

MAINE OFFICE OF TOURISM

2025 Fall Visitor Tracking Report

SEPTEMBER 2025 – NOVEMBER 2025



Maine Statewide Fall 2025 Report

DS downs & st. germain
RESEARCH

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SEASONAL SNAPSHOT : FALL 2025



12,462,600

VISITOR
DAYS

- 4.7%

2,616,400

TOTAL
VISITORS

- 2.3%

\$1,820,658,000

DIRECT
SPENDING

- 9.6%

vs. 2024

- A -6.9% decrease in occupancy and a -2.4% decrease in the number of accommodation units available (largely vacation rental units) contributed to a -9.1% decrease in room nights and a -2.3% decrease in visitors compared to last fall.
- Direct spending from visitors was down -9.6%, reflecting the national trend of visitors being more price conscious with their travel decisions.

Trip Planning

- » 2 in 5 visitors relied on advice from friends/family while planning their trip
- » 1 in 3 used social media or mapping websites
- » 1 in 5 did not use any trip planning sources

Trip Motivations

- » Over half of visitors were motivated to travel for Escape & Relaxation
- » Nearly 2 in 5 came to Maine to visit friends and relatives
- » Nearly 3 in 10 visitors came to see unique local attractions
- » About 1 in 4 visitors came for sightseeing/scenic drives, to visit Acadia National Park, see the rocky coastlines, or for a special event/occasion
- » Nearly 3 in 10 visitor came to Maine for one single reason, primarily to visit friends and relatives, while 7 in 10 came for multiple reasons

Ad Recall

- » Nearly half of visitors noticed advertising or promotions for Maine prior to their trip
- » Nearly 1 in 4 visitors found them to be somewhat, very, or extremely influential in their decision to visit Maine
- » First time visitors are much more likely to be influenced by this information as 39% were somewhat, very, or extremely influenced

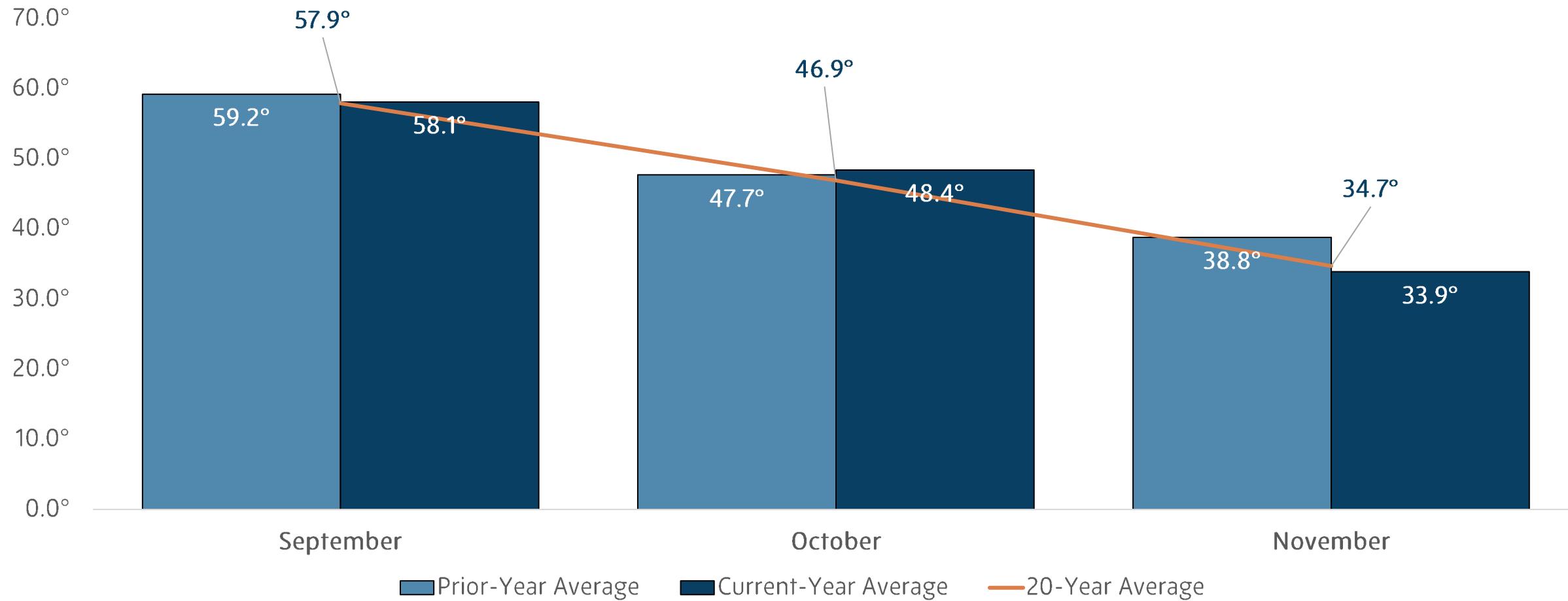
Trip Activities

- » 77% of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Over 3 in 5 visitors enjoyed scenic and sightseeing activities
- » Over half of visitors enjoyed outdoor activities and shopping

Indigenous Travel

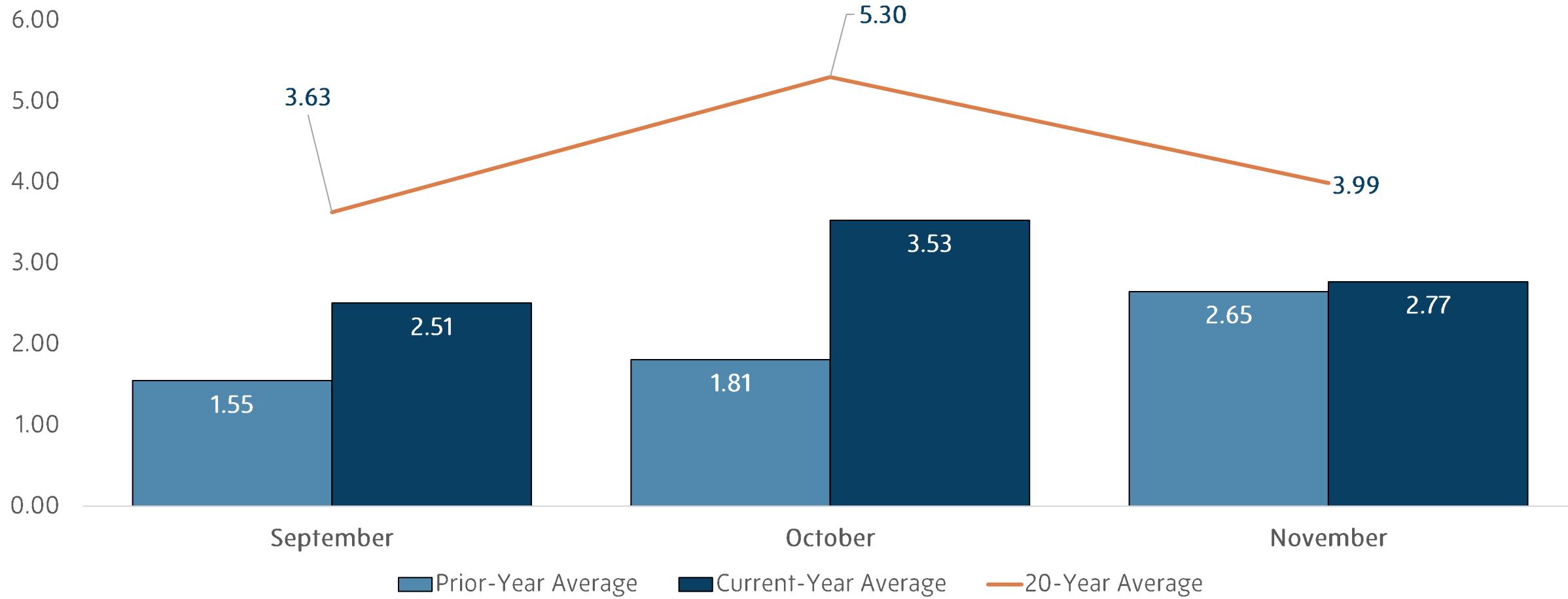
- » 9% of visitors said they seek out indigenous experiences when they travel
- » 9% of visitors said they were slightly/very familiar with the Wabanaki Nations
- » 11% of visitors said they would consider incorporating authentic Wabanaki cultural experiences into their Maine itinerary

TEMPERATURE



Source: NOAA National Centers for Environmental Information, Climate at a Glance: Statewide Time Series, published December 2025, retrieved on January 13, 2026 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 December 2025, retrieved on January 13, 2026 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 September 2025 to November 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
- Trip motivations
- Reasons for visiting
- Other considered destinations
- Exposure to advertising
- Influence of advertising

Traveler Profile

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

Trip Experience

- Visitor transportation
- Nights stayed
- Accommodations
- Booking methods
- In-market trip resources
- Visitor activities
- Visitor spending
- 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 Fall 2025 decreased by -2.3% compared to the previous fall. A decrease in occupancy and the number of available units resulted in fewer total visitors in fall 2025.

KPIs	2024	2025	Δ% from '24
Visitors (#)	2,678,800	2,616,400	- 2.3%
Visitor Days ¹	13,079,200	12,462,600	- 4.7%
Direct Spending	\$2,013,368,200	\$1,820,658,000	- 9.6%
Room Nights	3,205,400	2,913,200	- 9.1%

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 (#)	366,300	2,250,100	2,616,400
Visitor (%)	14%	86%	100%

¹Visitation estimates provided here are **preliminary** and reflect visitation from September 2025 – November 2025. Adjustments will be made to these estimates at the end of the year to account for seasonal fluctuations.

LODGING METRICS*

Occupancy Rate

50.6%

- 6.9% from 2024

Average Daily Rate

\$200.71

+ 11.1% from 2024

Revenue per Available Room

\$101.60

+3.4% 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

Visitor tracking questionnaire was updated in September 2025. Data reflects responses from the updated survey, which includes revised question wording, combined categories and structural changes. Year over year comparisons should be interpreted with caution as results may not be directly comparable to previous year.



Pre-Visit

Traveler
Profile

Trip
Experience

Post-Trip
Evaluation

Impact of
Tourism

TRIP PLANNING CYCLE

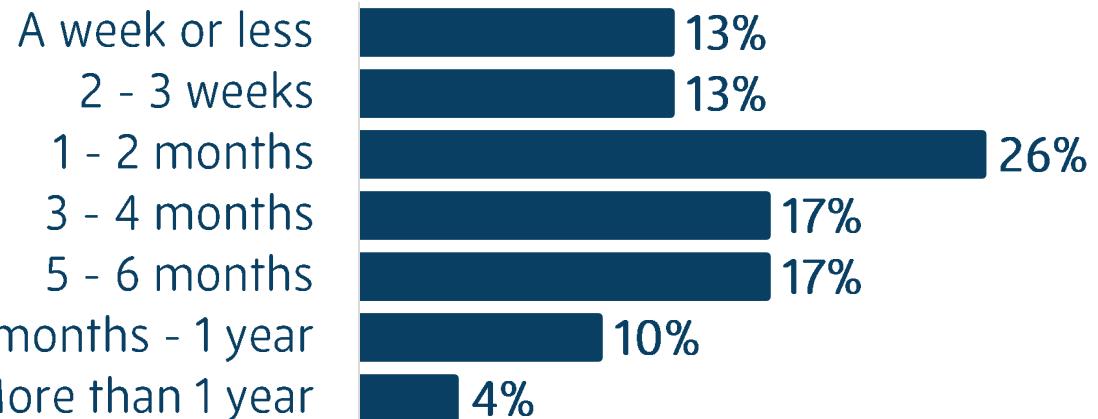
» Typical visitors began planning their trip **58 days** in advance

» **74%** of visitors started planning their trip a month or more in advance of their trip

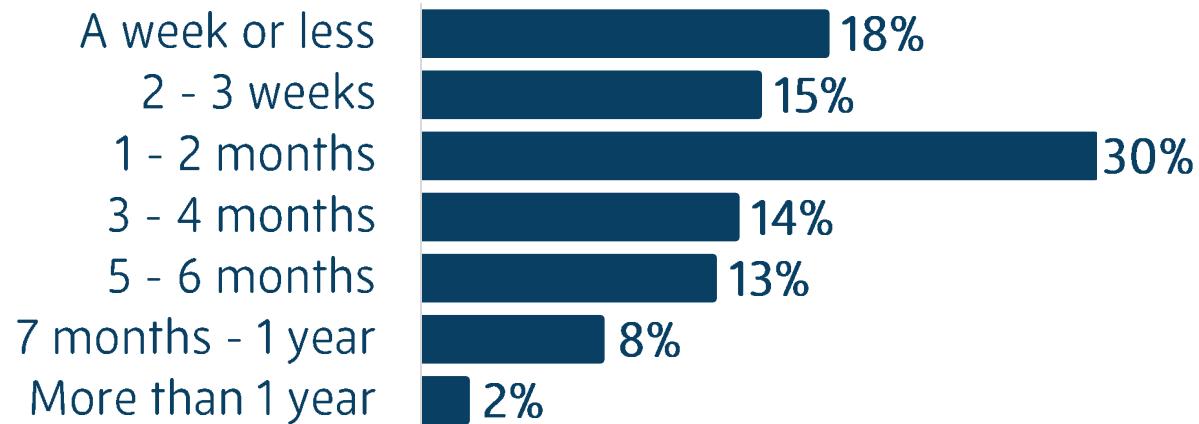
» Typical visitors booked their accommodations **47 days** in advance

» **37%** of visitors have a booking window of more than 3 months

Beginning of Trip Planning Cycle

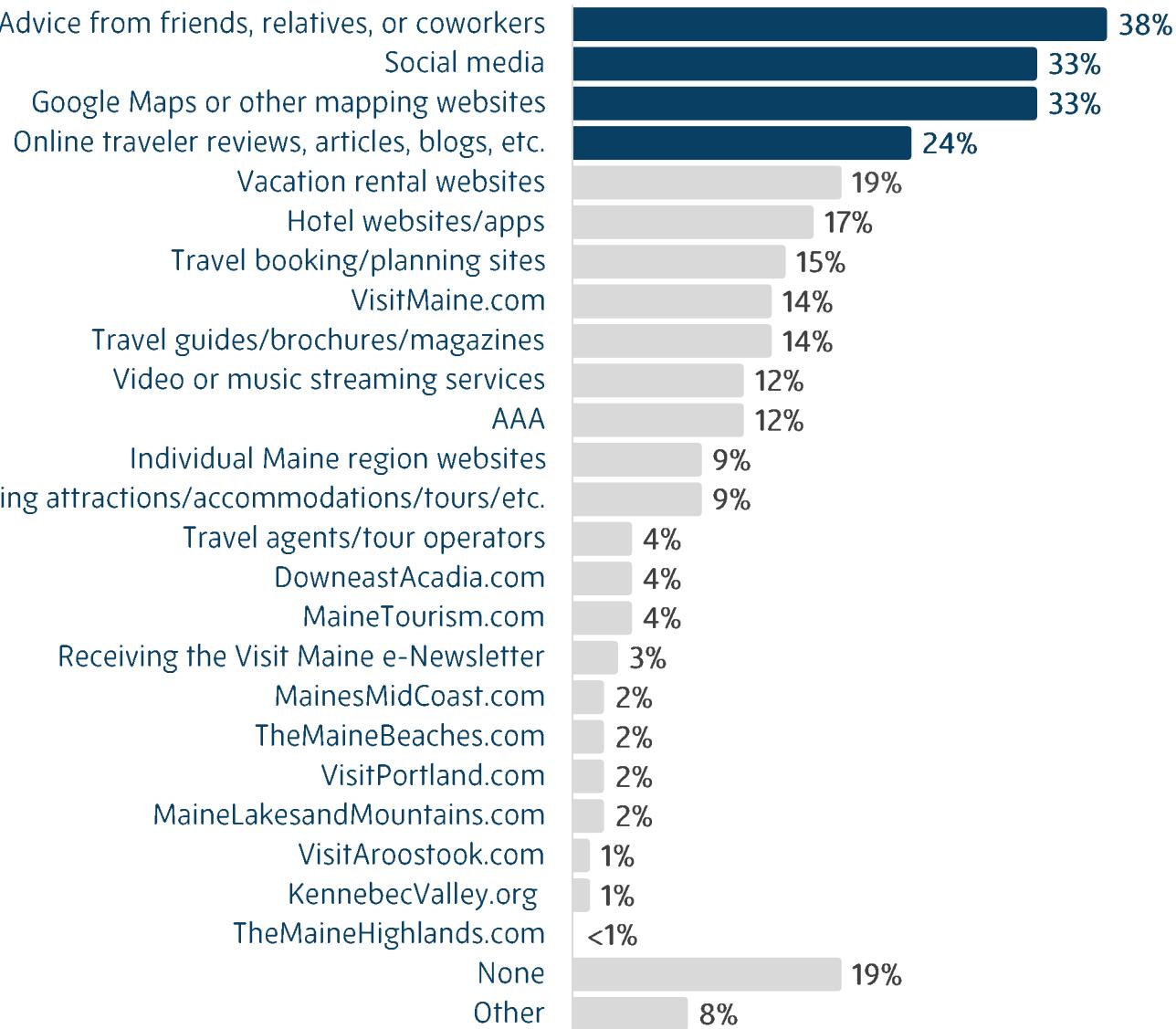


Booked Accommodations/Made Trip Decisions



TRIP PLANNING SOURCES*

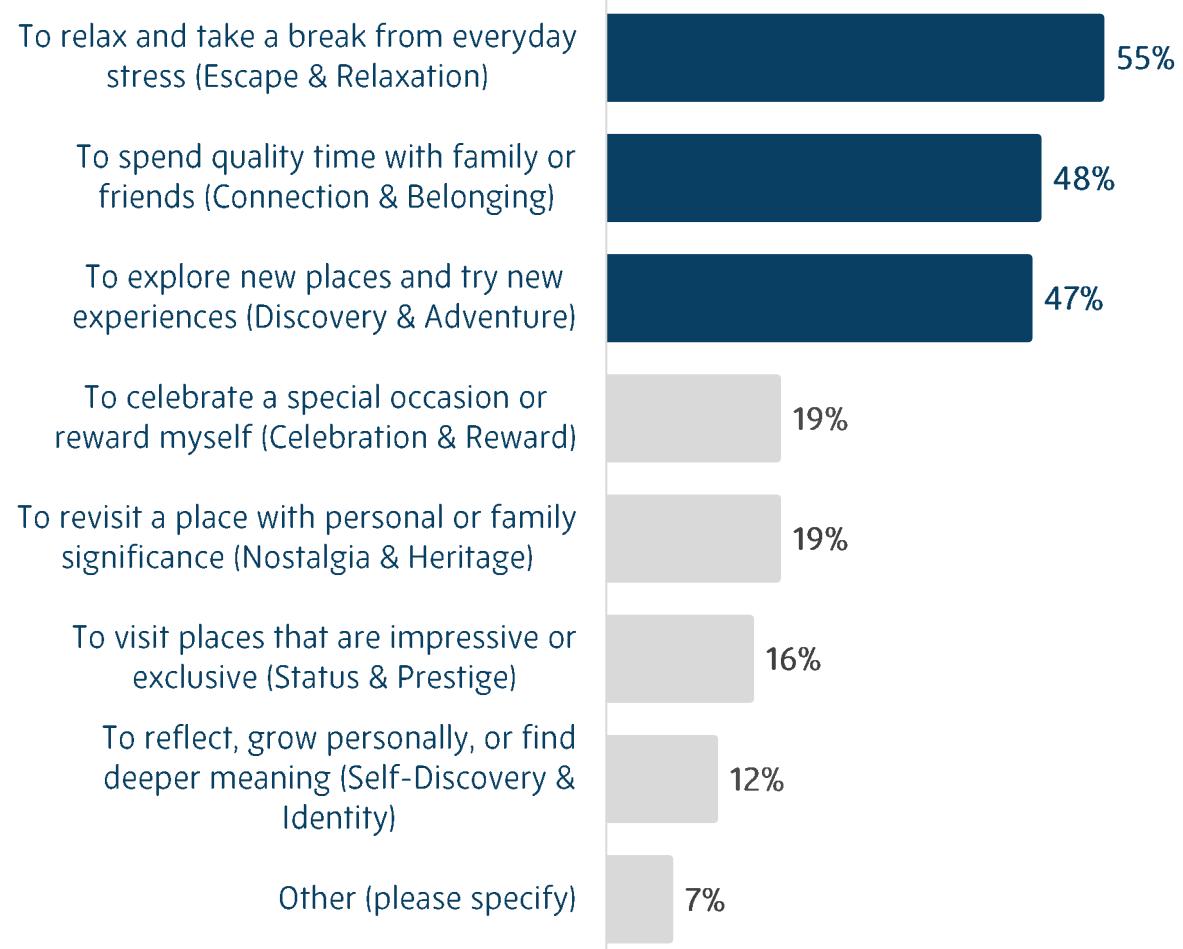
- » Over 4 in 5 visitors used one or more resources to help them plan their trip in Maine
- » Nearly 2 in 5 visitors relied on advice from their friends and family to help them plan their trip in Maine
- » 1 in 3 visitors used social media or mapping websites to help them plan their trip in Maine



*Multiple responses permitted.

TRIP MOTIVATIONS*

- » Over half of visitors were motivated to travel for Escape & Relaxation
- » Nearly half of visitors were motivated to travel for Connection & Belonging and Discovery & Adventure



REASONS FOR VISITING*

» **Over 3 in 5** came to Maine for a vacation/leisure trip

» **2 in 5** visitors came to Maine to visit natural attractions

» **Over 1 in 3** visitors came to visit friends/relatives

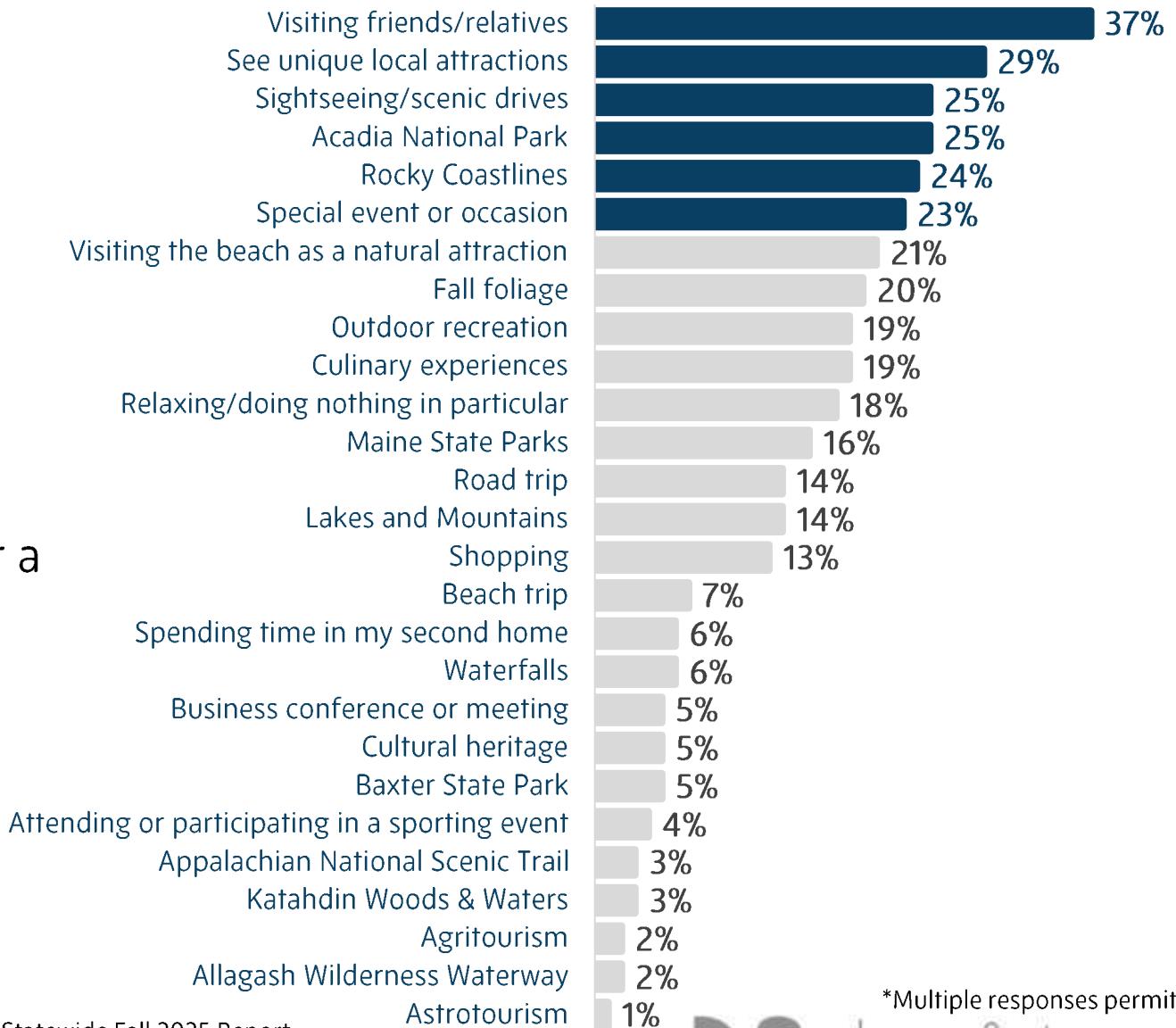


*Multiple responses permitted.

**Follow up questions for these categories expanded on the reasons for visiting and are depicted on the following slide.

DETAILED REASONS FOR VISITING*

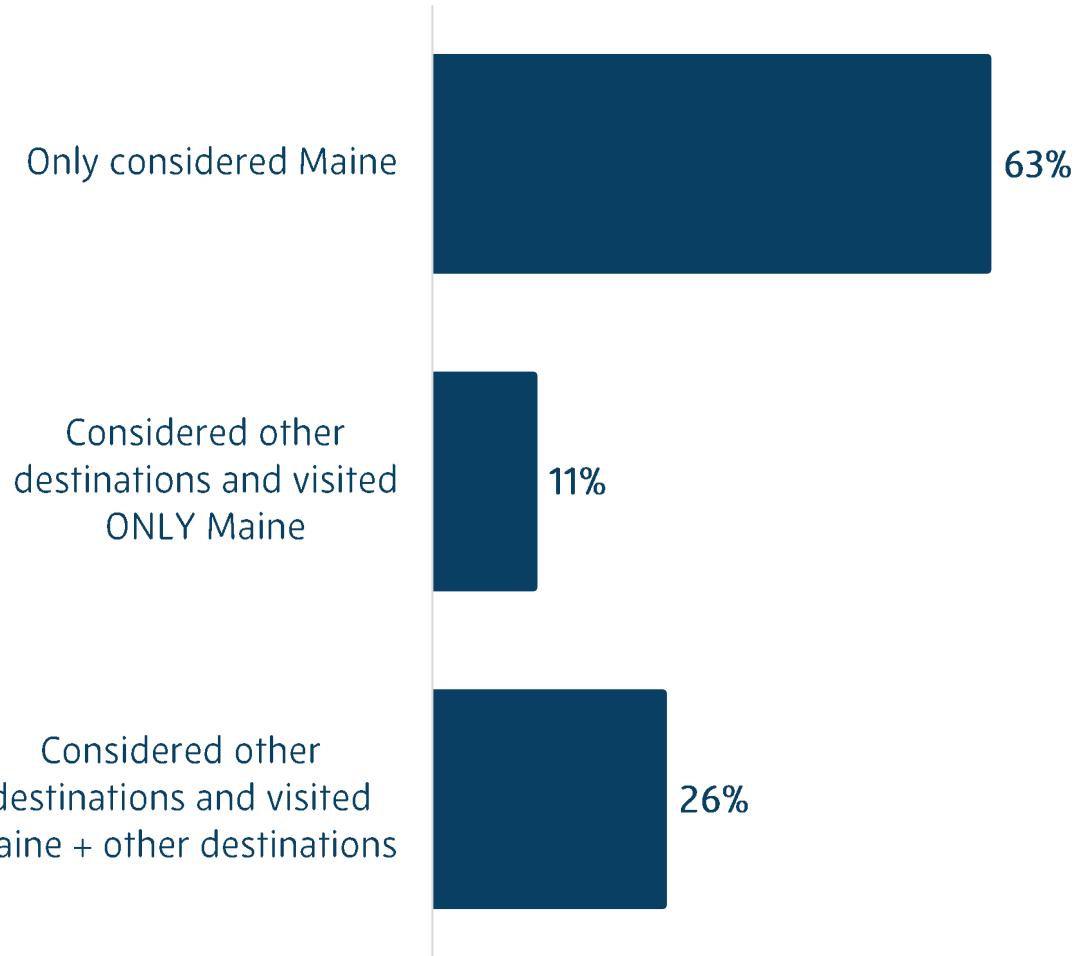
- » **Nearly 2 in 5** came to Maine to visit friends and relatives
- » **Nearly 3 in 10** visitors came to see unique local attractions
- » **About 1 in 4** visitors came for sightseeing/scenic drives, to visit Acadia National Park, see the rocky coastlines, or for a special event/occasion
- » **Nearly 3 in 10** visitor came to Maine for **one single reason**, primarily to visit friends and relatives, while 7 in 10 came for multiple reasons



*Multiple responses permitted.

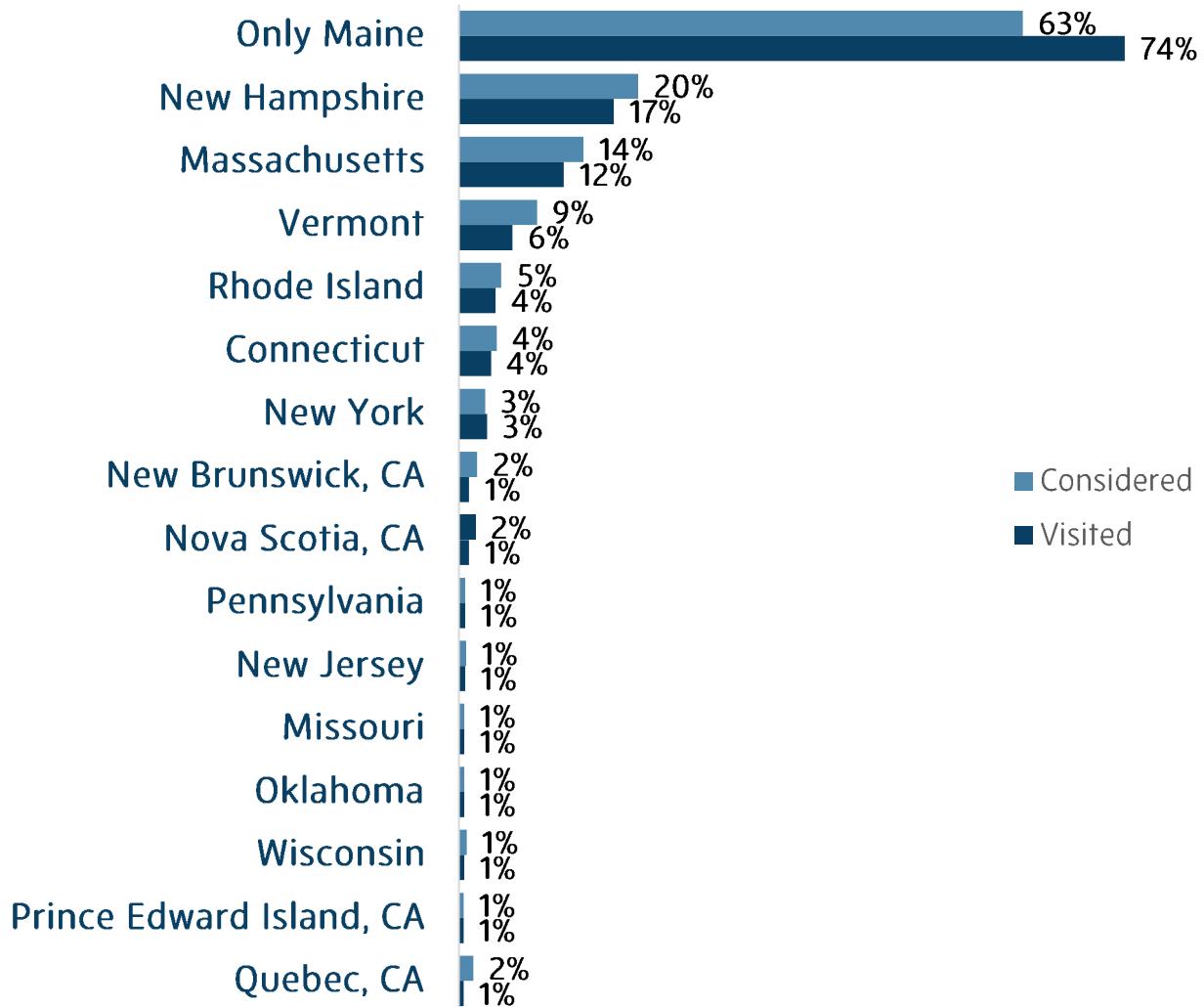
CONSIDERING OTHER DESTINATIONS

- » **Over 3 in 5** visitors only considered visiting Maine on this trip
- » **Over 1 in 4** visitors also visited other destinations on this trip to Maine



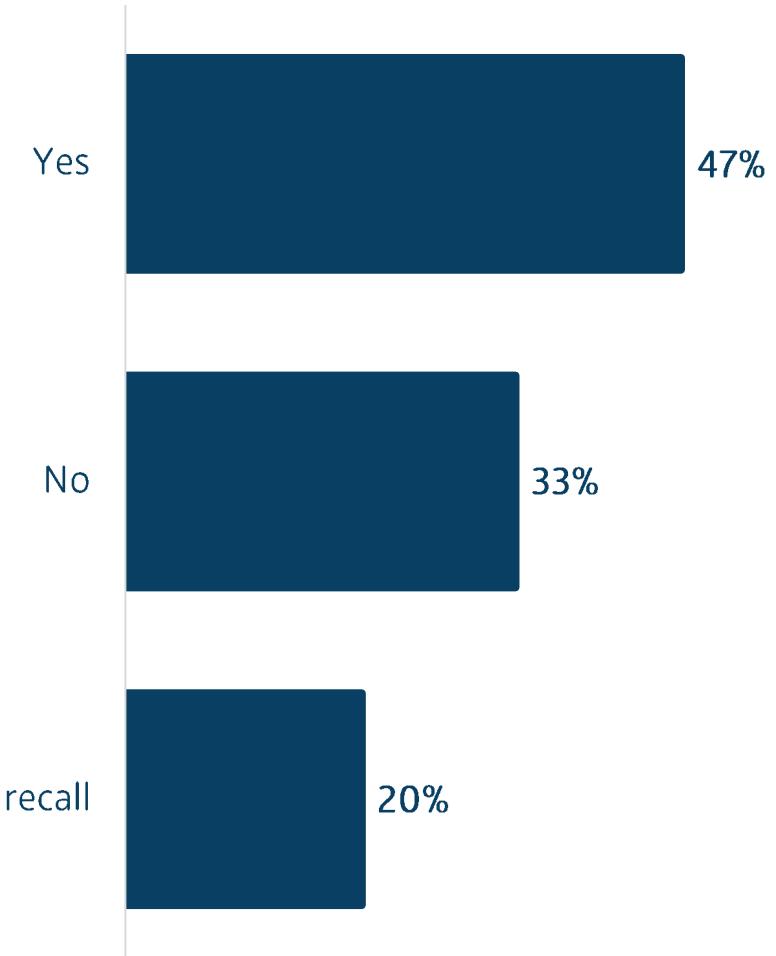
OTHER STATES & PROVINCES CONSIDERED*

- » Over 3 in 5 visitors considered visiting ONLY Maine while planning their trips
- » Visitors who considered other destinations were most likely to include New Hampshire or Massachusetts in their trip to Maine
- » When considering which other state states were most often paired together as a part of this trip;
 - » Rhode Island + Connecticut
 - » Vermont + New Hampshire
 - » Massachusetts + New Hampshire
 - » Massachusetts + Rhode Island



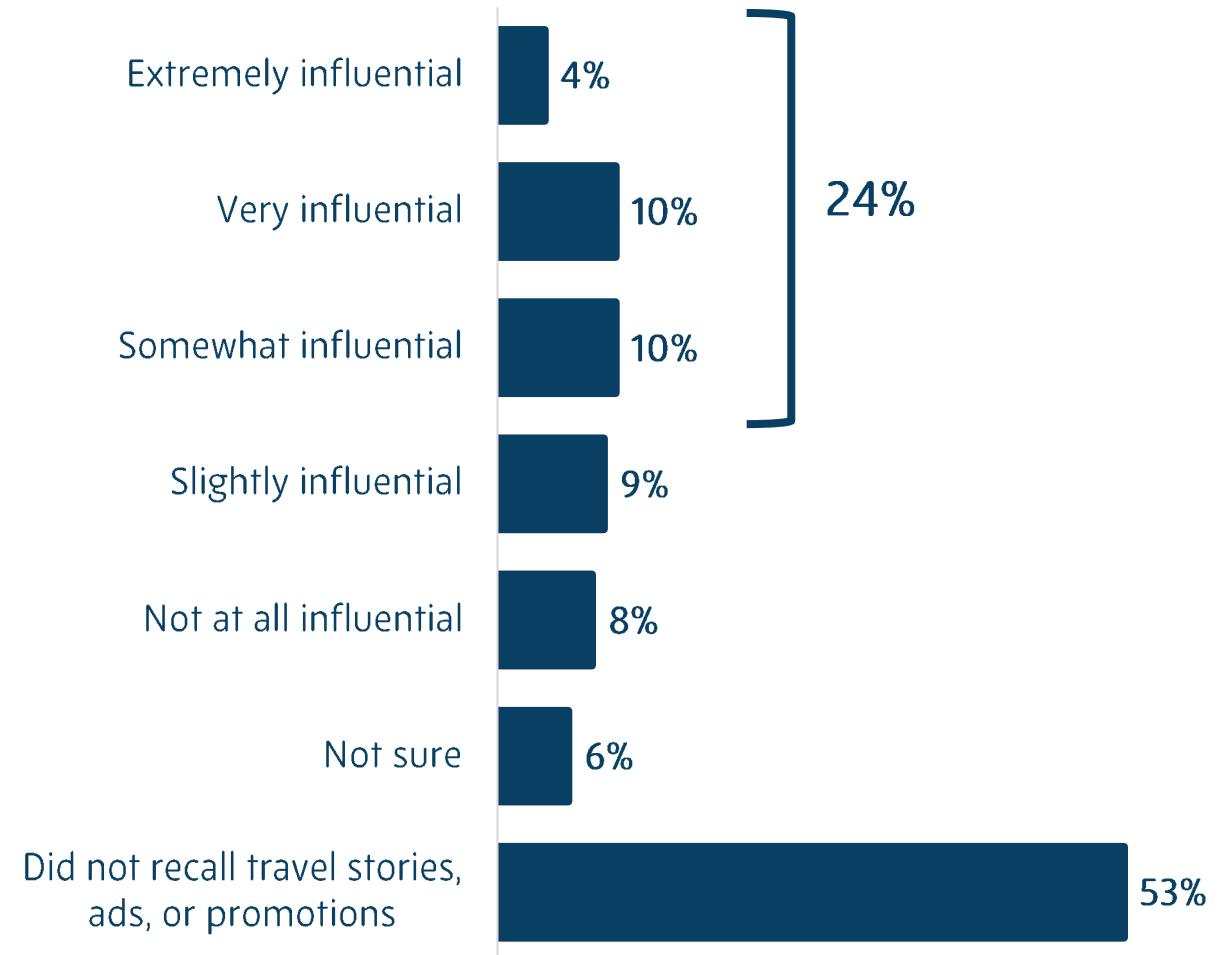
PRE-TRIP RECALL OF ADVERTISING

- » **Nearly half** of visitors noticed advertising or promotions for Maine prior to their trip



INFLUENCE OF ADVERTISING

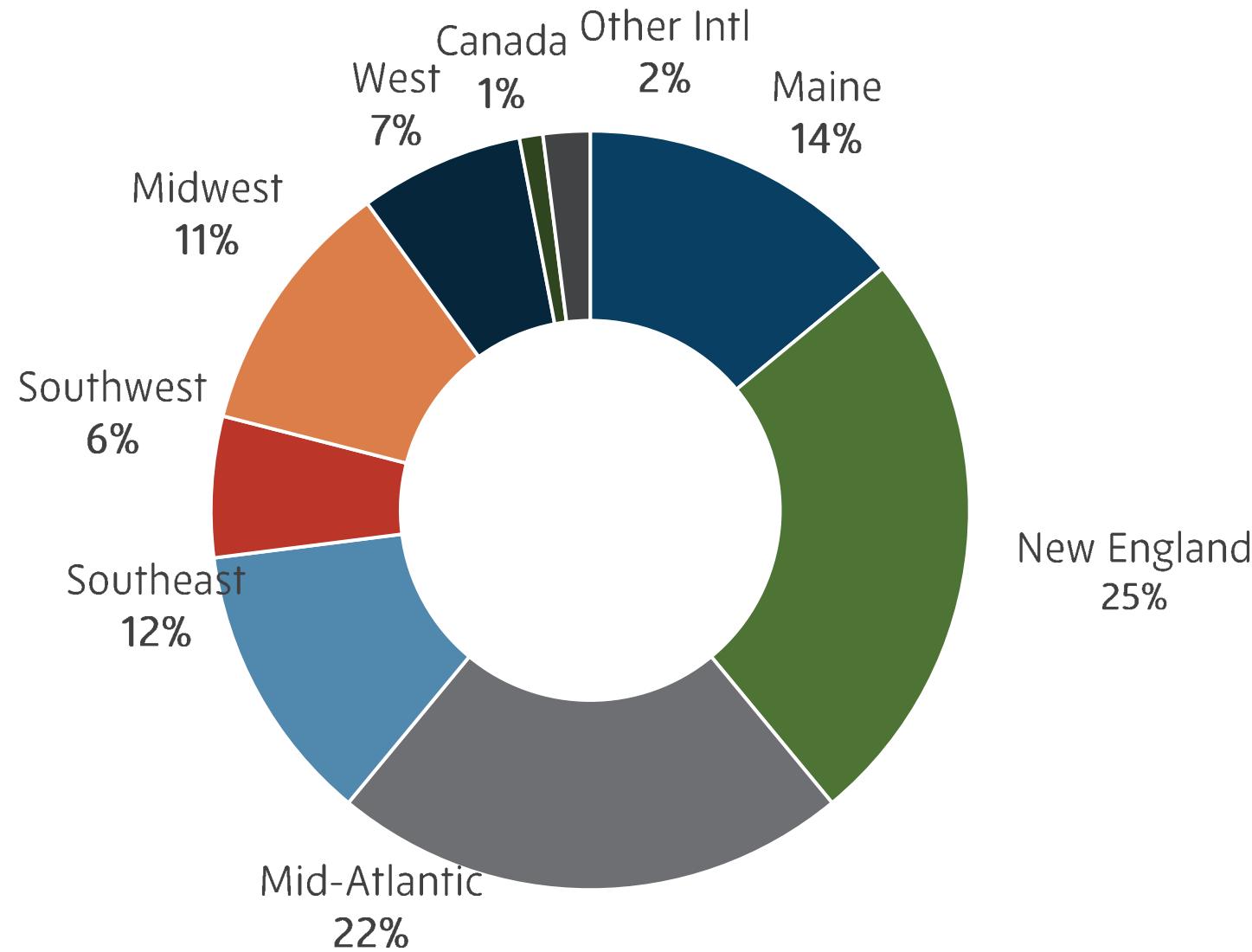
- » **Nearly half** of visitors noticed advertising or promotions for Maine prior to their trip
- » **Nearly 1 in 4** visitors found them to be somewhat, very, or extremely influential in their decision to visit Maine
- » **First time visitors** are much more likely to be influenced by this information as 39% were somewhat, very, or extremely influenced



VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **79%** of visitors traveled to/within Maine from these 16 U.S. states
- » **14%** of visitors were residents of Maine traveling throughout the state

State	Percent
Maine	14%
Massachusetts	12%
New York	10%
New Hampshire	6%
Florida	5%
Connecticut	4%
New Jersey	4%
Texas	4%
Pennsylvania	4%
California	3%
Ohio	3%
Illinois	2%
Georgia	2%
Virginia	2%
North Carolina	2%
Vermont	2%

TOP ORIGIN MARKETS*

- » Over 3 in 5 visitors traveled from these 15 U.S. markets
- » 25% of visitors traveled to Maine from Boston or New York

Market	Percent
Boston ¹	15%
New York ²	10%
Portland-Auburn	9%
Bangor	4%
Hartford-New Haven	3%
Philadelphia	3%
Washington, DC-Hagerstown ³	2%
Springfield-Holyoke	2%
Chicago	2%
Providence-New Bedford	2%
Dallas-Fort Worth	2%
Burlington-Plattsburgh	2%
Albany-Schenectady-Troy	2%
Atlanta	2%
Tampa-St. Petersburg	2%

*Markets have been updated to align with DMA boundaries rather than cities/town as in previous years.

¹Includes some markets in New Hampshire and Vermont.

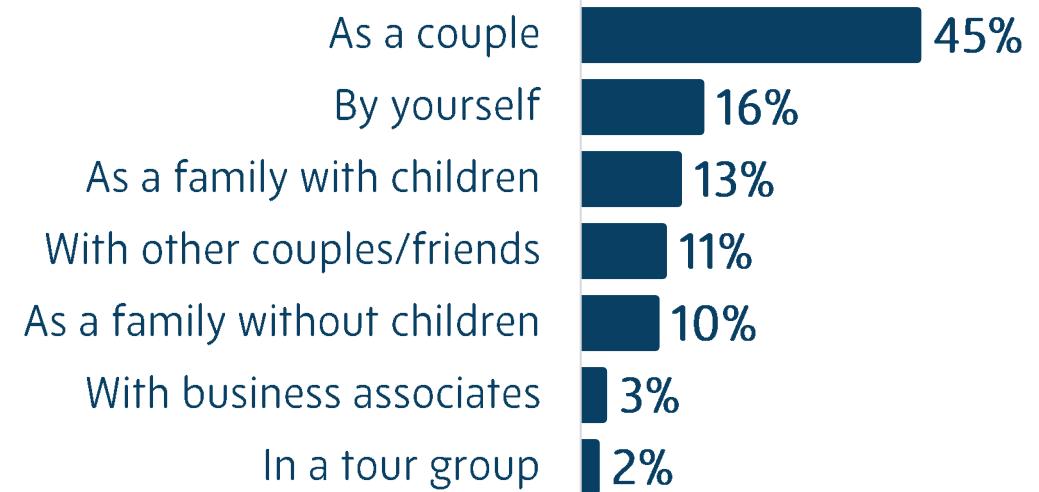
²Includes some markets in New Jersey, Pennsylvania, and Connecticut.

³Includes some markets in Maryland, Virginia, and West Virginia.

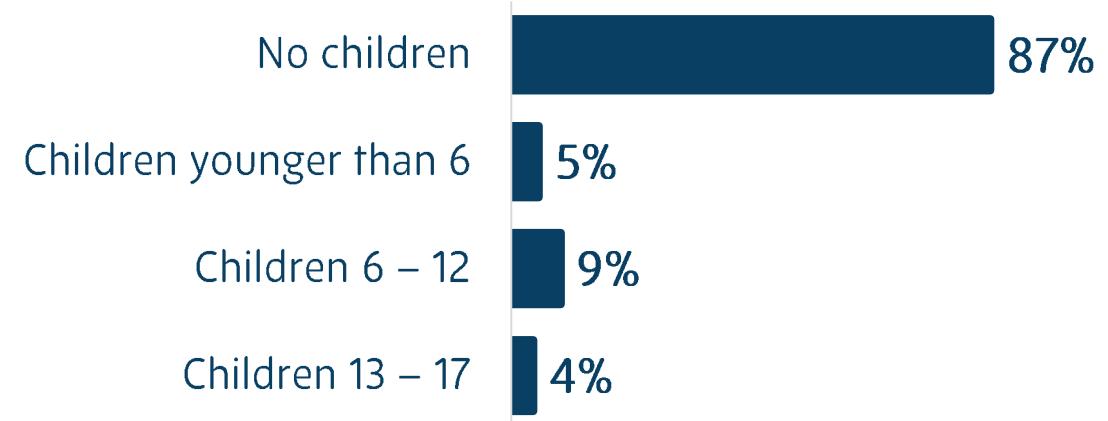
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of 2.8 people
- » Over 2 in 5 visitors traveled as a couple
- » Nearly 1 in 5 visitors traveled by themselves
- » Nearly 1 in 4 traveled as a family
- » 13% of visitors traveled with one or more children in their travel party

Travel Party Composition



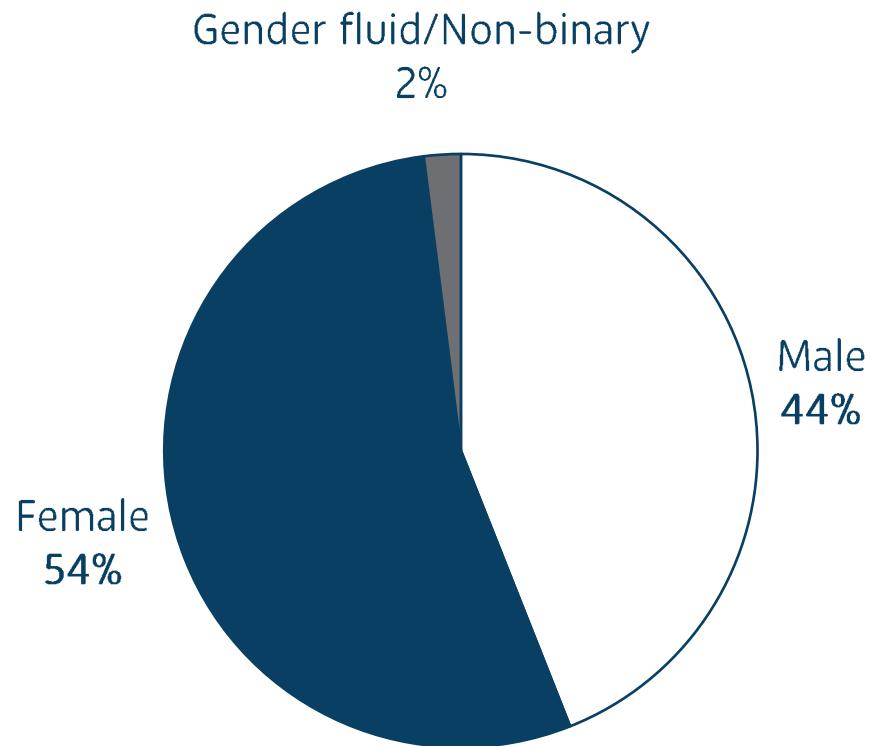
Children in Travel Party*



*Multiple responses permitted.

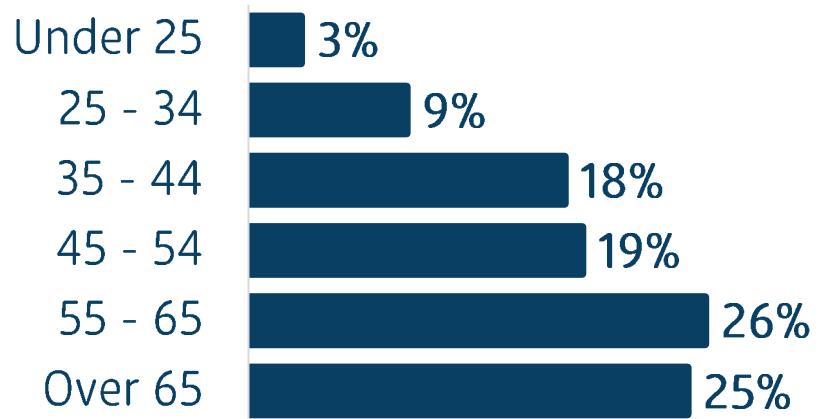
GENDER*

» 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 55 years old



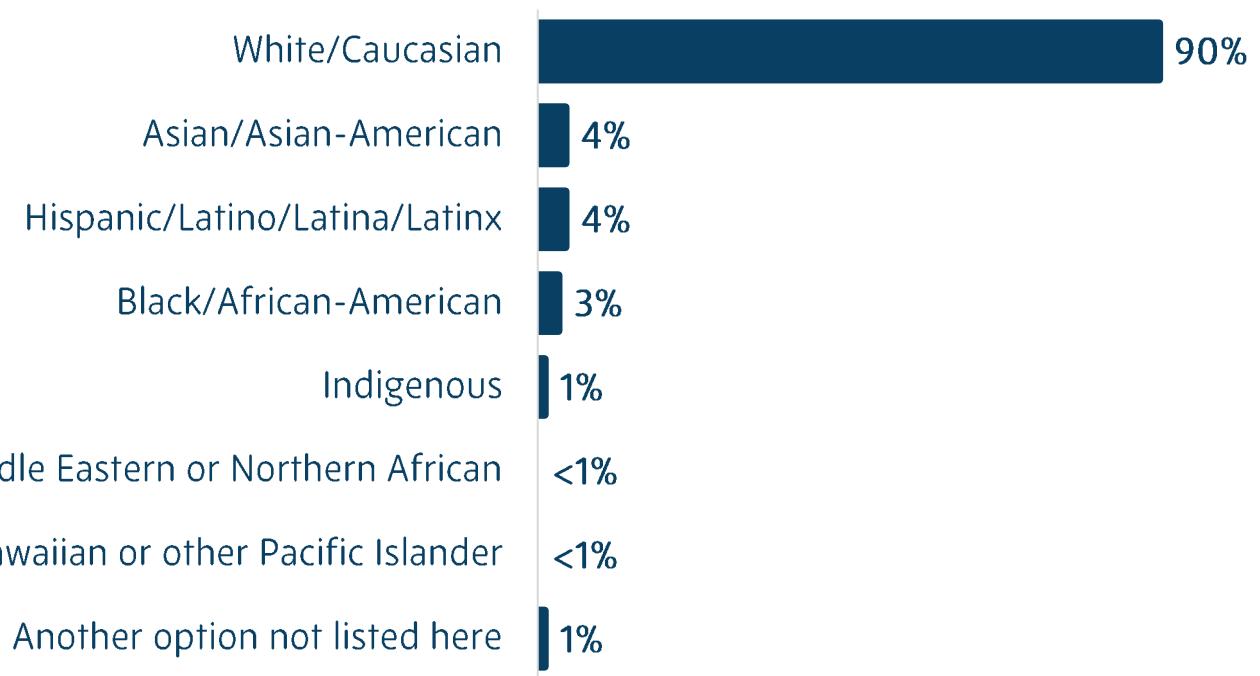
*Age of member of travel party surveyed.

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

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RACE & ETHNICITY*

- » **9 in 10** visitors to Maine identified as white, while about **4%** identified as Asian, Hispanic, or Black



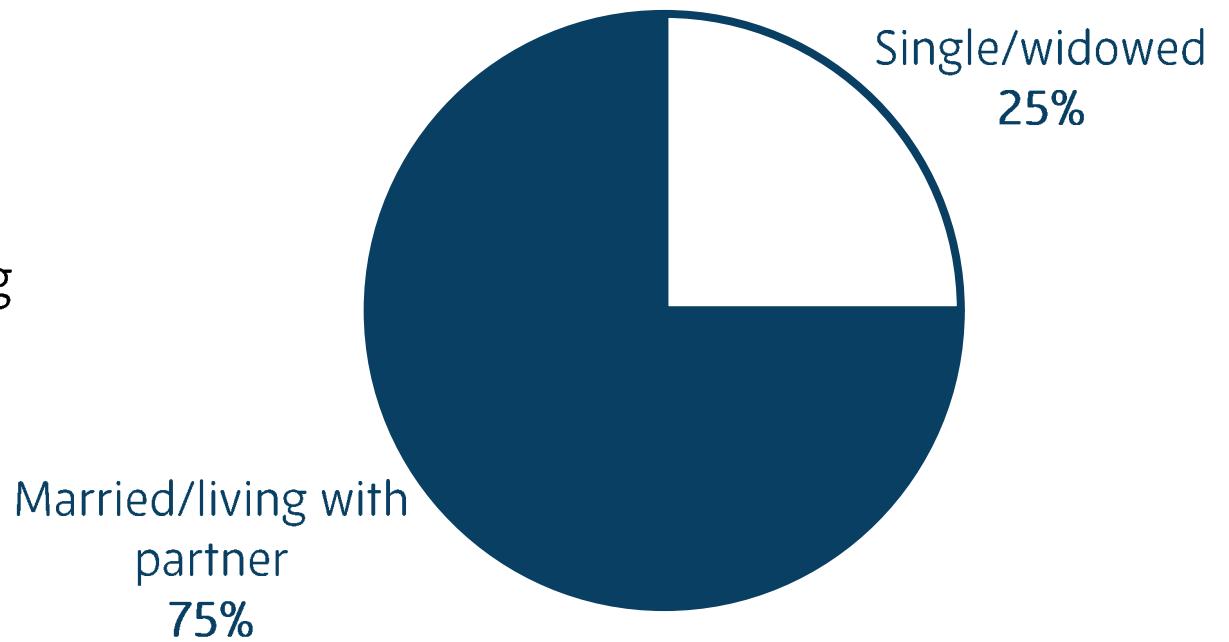
The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

*Multiple responses permitted

Race/ethnicity 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.

HOUSEHOLD INCOME

- » The median household income of visitors to Maine is **\$117,700** per year
- » **30%** of visitors to Maine earned more than \$150,000 per year

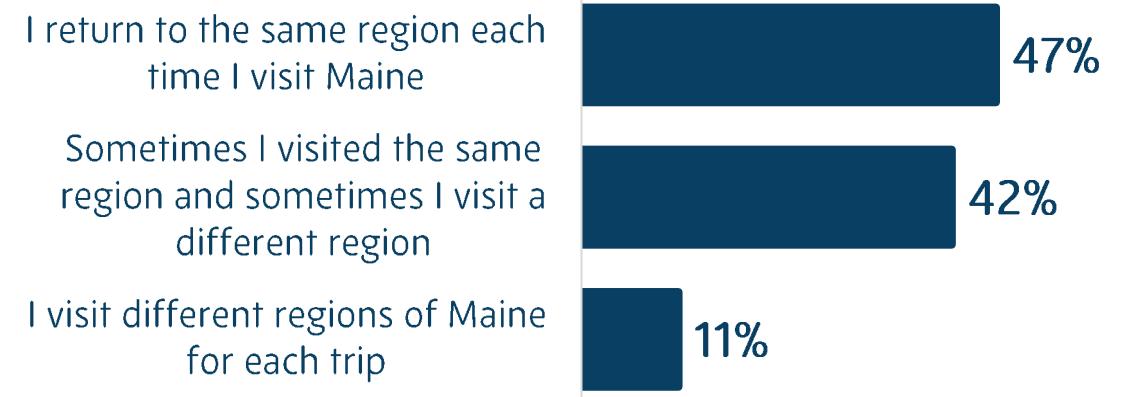


NEW & RETURNING VISITORS

- » 26% 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
- » **Nearly half** of those who have visited Maine 11+ times, return to the same region each time, while 11% say they visit different region of Maine each trip



Returning to Familiar or Different Regions*



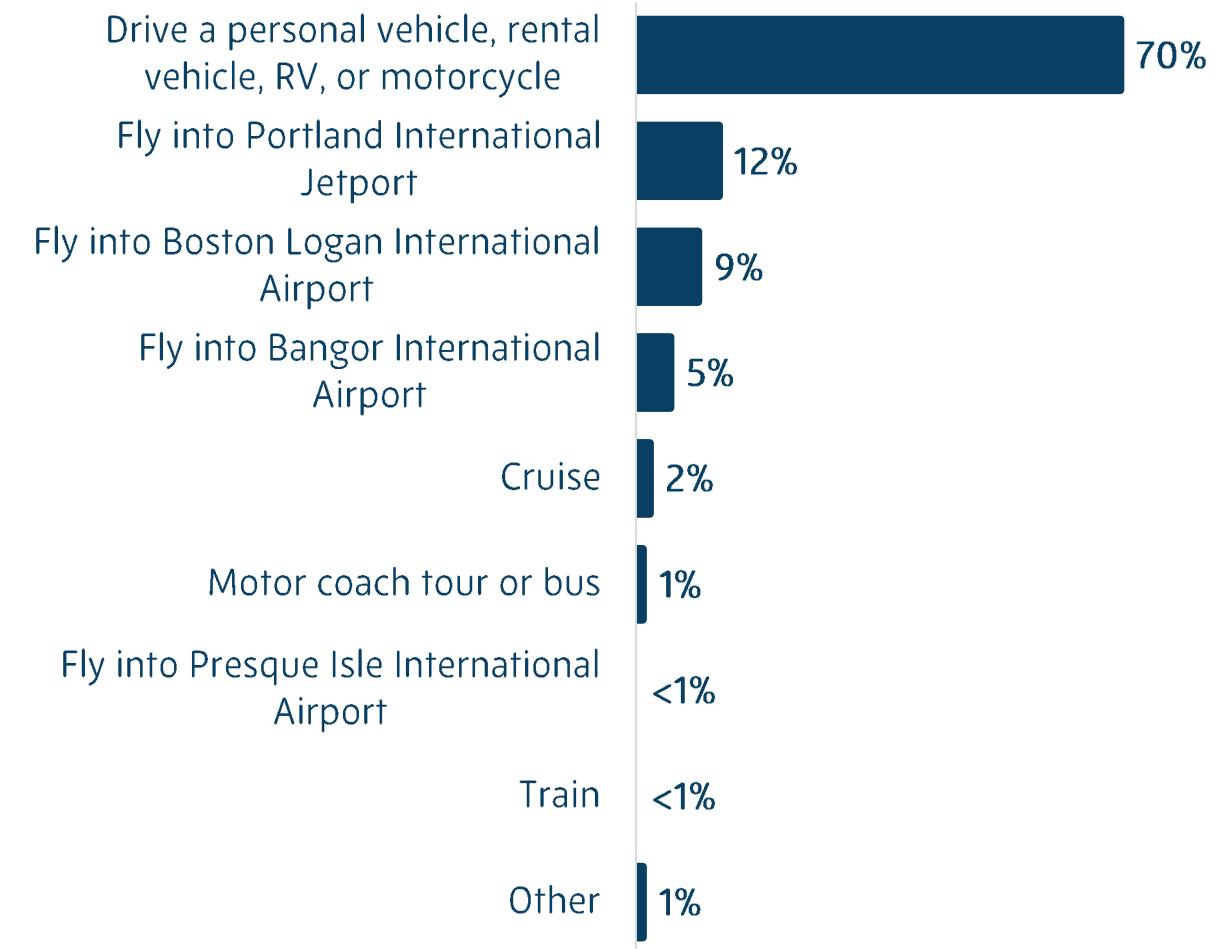
*Only asked to those who have visited Maine 11+ times.

VISITOR JOURNEY : TRIP EXPERIENCE



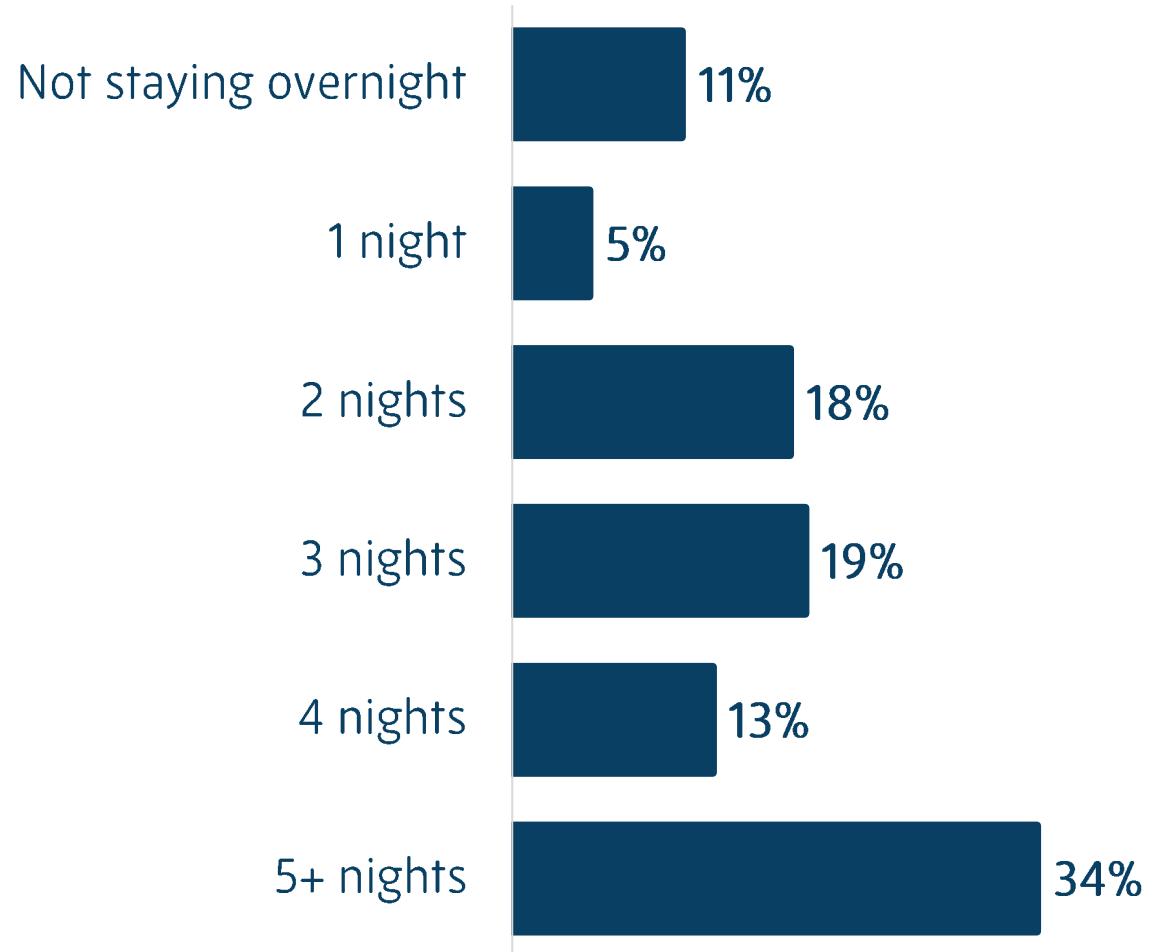
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with 70% choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Portland International Jetport or Boston Logan International Airport



NIGHTS STAYED

- » 89% of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed 4.8* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 4.8 nights in Maine on their trips



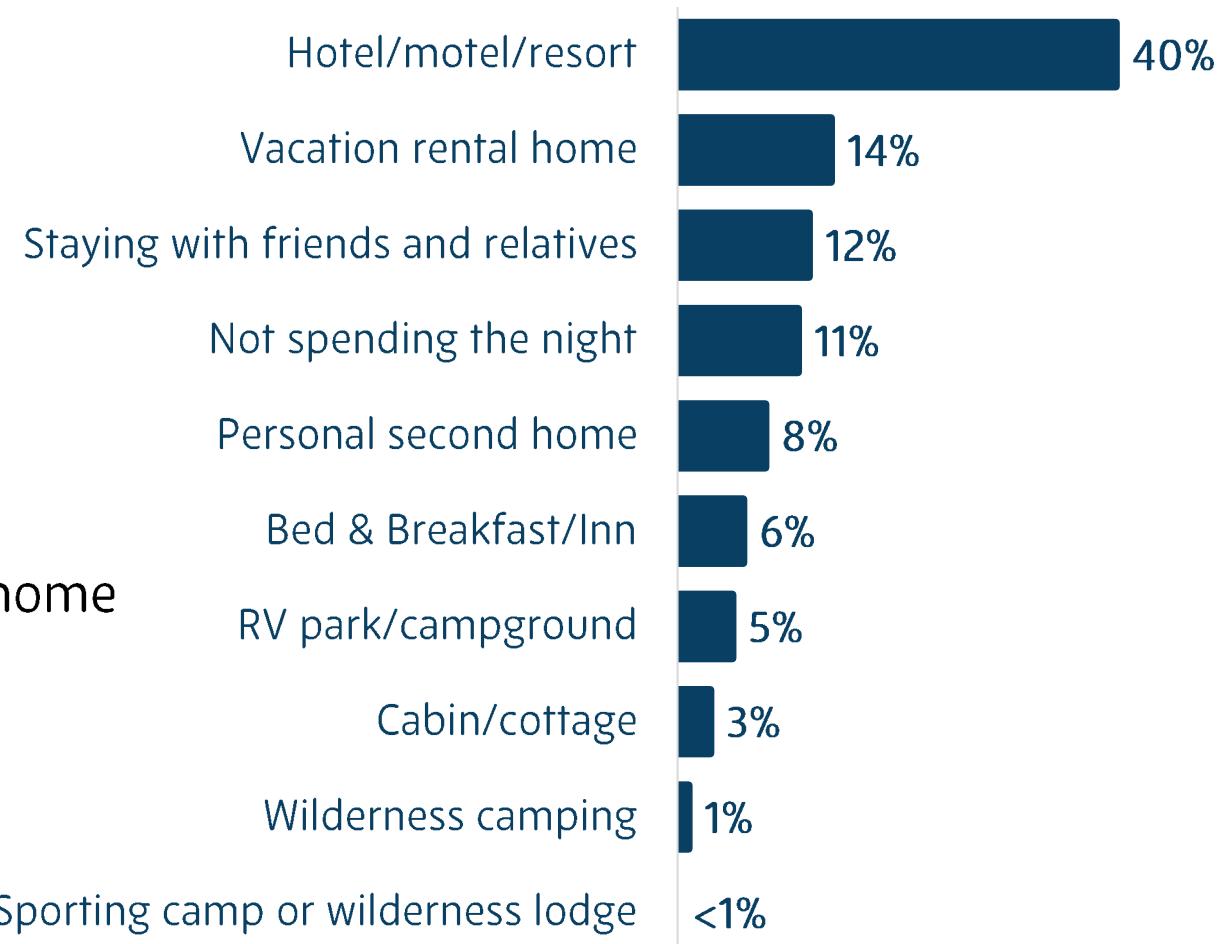
*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

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ACCOMMODATIONS

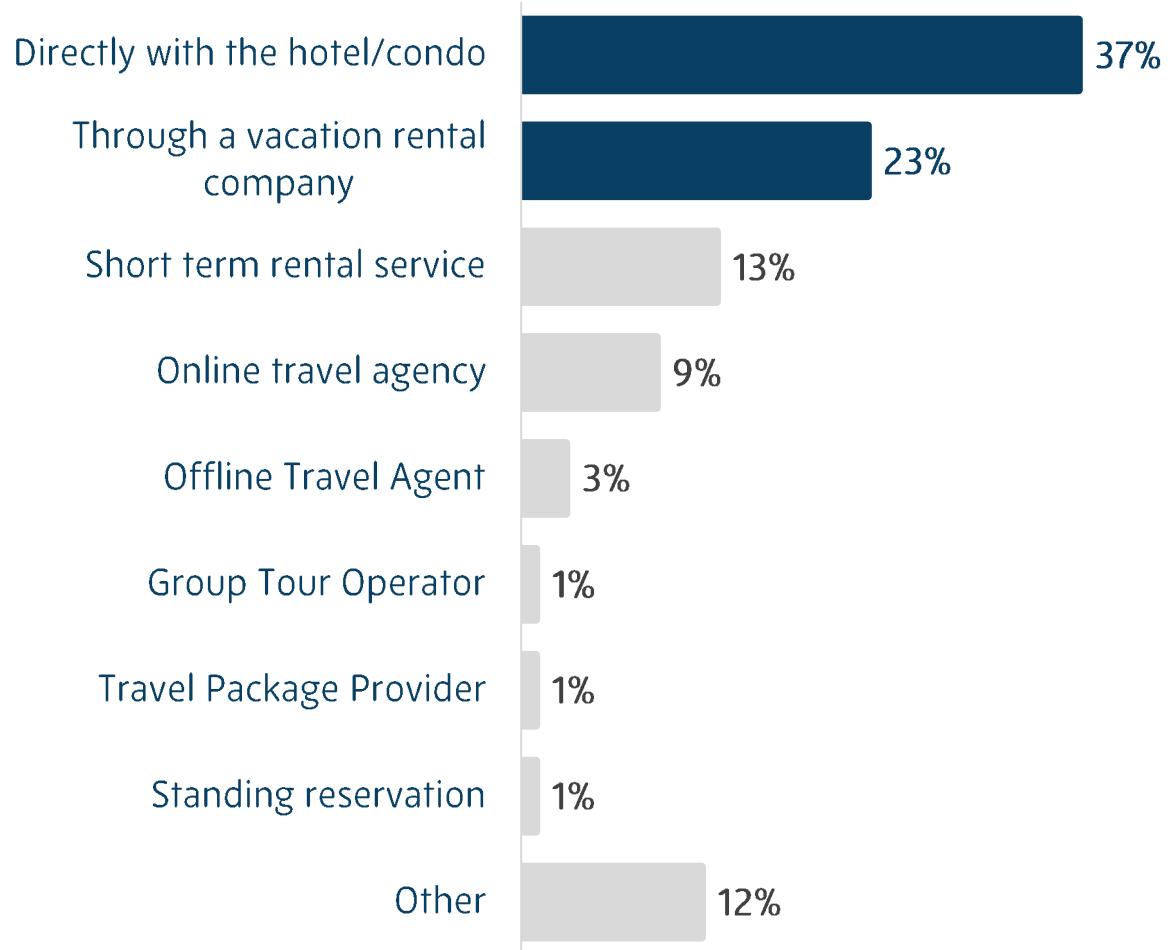
» **2 in 5** visitors stayed overnight at a hotel/motel/resort

» **14%** of visitors stayed in a vacation rental home



BOOKING METHODS

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



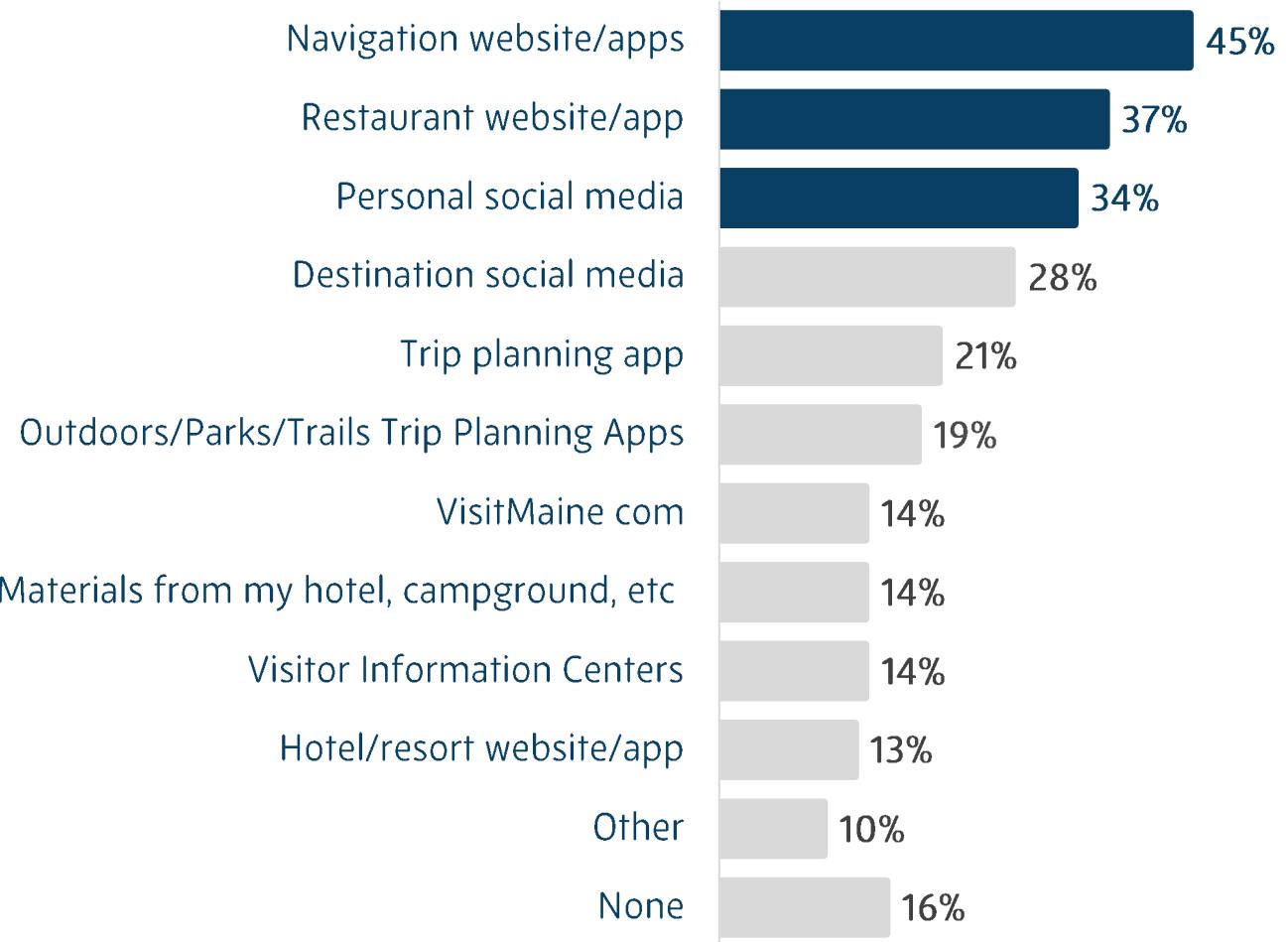
IN-MARKET VISITOR RESOURCES*

» Visitors were most likely to rely on navigation websites/apps (Google maps, Apple maps, etc.) to plan activities in-market

» **Nearly 2 in 5** used restaurant websites/apps

» **Over 1 in 3** used their personal social media

» **16%** of visitors did not use any resources to plan activities while they were in-market



*Multiple responses permitted.

VISITOR ACTIVITIES*

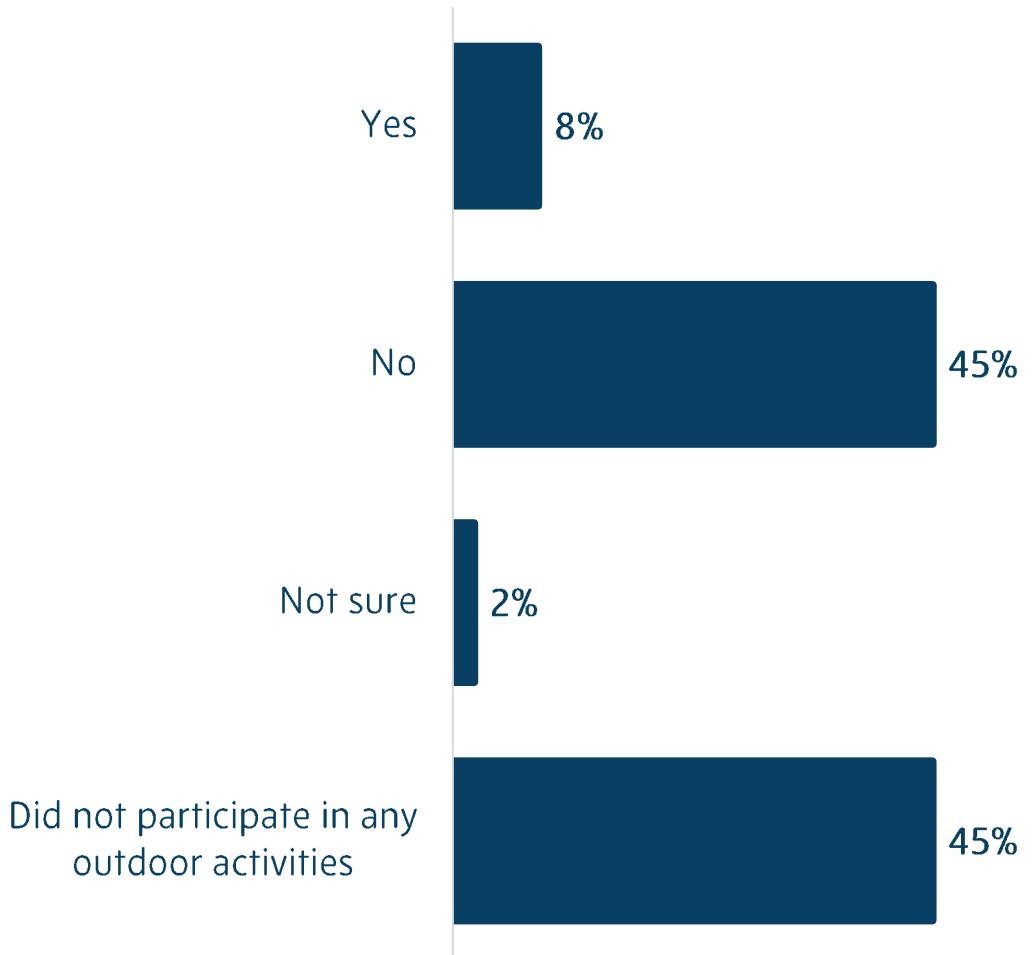
- » **77%** of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » **Over 3 in 5** visitors enjoyed scenic and sightseeing activities
- » **Over half** of visitors enjoyed outdoor activities and shopping



*Multiple responses permitted.

USED A MAINE GUIDE*

» 8% of visitors use a Maine Guide for their outdoor activities



*Only shown to those who participated in outdoor activities.

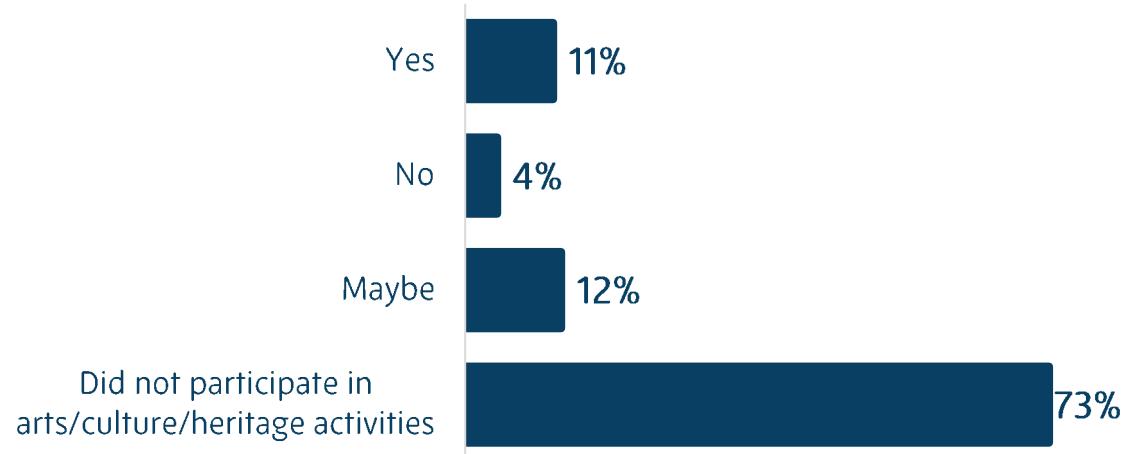
DETAILED VISITOR ACTIVITIES*

Activity	%	Activity	%	Activity	%
Ate lobster, oysters and other local seafood	55%	Enjoying the mountain views	25%	Camping	7%
Shopping	54%	Visited an attraction	22%	Business or conference	6%
Enjoying the ocean views/rocky coast	50%	Enjoyed high-end cuisine or award-winning restaurants	18%	Food related festival or event	6%
Scenic drives/Sightseeing/Scenic byways	45%	Farm tours/farmer's market	16%	Fishing	6%
Casual/laid-back dining options	42%	Arts & culture	16%	Guest at a Wedding	5%
Visiting friends/relatives	40%	Wildlife/bird-watching	15%	Family or school reunion	4%
Quaint/charming downtowns	40%	Historical sites/historical downtowns	15%	Attend or participate in a sporting event	3%
Visit a scenic outdoor location	39%	Ate farm-to-table or organic cuisine	11%	Hunting	3%
Going to local brew pubs/craft breweries/distilleries	37%	Astrotourism	10%	Golfing	3%
Enjoyed unique Maine food or beverages	36%	Festival	10%	Riding all-terrain vehicles (ATV)	2%
Fall foliage	35%	Biking	8%	Skiing/snowboarding	1%
Hiking/climbing/backpacking	34%	Kayaking, paddleboarding, canoeing	8%	White water rafting	1%
Visit a national/state/local park	33%	Get to know the local people and/or culture	8%	Getting/got married or on honeymoon	1%
Going to the beach	32%	Sailing, boating	7%	Snowmobiling	1%

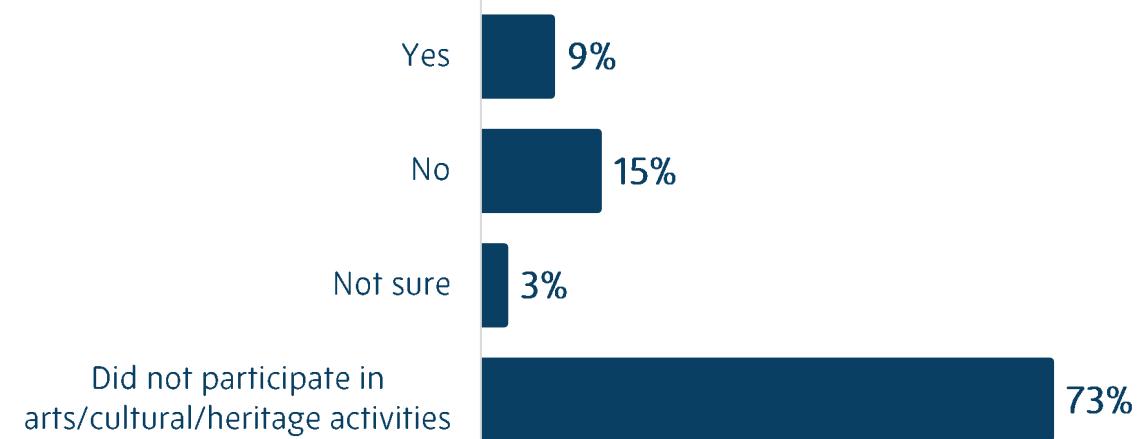
INDIGENOUS TRAVEL*

- » 9% of visitors said they seek out indigenous experiences when they travel
- » 9% of visitors said they were slightly/very familiar with the Wabanaki Nations
- » 11% of visitors said they would consider incorporating authentic Wabanaki cultural experiences into their Maine itinerary

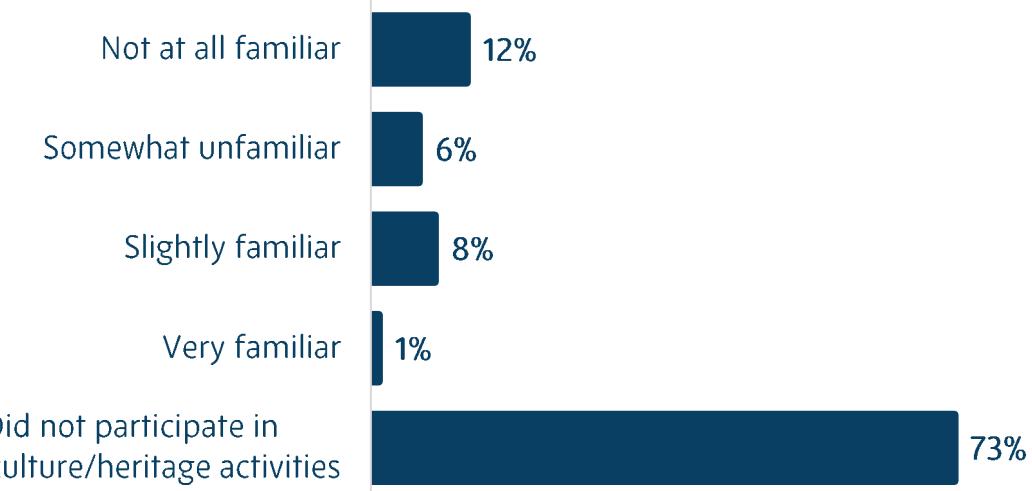
Would you consider incorporating authentic Wabanaki cultural experiences into your Maine itinerary?



Do you seek out indigenous experiences when you travel?



What is your current familiarity with the Wabanaki Nations and their contemporary presence in Maine?



*Only shown to those who participated in arts/culture/heritage activities.

DAILY TRAVEL PARTY SPENDING

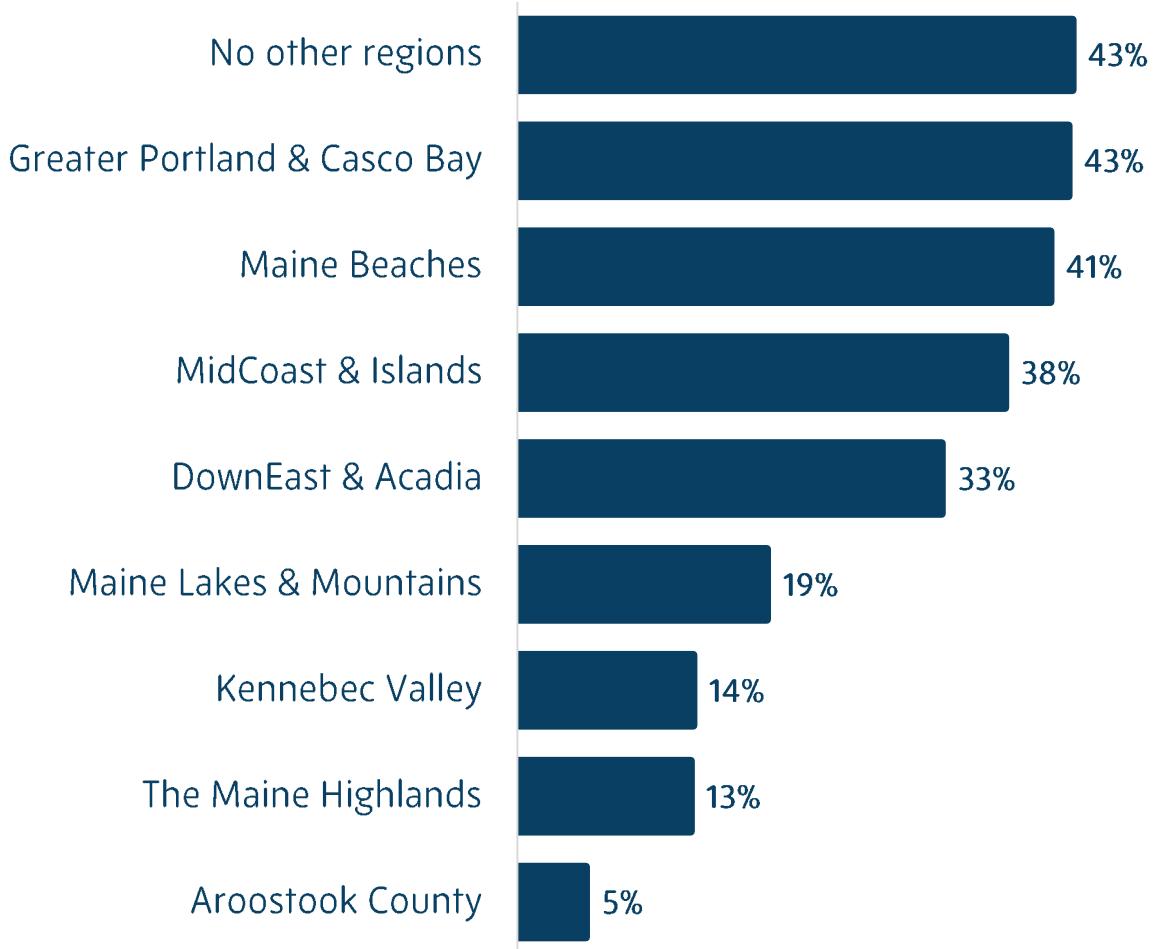
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$201	\$0	\$0
Restaurants	\$131	\$95	\$77
Groceries	\$31	\$35	\$15
Shopping	\$87	\$80	\$80
Entertainment	\$79	\$50	\$36
Transportation	\$51	\$34	\$33
Other	\$13	\$10	\$6
Daily Spending	\$591	\$303	\$248

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$945	\$0	\$0
Restaurants	\$616	\$656	\$77
Groceries	\$146	\$242	\$15
Shopping	\$409	\$552	\$80
Entertainment	\$371	\$345	\$36
Transportation	\$240	\$235	\$33
Other	\$61	\$69	\$6
Trip Spending	\$2,778	\$2,091	\$248

TRAVELING WITHIN MAINE*

- » 43% of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » Over 2 in 5 visitors went to Greater Portland & Casco Bay or the Maine Beaches during their trip



VISITOR JOURNEY : POST-TRIP EVALUATION



UNIQUENESS

"Not as crowded, much more peaceful, and remote. Prettier coastline with all the rocks and cliffs. Lighthouses. Quaint walkable downtown areas with local shops and restaurants."



"Maine's rugged coastline and fresh lobster shacks give it a unique, authentic New England charm that feels less commercialized than other coastal spots."



"Maine offers a unique combination of rugged, rocky coastline with charming lighthouses and fresh lobster right off the boat. You won't find that specific blend of wild nature and authentic working waterfronts elsewhere."



UNIQUENESS

"Maine has Mountain views, beautiful lakes easily accessible and completely remote. It also has a beautiful coastline with rocky ledges with lighthouses and sandy beaches with amusements parks on or nearby. Maine is just beautiful."



"We chose Maine for its unique blend of small-town charm, coastal/natural beauty and as a quiet escape."



"This is our most relaxing and convenient trip. It is an easy drive from Vermont. We vacationed here with our children and took family trips as adults. We came to celebrate our anniversary."



HIGHLIGHTS



"Watching the sunrise from a lighthouse point, with the waves crashing below. It felt like a moment of complete peace, away from all the city noise."



"The communities have a welcoming, unpretentious feeling you don't get in more commercial spots. People are genuinely friendly, and towns have real character."



"Cumberland Fair. Rodeo. Sunrise coffee overlooking the river. Wildlife. Chatting with locals at a non-bougie bar."



HIGHLIGHTS

"A spontaneous decision to join a guided whale watching tour led to an unforgettable close encounter with a humpback."



"While strolling through Portland's Old Port, I came across a street band performing and spontaneously danced along for a while."



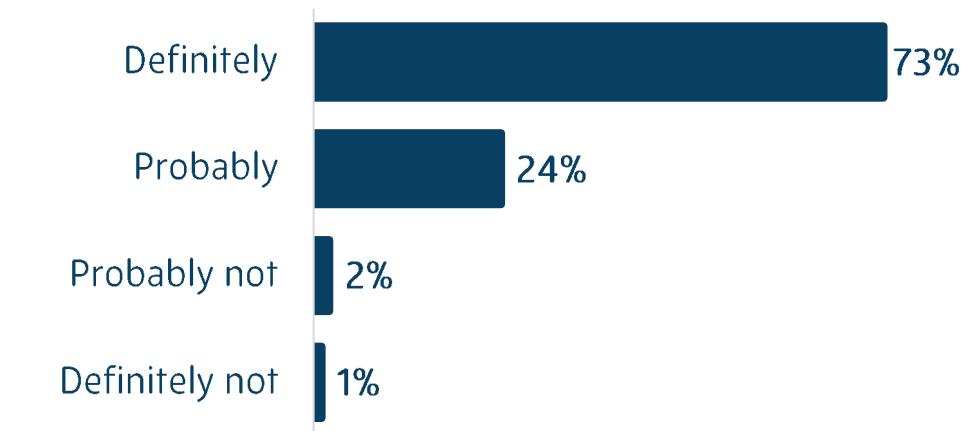
"Watching 800-pound pumpkins dropped from a crane. Regatta with giant pumpkins as boats. Corn maze."



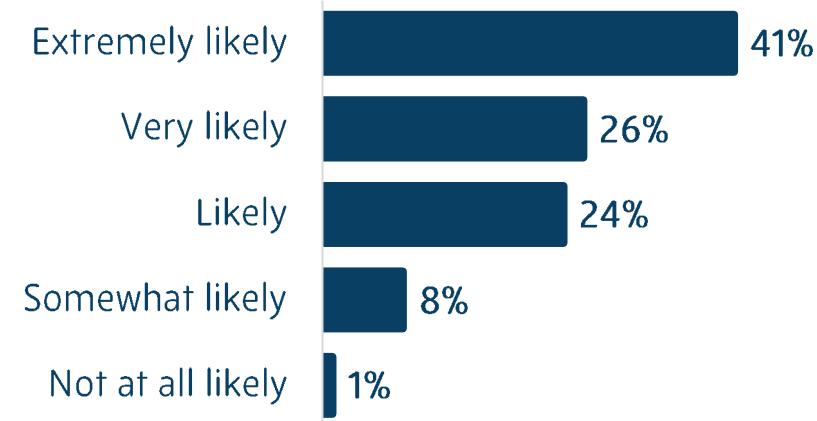
RECOMMENDING MAINE & ITS REGIONS

- » 97% of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » 91% of visitors are likely, very likely, or extremely likely to recommend that their friends and family visit the specific region of Maine that they traveled to on their trip

Likelihood of Recommending Maine

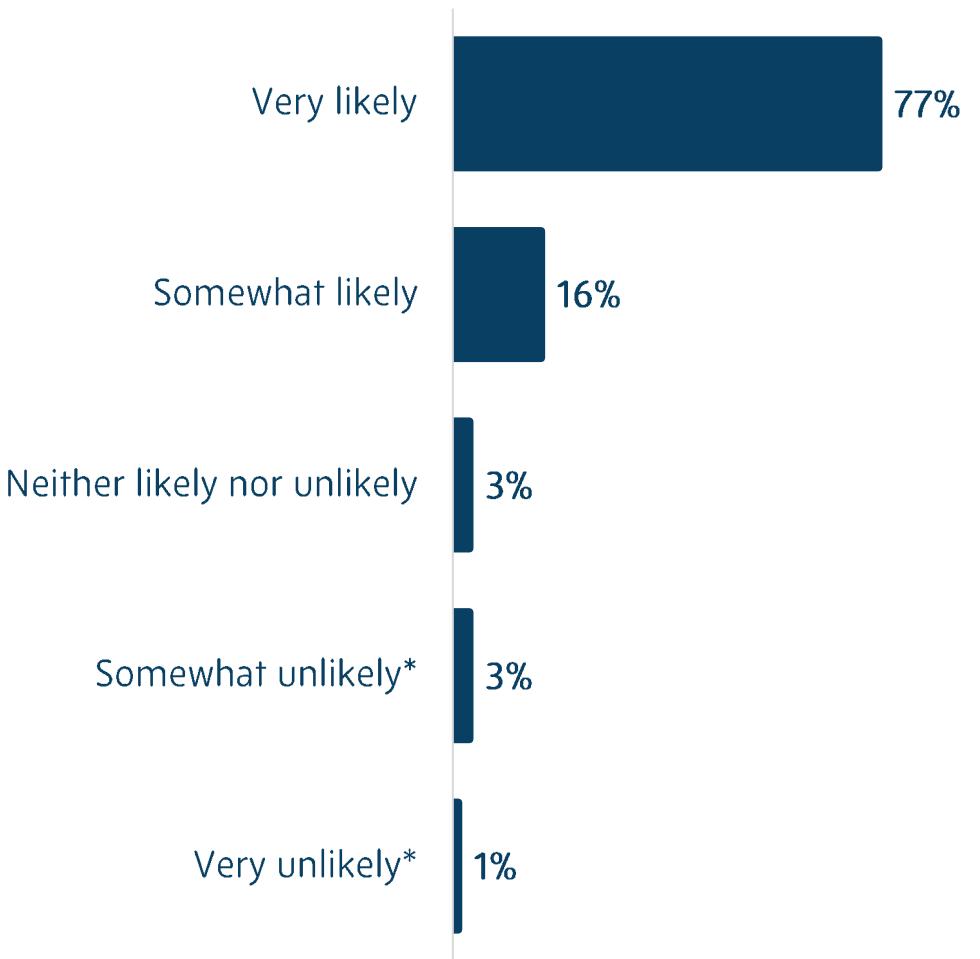


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

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

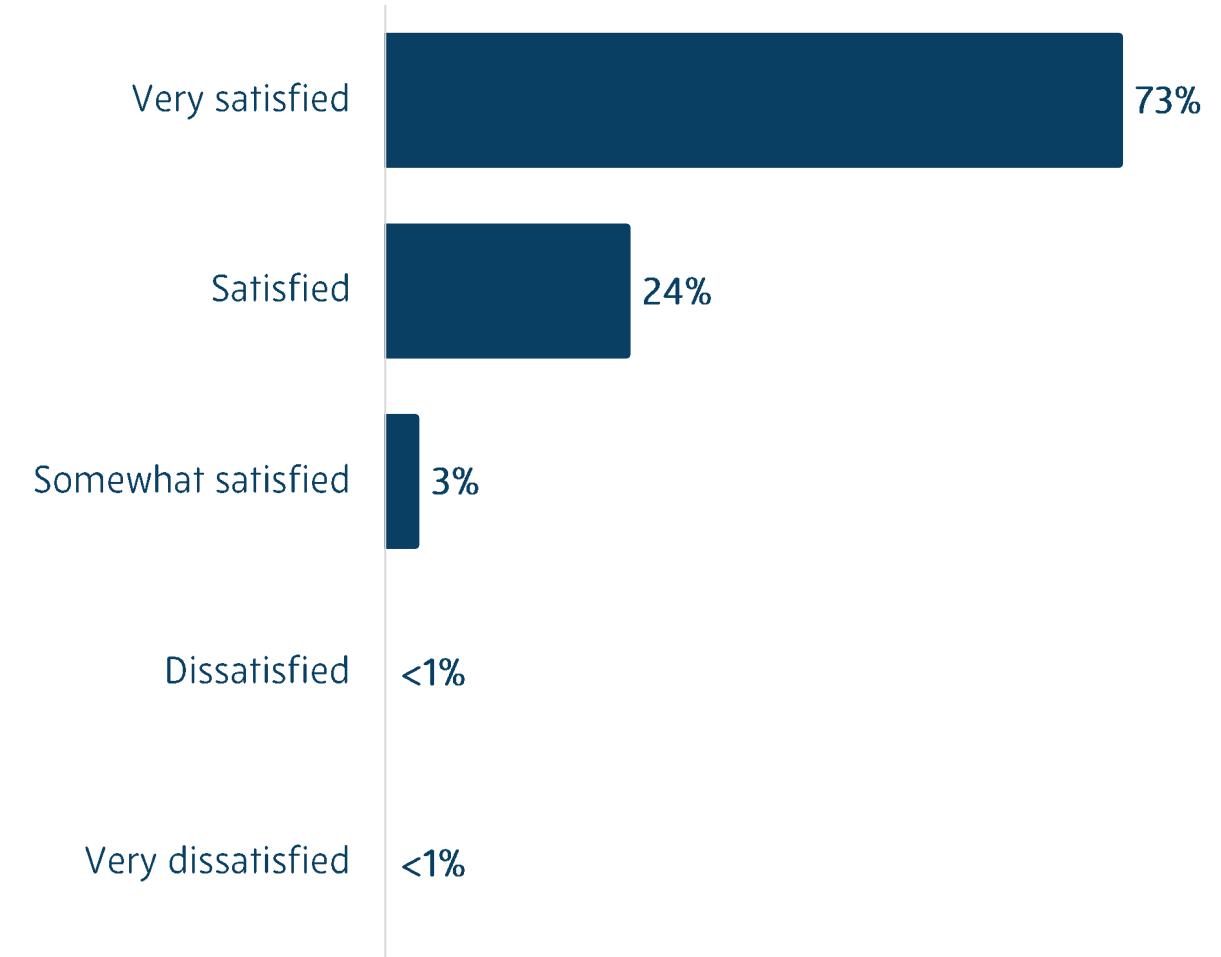


*4% of all visitors are not sure if they will return to Maine for the following reasons:

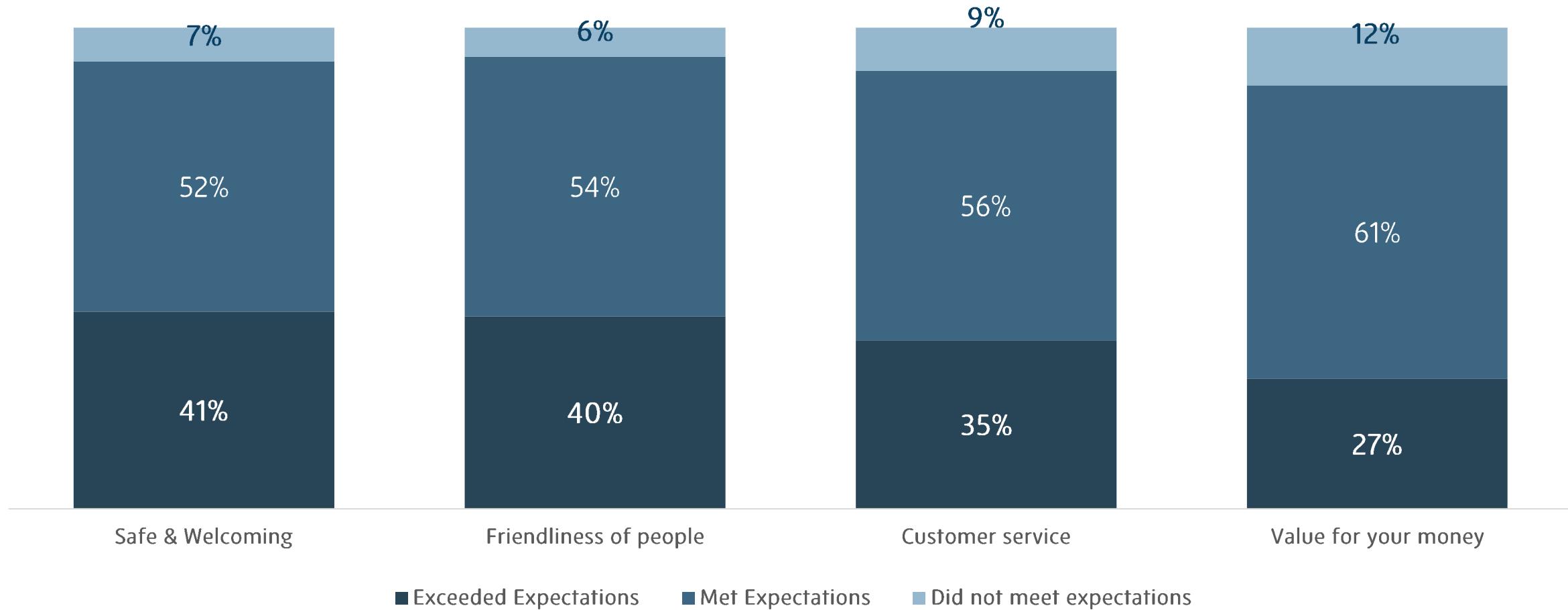
1. Prefer a variety of destinations
2. Too long a drive/too difficult to get there
3. Too expensive for what you get.

SATISFACTION

- » 93% of visitors were satisfied with their trip to Maine
- » Nearly 3 in 4 visitors were very satisfied with their trip to Maine



TRIP RATINGS



PERCEPTIONS

"Very welcoming! Friendly people always willingly to help you out. Beautiful scenery and culture. Wonderful place to snowmobile."



"Maine offers some of the most spectacular coastal scenery along with charming historic towns that have maintained their authentic character over the years."



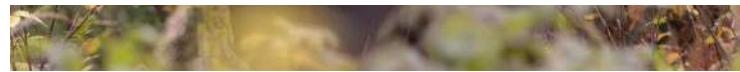
"Maine has it all, back woods and lakes, mountains & the seashore. People are friendly and welcoming and there are so many options for eating out or buying from farmers' markets."

PERCEPTIONS

"I would tell my friend that Maine has an incredible coastline with amazing seafood, especially the lobster rolls. The scenery in Acadia National Park is just breathtaking."



"Very peaceful, great weather in the fall, with beautiful sights and really good food. Also, there are very cool and unique shops and art. Even the small towns are fun and interesting to explore. There are more than just the tourist attractions."



"Vacationland says it all. The beauty of the coastline is unbeatable and there's lakes too. September lodging costs are worth it."



STUDY METHODS



METHODOLOGY



Visitor Tracking

1,288 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, 2025 and November 30th, 2025.

MAINE OFFICE OF TOURISM

2025 Fall Visitor Tracking Report

September 2025 – November 2025

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

