	2%	2%
MaineLakesandMountains.com	2%	2%
VisitAroostook.com	1%	1%
KennebecValley.org	1%	1%
TheMaineHighlands.com	1%	1%
Twitter	1%	1%
Other	6%	6%
None	25%	23%

*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2023	2024
Advice from friends/family	36%	39%
Travel guides/brochures	17%	14%
Articles or travelogues	14%	13%
AAA	11%	10%
Travel books & magazines	7%	9%
Travel planning apps	7%	8%
Called the Maine Office of Tourism	7%	5%
Visitor Guide	5%	5%
Visit Maine e-newsletter	5%	4%
Travel agent	2%	2%
Called local convention and visitors bureaus	1%	1%
Called local Chambers of Commerce	1%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Other	4%	4%
None	34%	34%

*Multiple responses permitted.

REASON FOR VISITING*

Reasons for Visiting	2023	2024
Sightseeing/touring	40%	42%
Relax and unwind	34%	35%
Visiting friends/relatives	26%	28%
Nature & bird watching	24%	23%
Shopping	14%	13%
Special occasion	12%	12%
Attractions	11%	11%
Active outdoor activities	11%	10%
Beach	13%	8%
Special event	9%	8%
Culture/museums/history	5%	6%
Conference/meeting	4%	5%
Water activities	5%	4%
Sporting event	2%	2%
Astrotourism	1%	1%
Snow activities	1%	<1%
Other	10%	7%

*Multiple responses permitted.

TV SHOWS & FILM

Trip Inspiration From Film	2023	2024
Yes	4%	5%
No	95%	92%
Don't know	1%	3%
How Film Inspired Trip*	2023	2024
Seeing Maine in a film or TV show made me think about Maine as a place to visit	41%	44%
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	17%	31%
Maine was a destination consideration and visiting a location related to a TV show or film was the deciding factor	21%	8%
Visiting a location related to a TV show or film was the main reason I visited Maine	15%	7%
Something else	6%	10%
Visited TV or Film Attractions**	2023	2024
Yes	7%	9%
No	91%	86%
Don't know	2%	5%

*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	58%	54%
New Hampshire	20%	24%
Massachusetts	18%	19%
Vermont	12%	13%
New York	6%	7%
Connecticut	5%	5%
Rhode Island	6%	5%
Nova Scotia	3%	4%
New Brunswick	2%	3%
Prince Edward Island	2%	2%
Quebec	2%	2%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Other	2%	3%

*Multiple responses permitted.

ADVERTISING/PROMOTIONS

Recalled Advertising	2023	2024
Yes	46%	42%
No	42%	37%
Not sure	12%	21%
Influenced by Advertising	2023	2024
Yes	23%	20%

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2023	2024
BASE % who noticed information about vacationing in Maine	46%	42%
Social media	49%	47%
Internet	31%	34%
Magazine	23%	21%
VisitMaine.com	9%	13%
Maine travel/visitor guide	7%	11%
Traveler reviews/blogs	9%	11%
Cable or satellite television	16%	10%
Radio	14%	9%
AAA	11%	9%
Brochure	6%	7%
Newspaper	8%	6%
Online streaming service	5%	5%
Music/podcast streaming	2%	2%
Deal – based promotion	1%	1%
Billboard	2%	1%
Other	4%	4%
Not sure	2%	3%

*Multiple responses permitted.

VISITOR JOURNEY : TRAVELER PROFILE



ORIGIN REGION

Region of Origin	2023	2024
Maine	16%	14%
New England	30%	25%
Mid-Atlantic	21%	21%
Southeast	11%	14%
Southwest	4%	5%
Midwest	8%	12%
West	4%	5%
Canada	4%	3%
International	2%	1%

ORIGIN STATE/PROVINCE

Origin States & Provinces	2023	2024
Maine	16%	14%
Massachusetts	15%	12%
New York	9%	8%
Connecticut	5%	5%
Florida	4%	5%
Pennsylvania	4%	5%
New Hampshire	6%	4%
New Jersey	4%	4%
Texas	3%	3%
California	1%	2%
Georgia	2%	2%
Illinois	2%	2%
Indiana	1%	2%
Michigan	1%	2%
Ohio	2%	2%
Tennessee	1%	2%
Vermont	2%	2%
Virginia	2%	2%

ORIGIN MARKET

Origin Markets	2023	2024
Boston	9%	7%
New York City ¹	7%	6%
Washington DC - Baltimore ²	2%	2%
Philadelphia	2%	2%
Portland	2%	2%
Atlanta	2%	2%

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

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

TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2023	2024
As a couple	48%	49%
As a family	22%	19%
Traveled alone	13%	15%
With other couples/friends	12%	13%
In a tour group	2%	2%
With business associates	2%	1%
Other	1%	1%
Average Travel Party Size	2.7	2.7
Children in Travel Party*	2023	2024
No children	88%	90%
Children younger than 6	4%	3%
Children 6 – 12	6%	5%
Children 13 – 17	5%	4%

DEMOGRAPHIC PROFILE*

Gender	2023	2024
Male	44%	44%
Female	56%	56%
Gender-fluid/non-binary	NA	1%
Transgender	NA	<1%
Other	NA	<1%

*Gender of member of travel party surveyed. May be influenced by visitors' willingness to take a survey.
The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

DEMOGRAPHIC PROFILE*

Age	2023	2024
Under 25	3%	2%
25 – 34	13%	10%
35 – 44	20%	16%
45 – 54	17%	18%
55 – 65	25%	27%
Over 65	22%	27%
Median Age	53	56
Race/Ethnicity	2023	2024
White	88%	90%
Asian	4%	3%
Hispanic	3%	3%
Black	2%	2%
Indigenous	1%	1%
Other	2%	1%

*Age and race/ethnicity 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.

LIFESTYLE PROFILE*

Marital Status	2023	2024
Single/widowed	22%	23%
Married/living with partner	78%	77%
Employment Status	2023	2024
Employed full-time	53%	53%
Employed part-time	9%	7%
Contract/freelance/temporary employee	6%	5%
Retired	25%	30%
Not currently employed	5%	4%
Student	2%	1%

*Marital and employment status of member of travel party surveyed.

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

LIFESTYLE PROFILE

Household Income	2023	2024
Less than \$25,000	3%	3%
\$25,000 - \$49,999	10%	8%
\$50,000 - \$74,999	20%	18%
\$75,000 - \$99,999	19%	21%
\$100,000 - \$149,999	26%	26%
\$150,000 - \$199,999	13%	13%
\$200,000 - \$249,999	4%	5%
\$250,000 or more	5%	6%
Median Household Income	\$97,400	\$100,000

LIFESTYLE PROFILE

Educational Attainment	2023	2024
High school or less	6%	7%
Some college or technical school	15%	13%
College or technical school graduate	56%	56%
Graduate school	23%	24%

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

NEW & RETURNING VISITORS

Previous Trips to Maine

2023

2024

This is my first time	24%	27%
2 - 5 times	27%	27%
6 - 10 times	17%	17%
11+ times	32%	29%

VISITOR JOURNEY : TRIP EXPERIENCE



TRANSPORTATION

Means of Transportation	2023	2024
Drove to Maine	78%	74%
Flew into Portland Intl Jetport	6%	9%
Flew into Boston Logan Intl	7%	7%
Flew into Bangor Intl Airport	2%	3%
Took a motor coach tour or bus	3%	3%
Flew into another airport	1%	2%
Flew into Presque Isle Airport	<1%	<1%
Other	3%	2%

LENGTH OF STAY

Nights Stayed	2023	2024
Not staying overnight	12%	10%
1 night	7%	6%
2 nights	13%	12%
3 nights	17%	16%
4 nights	15%	15%
5+ nights	36%	41%
Average Length of Stay	4.8	4.9

ACCOMMODATIONS

Accommodations	2023	2024
Hotel/motel/resort	40%	43%
Friends/family home	14%	15%
Vacation rental home	10%	12%
Not spending the night	12%	10%
Personal second home	7%	5%
Bed & Breakfast/Inn	6%	6%
Campground/RV Park	5%	4%
Wilderness camping	1%	2%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	1%	<1%
Other	3%	2%

BOOKING

Booking Methods	2023	2024
Directly with the hotel/condo	42%	40%
Online travel agency	27%	28%
Airbnb	9%	10%
Short term rental service	7%	9%
Vacation rental company	3%	2%
Group tour operator	3%	2%
Offline travel agent	1%	1%
Travel package provider	1%	1%
Other	7%	7%

IN-MARKET RESOURCES*

In-Market Resources	2023	2024
Navigation website/apps (Google maps, etc.)	50%	51%
Restaurant website/app	27%	29%
Visitor Information Centers	25%	21%
Materials from hotel/campground	23%	20%
Personal social media	18%	19%
Destination social media	13%	18%
VisitMaine.com	19%	15%
Trip planning app	16%	15%
Hotel/resort website/app	18%	14%
Booking website/app	4%	6%
Airline website/app	3%	3%
Chambers of Commerce	3%	3%
VisitBarHarbor.com	1%	1%
Other	8%	7%
None	21%	19%

*Multiple responses permitted.

ACTIVITIES*

Activities	2023	2024
Food/beverage/culinary	78%	77%
Touring/sightseeing	62%	60%
Shopping	55%	55%
Active outdoor activities	38%	36%
History/culture	24%	27%
Water activities	23%	19%
Entertainment/attractions	20%	19%
Astrotourism	6%	7%
Business conference/meeting	4%	4%
Other	4%	4%

*Multiple responses permitted.

DETAILED VISITOR ACTIVITIES*

Activity	%	Activity	%	Activity	%
Enjoying the ocean views/rocky coast	51%	Visit historic sites/museums	20%	Hunting	5%
Sightseeing	50%	Shopping for "Made in Maine" products	20%	Attend popular music concerts/events	5%
Ate lobster	47%	Tours of communities/local architecture	18%	Botanical Gardens	5%
Ate other local seafood	43%	Exploring State and National Parks	18%	Riding all-terrain vehicles	4%
Driving for pleasure	39%	Enjoying local food at fairs/festivals	16%	Bicycling touring	4%
Going to local brew pubs/craft breweries	38%	Visited Farmer's Markets	15%	Painting/drawing/sketching	4%
Viewing fall colors	34%	Shopping for antiques/local arts and crafts	15%	Bars/nightlife	4%
Shopping in downtown areas	32%	Going to the beach	14%	Mountain/Fat Biking	3%
Enjoying the mountain views	31%	Visit art museums/local artisan studios	14%	Attend plays/musicals/theatrical events	3%
Hiking/climbing/backpacking	30%	Fishing	13%	Agricultural fairs	3%
Photography	29%	Ate farm-to-table or organic cuisine	10%	Surfing	2%
Consumed other locally produced Maine foods	29%	Canoeing/kayaking	10%	Amusement/theme parks	2%
Outlet shopping	27%	Motor boating	9%	Outdoor fun centers	2%
Shopping for gifts/souvenirs	26%	Get to know the local people and/or culture	7%	Attend sporting events	2%
Shopping for unique/locally produced goods	25%	Outdoor swimming	6%	White water rafting	1%
Wildlife viewing/bird watching	22%	Sailing	6%	Water skiing/jet skiing	1%
Nature cruises or tours	21%	Camping	6%	Snowmobiling	1%
Enjoyed unique Maine food or beverages	21%	Shopping at malls	6%	Alpine skiing/snowboarding	1%
Enjoyed high-end cuisine or five-star dining	20%	Pool swimming	5%	Snowshoeing	1%

*Multiple responses permitted.

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2023	2024
No other states/provinces	60%	57%
New Hampshire	21%	25%
Massachusetts	18%	20%
New York	10%	11%
Vermont	8%	11%
Connecticut	7%	7%
Rhode Island	5%	4%
New Brunswick	2%	2%
Nova Scotia	2%	2%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Other	2%	2%

*Multiple responses permitted.

TRAVELING IN MAINE*

Maine Regions Visited	2023	2024
No other regions	49%	43%
Greater Portland & Casco Bay	32%	38%
Midcoast & Islands	35%	36%
The Maine Beaches	43%	35%
Downeast & Acadia	31%	30%
The Maine Highlands	13%	18%
Maine Lakes & Mountains	14%	15%
Kennebec Valley	10%	8%
Aroostook County	4%	3%
Other	1%	1%

*Multiple responses permitted.

VISITOR JOURNEY : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2023	2024
Would recommend Maine	98%	97%
Would not recommend Maine	<1%	<1%
Not sure	2%	3%

Recommending Regions	2023	2024
Definitely recommend region	74%	82%
Probably would recommend region	22%	15%
Would not recommend region	<1%	<1%
Not sure	3%	3%

RETURNING TO MAINE

Returning to Maine

2023

2024

	2023	2024
Definitely will return	75%	72%
Probably will return	18%	19%
Probably will not return	1%	1%
Not sure	6%	8%

SATISFACTION

Satisfaction	2023	2024
Very satisfied	62%	72%
Satisfied	36%	25%
Dissatisfied	<1%	1%
Don't know	1%	2%

TRIP EXPECTATIONS

Exceeded Expectations	2023	2024
Activities & attractions	49%	51%
Friendliness of people	44%	44%
Lodging	41%	37%
Restaurants	33%	37%
Authentic & unique communities	35%	36%
Customer service	33%	32%
Shopping	30%	27%
Value for your money	23%	22%

OVERCROWDING

Overcrowding	2023	2024
Overcrowded	2%	3%
A little overcrowded	28%	24%
The number of visitors was fine	47%	50%
Not at all overcrowded	22%	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, 2024 and November 30th, 2024.

MAINE OFFICE OF TOURISM

2024 Fall Visitor Tracking Report

SEPTEMBER 2024 – NOVEMBER 2024

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

