

MAINE OFFICE OF TOURISM

2025 Economic Impact & Visitor Tracking Report
DECEMBER 2024 – NOVEMBER 2025



TABLE OF CONTENTS

03	<u>Executive Summary</u>	08	<u>Lodging Trends</u>	73	<u>Annual Comparisons</u>
04	<u>Summary</u>	09	<u>Top Markets & Transportation</u>	108	<u>Weather</u>
05	<u>Impact of Visitation</u>	10	<u>Look Ahead Summary</u>	111	<u>Study Methods</u>
06	<u>Impact of Visitors Staying Paid Accommodations</u>	12	<u>Destination Management Plan</u>		
07	<u>Why This Matters to Your Community</u>	17	<u>Detailed Findings</u>		

EXECUTIVE SUMMARY



SUMMARY

In 2025, direct visitor spending reached \$9.37 billion, a +1.4% increase over 2024, demonstrating continued resilience in the overall economic contribution of the visitor economy. The destination welcomed 14.15 million visitors, representing a -4.4% decline year-over-year.

Importantly, the increase in total direct spending alongside a decrease in visitation underscores the destination's continued ability to attract economically impactful travelers. Higher room rates, stable overnight demand, and resilient per-visitor spending sustained overall economic contribution.

Accommodation metrics reflect this dynamic: Average Daily Room Rate (ADR) increased to \$200.13 (+6.3%), while annual occupancy declined to 50.3% (-6.9%). Indicating that pricing growth largely offset, but did not fully overcome, lower occupancy levels. Taxable lodging sales increased +1.8% compared to the previous year, largely due to the increase in ADR.



Several broader factors influenced full-year performance:

- » **Normalization from 2024's Solar Eclipse:** The absence of the April 2024 solar eclipse, which generated a temporary surge in visitation and occupancy, created a difficult comparison point, particularly impacting early-year performance.
- » **Moderate Contraction in Lodging Supply:** A reduction in available accommodation units, primarily within the vacation rental market, constrained potential room night growth during peak seasons.
- » **Price-Conscious Travel Behavior:** National trends toward more value-driven travel decisions contributed to softer visitation volumes, particularly among shorter-stay and day-trip segments.
- » **Shift Toward Higher-Value Visitors:** While overall visitor counts declined, those who did travel tended to stay slightly longer, travel in larger parties, and demonstrate strong spending patterns. This dynamic contributed to total direct spending growth despite fewer arrivals.
- » **Softness in International Visitation:** A sharp decline in Canadian travel to the United States in 2025 drove a corresponding drop in international visitation to Maine.

The destination maintained strong pricing power and delivered growth in total visitor spending, while visitation volumes moderated compared to 2024, reinforcing the stability and long-term strength of the visitor economy.

IMPACT OF VISITATION*

DIRECT SPENDING

\$9.37B

↑ 1.4%

from last year

ECONOMIC IMPACT

\$16.56B

↑ 1.2%

from last year

SPEND PER VISITOR PER TRIP

\$662

↑ 6.1%

from last year

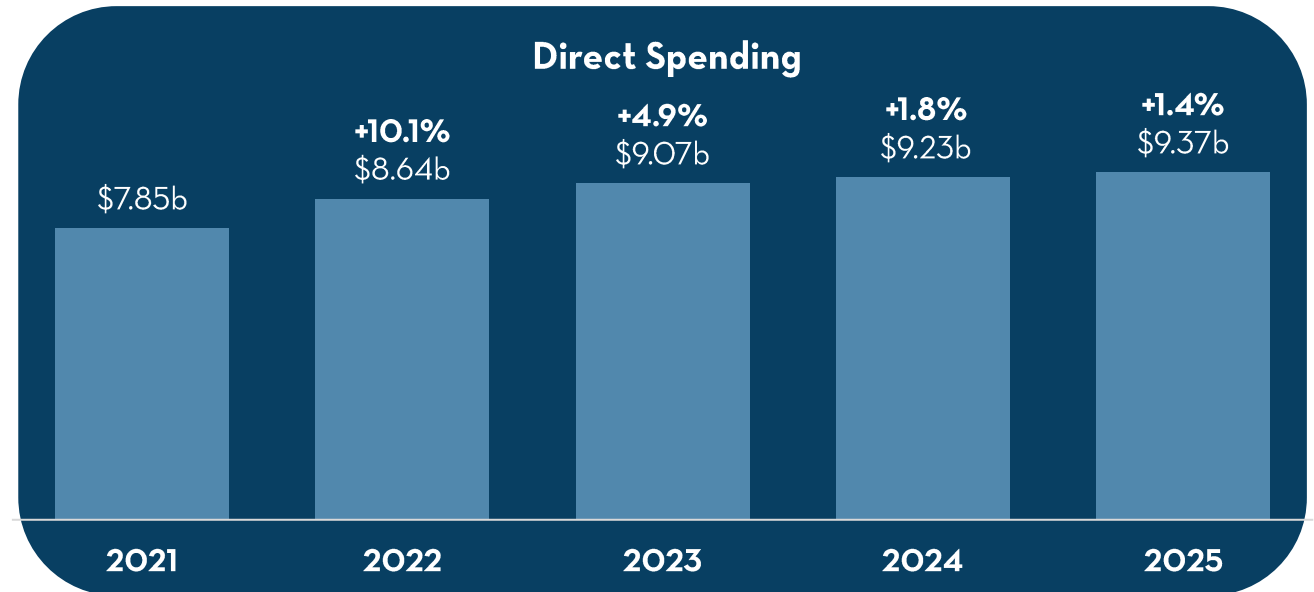
VISITORS

14.15M

↓ 4.4%

from last year

- Total visitor direct spending exceeded \$9.37B, +1.4% from 2024
- Spend per visitor per trip increased +6.1% at \$662
- The total number of visitors decreased due to:
 - A decrease in the units available
 - An increase in length of stay from visitors staying in paid accommodations – a longer length of stay means the same travel party is staying overnight longer, resulting in less turnover
 - Overall fewer day trippers



IMPACT OF VISITORS STAYING IN PAID ACCOMMODATIONS

Paid visitors made up
56.9%
of all visitors

and make up
67.2%
of all visitors direct
spending

and equated to
\$6.29B
in direct spending from visitors
staying in paid
accommodations

Visitors staying overnight in paid accommodations are crucial to the visitor economy for a few key reasons:

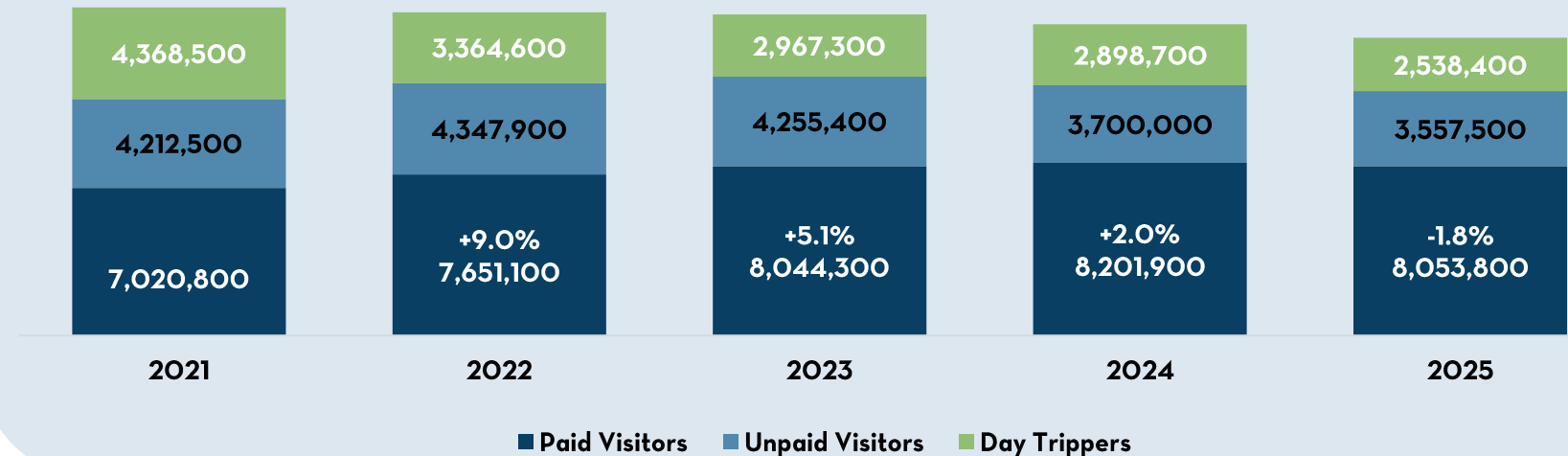
- They contribute more in direct spending by virtue of a longer length of stay
- By staying longer they can enjoy a wider range of attractions/businesses and disperse their impact throughout the area
- Support a higher per visitor impact compared to high-volume, short-stay tourism like day trippers

ROOM NIGHTS

11.61M ↓ 6.0%

from last year

Visitors by Type by Year



WHY THIS MATTERS TO YOUR COMMUNITY

TOTAL JOBS SUPPORTED

108,800

TOTAL WAGES SUPPORTED

\$5.23B

ONE MAINE JOB IS
SUPPORTED BY EVERY

130

VISITORS

HOUSEHOLD TAX SAVINGS

\$2,040

STATE & LOCAL TAXES

\$1.26B

from last year

- Visitor's direct spending supported 73,100 tourism/hospitality related jobs, while the total economic impact supported 108,800 jobs to the residents of the area – these include indirectly supported jobs that may not be related to the tourism/hospitality industry (grocers, nurses, teachers, fireman, etc.)
- Visitor's direct spending supported nearly \$3 billion in wages, while the total economic impact supported over \$5.23 billion in wages
- In other words, every 130 visitors to the area support one Maine resident's job
- Visitors to the area saved Maine households, regardless of their association to the tourism industry, \$2,040 in state and local taxes

LODGING TRENDS*

- The proportion of visitors staying overnight in paid accommodations increased along with their length of stay
- Taxable lodging sales increased +1.8% compared to the previous year, largely due to the increase in ADR
- Average daily rate increased +6.3% compared to the previous year, while occupancy decreased -6.9% and, resulting in a slight decrease in RevPAR of -1.0%

AVERAGE DAILY RATE

\$200.13 ↑ 6.3%

from last year

OCCUPANCY

50.3% ↓ 6.9%

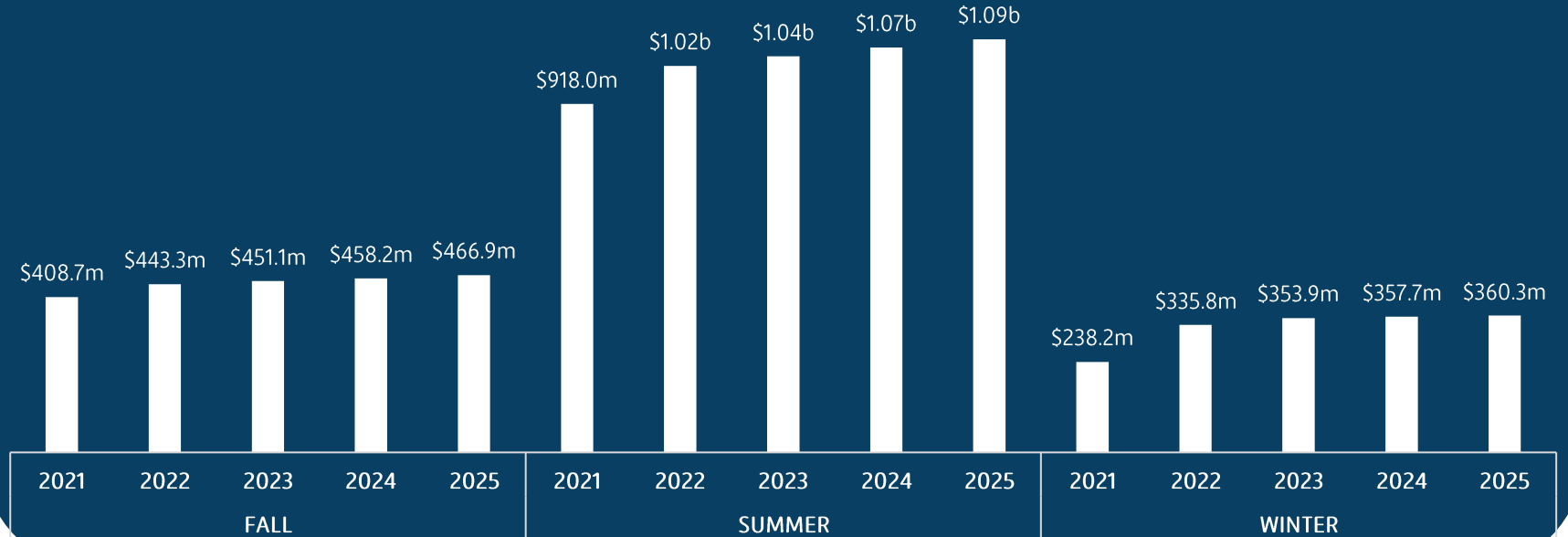
from last year

REVENUE PER AVAILABLE ROOM

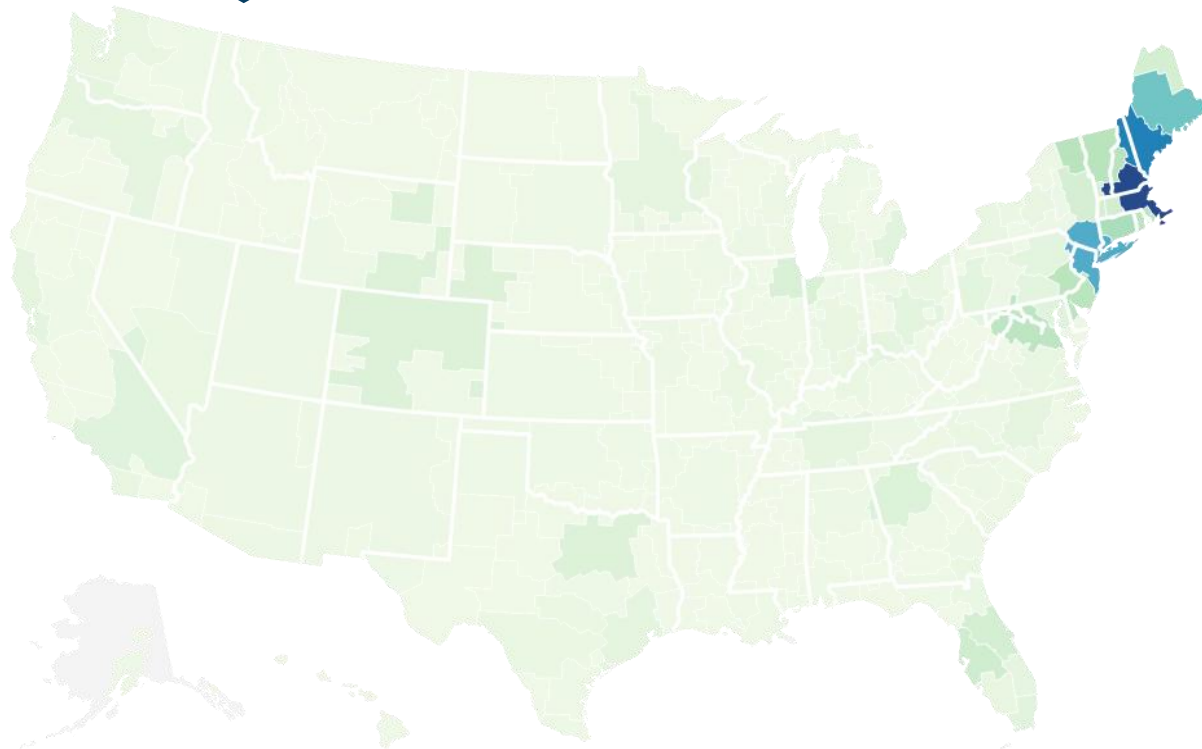
\$100.67 ↓ 1.0%

from last year

Taxable Lodging Sales

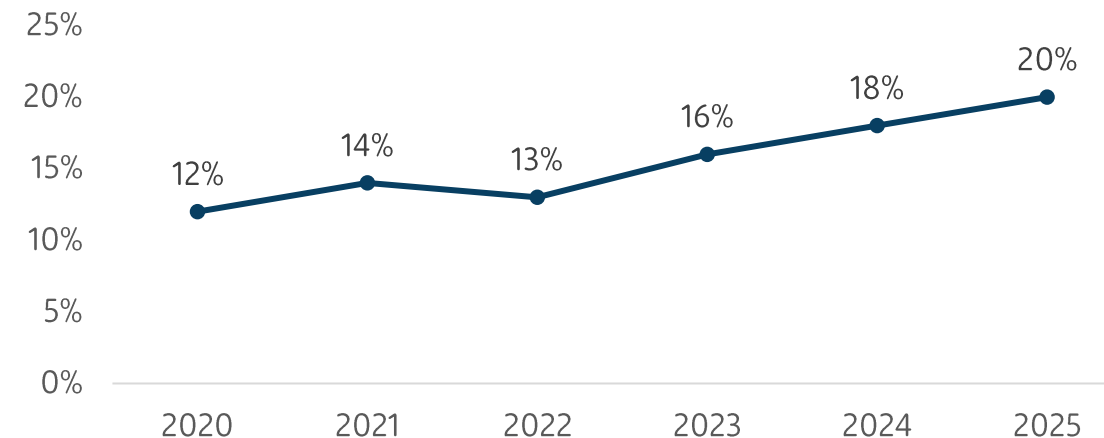


TOP MARKETS* AND TRANSPORTATION



Market*	Percent
Boston	17.6%
Portland-Auburn	12.5%
New York ¹	8.4%
Bangor	6.1%
Hartford-New Haven	3.5%
Burlington-Plattsburgh	2.8%
Philadelphia	2.7%
Providence-New Bedford	2.7%
Washington, DC-Hagerstown ²	2.5%
New Brunswick, CAN	1.7%
Springfield-Holyoke	1.5%

Visitors who Flew to Maine



+ 11%

More visitors opted to fly to Maine compared to last year.

Created with Datawrapper

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

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

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

LOOK AHEAD SUMMARY

Journey	Component	Winter	Summer	Fall*
Pre-Visit	Planning/Booking Cycle	Plan: 1.4 months out Book: 1.2 months out	Plan: 2.1 months out Book: 1.7 months out	Plan: 1.9 months out Book: 1.6 months out
	Planning Sources	Friend/family, online search, online travel agency, hotel/VR websites, social media, VisitMaine.com	Friend/family, online search, online travel agency, hotel/VR websites, social media, VisitMaine.com	Friends/family, social media, mapping websites online traveler reviews/blogs/articles
	Trip Motivation**	NA	NA	Escape & Relaxation, Connection & Belonging, Discovery & Adventure
	Main Reason for Visiting	Visit friends/family, relax & unwind, sightseeing/touring, snow activities	Relax & unwind, sightseeing/touring, visit friends/family	Visit friend/family, see unique local attractions, sightseeing/scenic drives, Acadia National park, rocky coastlines, special event/occasion, visiting the beach as a natural attraction, Fall foliage
Traveler Profile	Origin Market	Boston Portland-Auburn New York Bangor Hartford-New Haven Providence-New Bedford New Brunswick Burlington-Plattsburgh	Boston Portland-Auburn, New York Bangor Philadelphia Hartford-New Haven, Washington DC-Hagerstown	Boston New York Portland-Auburn Bangor Hartford-New Haven Philadelphia Washington DC-Hagerstown
	Travel Party Composition	Couple/family	Couple/family - More likely to travel with children than other seasons	Couple/family
	New/Repeat visitor	Repeat heavy	Repeat heavy	More likely to have new visitors than other seasons

*Fall survey has been updated with new questions, revised question wording, combined categories and structural changes.
 **This question was introduced in September 2025 and only represent Fall visitors.

LOOK AHEAD SUMMARY CONT.

Journey	Component	Winter	Summer	Fall*
Trip Experience	Transportation	85% drive/13% fly	78% drive/17% fly	70% drive/28% fly
	Length of Stay	4.2	4.9	4.8
	Accommodation Type	Hotel/motel/resort, friends/family home	Hotel/motel/resort, day tripper	Hotel/motel/resort
	In-Market Resources	Navigation websites/apps, restaurant websites/apps, personal social media	Navigation websites/apps, restaurant websites/apps, personal social media, visitor center	Navigation websites/apps, restaurant websites/apps, personal social media, destination social media
	Activities	<p>Visitors enjoyed exploring coastal towns through activities such as visiting local brew pubs and craft breweries, shopping in downtown and outlet areas, and purchasing gifts or souvenirs.</p> <p>Their experiences centered on classic coastal sightseeing, including ocean views and scenic drives, along with outdoor leisure like photography and wildlife or birdwatching, often paired with dining on local seafood such as lobster.</p>	<p>Visitors participated in a wide variety of outdoor and cultural activities, including sightseeing along the coast and mountains, hiking, beach visits, wildlife viewing, and water recreation such as fishing, swimming, canoeing, and kayaking.</p> <p>Their trips also included exploring local communities through shopping, architecture tours, craft and antique markets, fairs and festivals, and enjoying regional foods, seafood, and craft beverages.</p>	<p>Visitors sought relaxed, scenic experiences that included coastal sightseeing, scenic drives, fall foliage viewing, and visits to parks, beaches, and other outdoor locations.</p> <p>Their trips also emphasized local culture and leisure, including dining on Maine seafood and unique food and beverage offerings, exploring charming downtowns, visiting attractions, spending time with friends or family, and stopping at local breweries, distilleries, and shops.</p>
	Use a Maine Guide**	NA	NA	8% of all visitors
	Indigenous Travel**	NA	NA	9% seek it out. 9% are familiar with the Wabanaki Nations. 11% would consider incorporating an authentic Wabanaki experience.
	Travel Within Maine	56% travel to multiple other regions within Maine	54% travel to multiple other regions within Maine	57% travel to multiple other regions within Maine

DESTINATION MANAGEMENT PLAN

For Maine to remain a premier destination for visitors, it must sustain quality of life for its residents. Seasonal visitation and lack of easy access to many parts of the state threaten the state's economy and require action.

Initiatives

- 1.1 Amplify the essence of Maine to attract travelers who are best aligned to Maine's experiences and ethos.
- 1.2 Invest in marketing intelligence to improve effectiveness and enhance return on investment.
- 1.3 Prioritize diversification of travelers to and within Maine.

Measures of Success

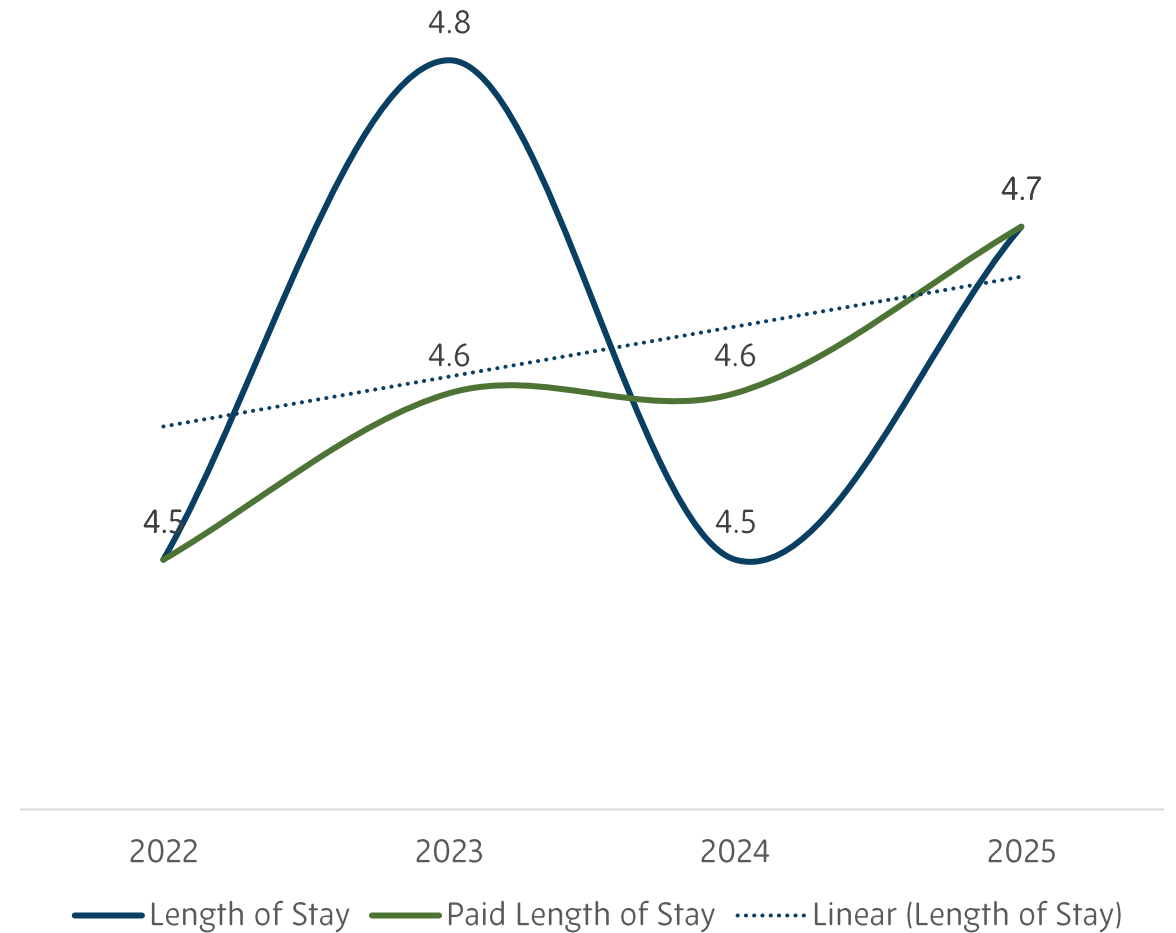
- » Increased length of stay
- » Increased per visitor spend
- » Increased diversity of visitors
- » Increased shoulder season and off-season visitation



DESTINATION MANAGEMENT PLAN GOALS

Measures of Success

- » Increased length of stay
 - » Length of stay for the average visitor increased from 4.5 nights in 2024 to 4.7 nights in 2025
 - » Length of stay for the average visitor staying in paid accommodations increased from 4.6 nights in 2024 to 4.7 nights in 2025

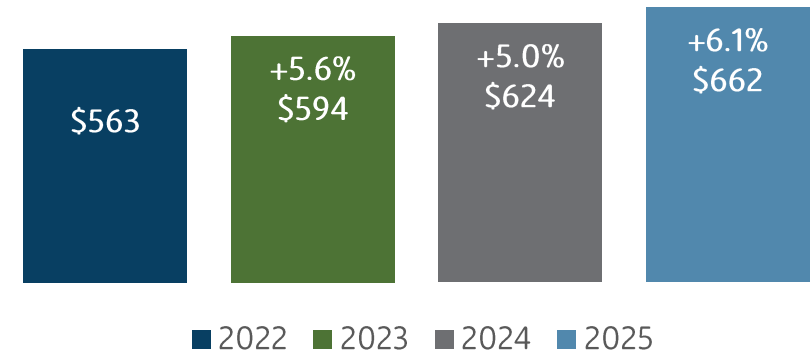


DESTINATION MANAGEMENT PLAN GOALS

Measures of Success

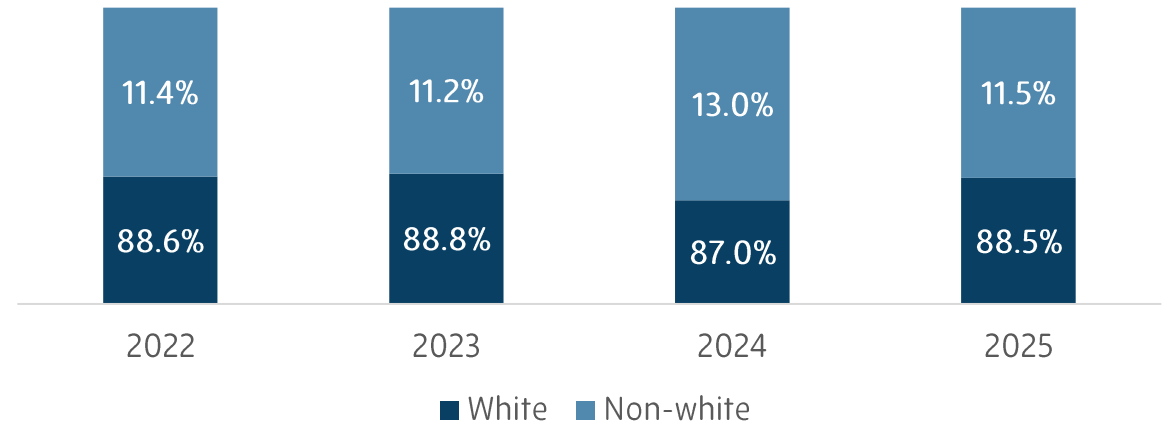
- » Increased per visitor spend
 - » The average spend per visitor per trip increased 6.1% from the previous year
- » Increased diversity of visitors
 - » Diversity of visitors fell 11.1% compared to the previous year

Spend Per Visitor Per Trip



■ 2022 ■ 2023 ■ 2024 ■ 2025

Diversity of Visitors

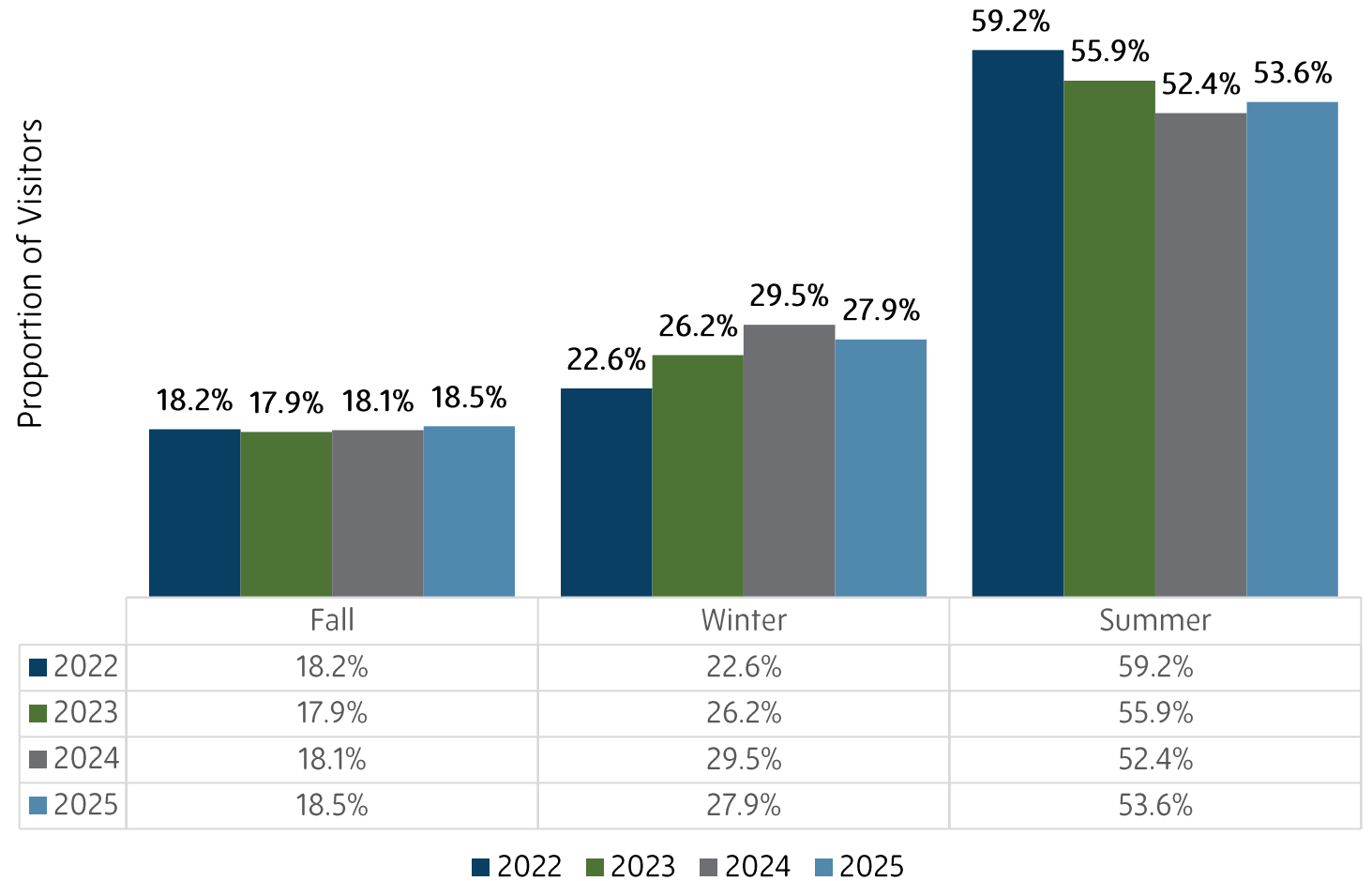


■ White ■ Non-white

SEASONAL VISITOR DISTRIBUTION

Measures of Success

- » Increased shoulder season and off-season visitation
 - » The summer season represented over half of all visitors to Maine (+2.3% from 2024)
 - » Fall and winter represented just under half of all visitors to Maine (-2.5% from 2024)
 - » The proportion of Winter visitors declined year over year, largely reflecting comparisons to an elevated baseline in 2024 due to the Solar Eclipse. The 2024 eclipse brought an influx of visitors in Winter increasing visitation during that period. As a result, while 2025 figures appear lower compared to 2024, they still show an increase from 2023 illustrating a movement toward more level seasonal patterns.



UNIQUENESS

“The Botanical Gardens Christmas lights. Narrow gauge holiday trains. Gingerbread contests.”



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



“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.”

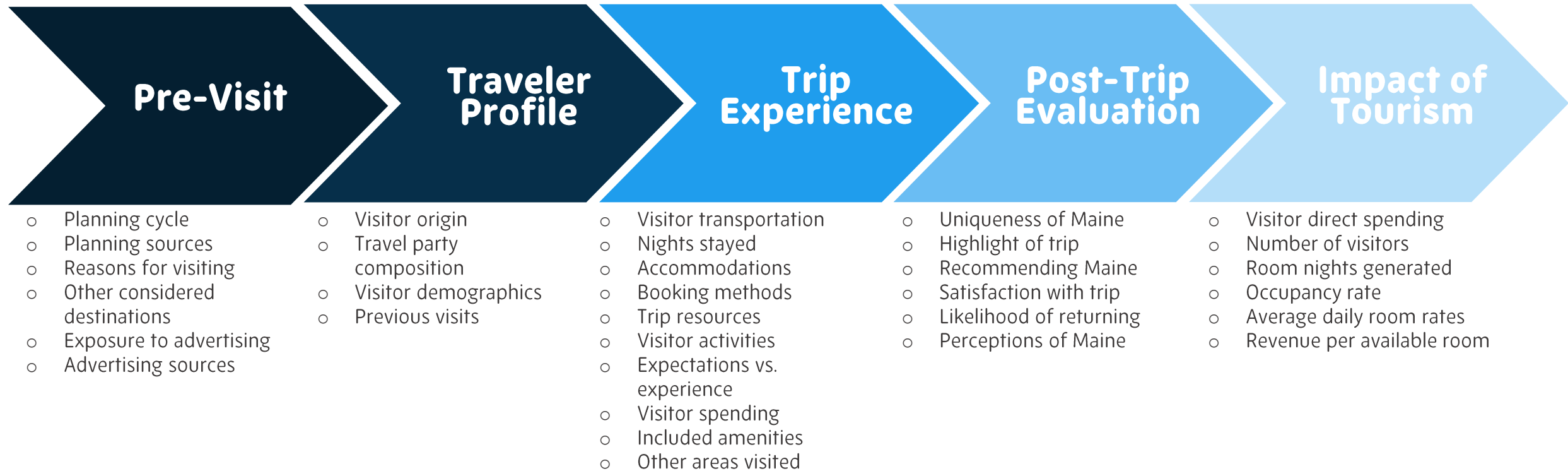


DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2024 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.



VISITOR JOURNEY: IMPACT OF TOURISM



KEY PERFORMANCE INDICATORS

Economic Impact	2022	2023	2024	2025	Δ% from '24
Number of Visitors	15,363,600	15,267,000	14,800,600	14,149,700	-4.4%
Visitor Days*	69,769,800	72,500,200	67,267,400	66,716,800	-0.8%
Room nights generated	12,138,100	12,263,300	12,360,200	11,614,000	-6.0%
Direct expenditures	\$8,644,145,000	\$9,066,613,300	\$9,233,279,000	\$9,366,148,500	+1.4%
Total economic impact	\$15,851,046,200	\$16,356,981,700	\$16,355,674,600**	\$16,555,483,100	+1.2%

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

**2024 figures have been updated using the latest IMPLAN data models which reflect that year.

NUMBER OF VISITORS

Visitors	2022	2023	2024	2025	Δ% from '24
Out-of-State Visitors	12,423,900	12,606,400	12,500,500	11,397,800	-8.8%
Maine Residents	2,939,700	2,660,600	2,300,100	2,751,900	+19.6%
Total Visitors	15,363,600	15,267,000	14,800,600	14,149,700	-4.4%

EMPLOYMENT IMPACTS

Maine Jobs	2022	2023	2024*	2025	Δ% from '24
Jobs generated (direct)	87,200	80,000	74,300	73,100	-1.6%
Total employment impact	124,100	115,300	110,500	108,800	-1.5%

Maine Wages	2022	2023	2024*	2025	Δ% from '24
Wages paid (direct)	\$3,320,530,400	\$3,195,229,100	\$2,944,767,200	\$2,995,262,200	+1.7%
Total impact on wages	\$5,442,008,900	\$5,333,630,700	\$5,166,185,000	\$5,234,388,200	+1.3%

*2024 figures have been updated using the latest IMPLAN data models which reflect that year.

VISITOR PER JOB/TAX SAVINGS

Visitor per Job/Tax savings	2022	2023	2024*	2025
Visitors per job supported	124	132	134	130
Tax savings per household	\$2,170	\$2,390	\$2,020	\$2,040

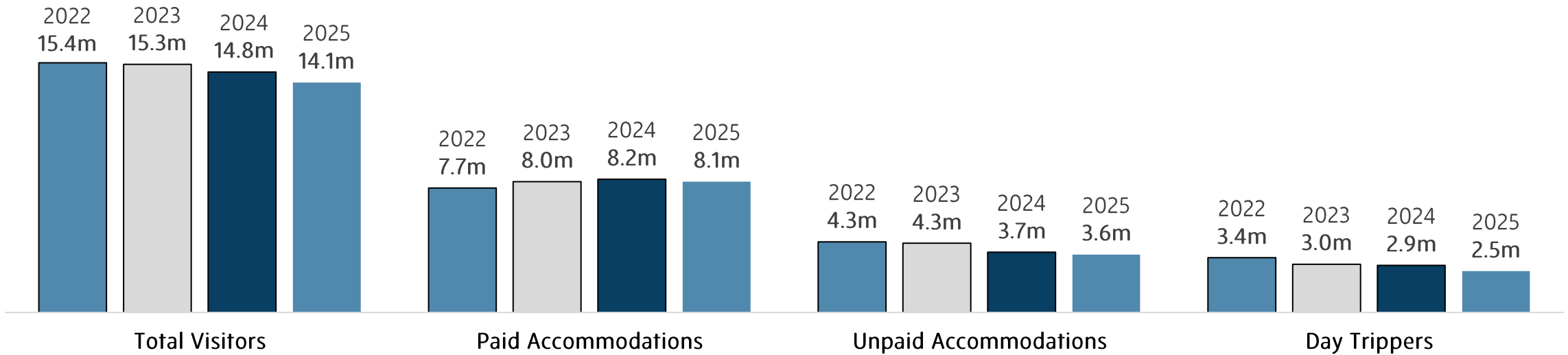
*2024 figures have been updated using the latest IMPLAN data models which reflect that year.

LODGING METRICS*

Lodging Metrics	2022	2023	2024	2025	Δ% from '24
Occupancy Rate (%)	56.1%	54.0%	54.0%	50.3%	-6.9%
Average Daily Rate	\$197.84	\$189.06	\$188.35	\$200.13	+6.3%
RevPAR	\$110.99	\$102.09	\$101.71	\$100.67	-1.0%
Total Lodging Revenue	\$2,145,627,000	\$2,204,380,500	\$2,226,741,500	\$2,298,114,900	+3.2%

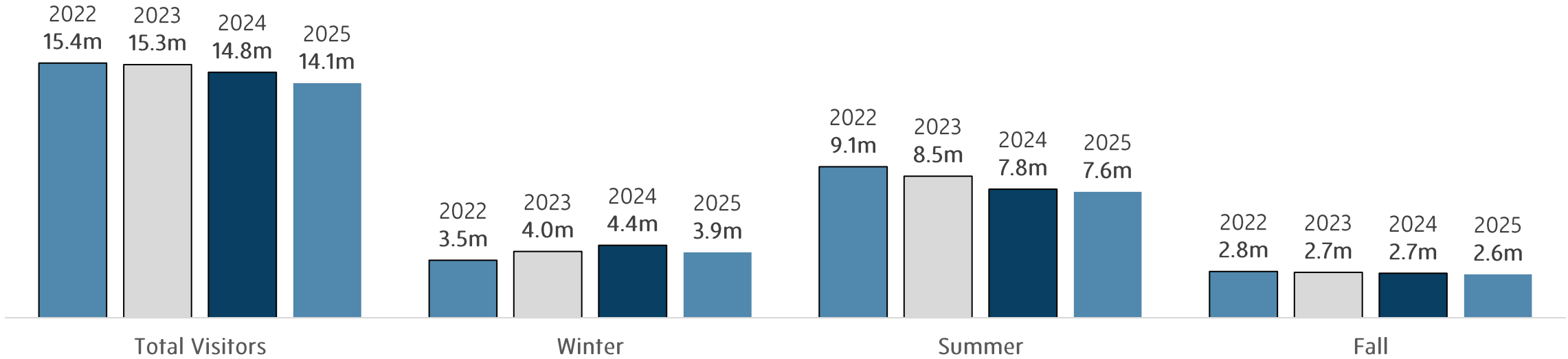
*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.

VISITOR TYPE



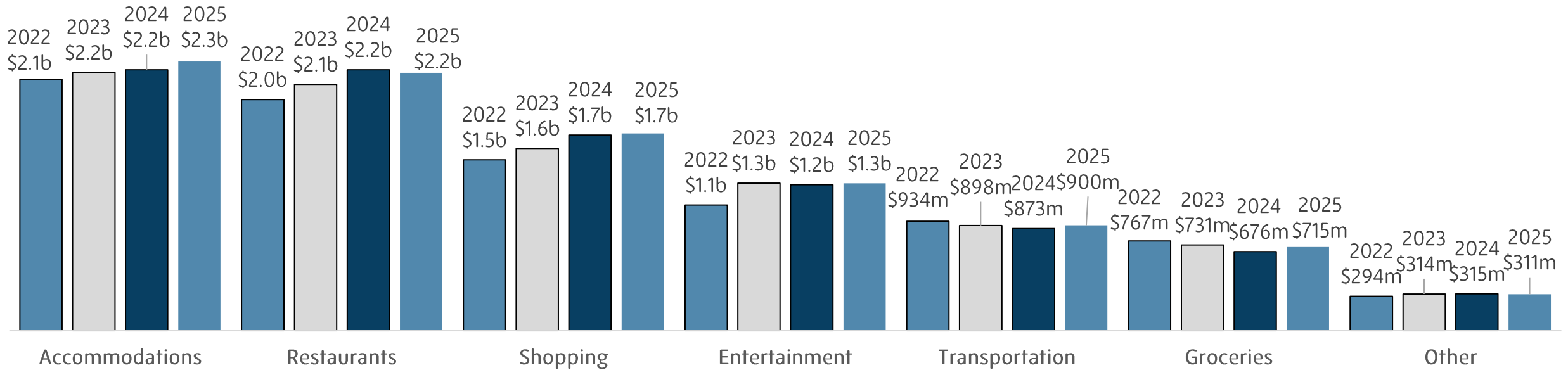
Visitor Type	2022	2023	2024	2025	Δ% from '24
Paid Accommodations	7,651,100	8,044,300	8,201,900	8,053,800	-1.8%
Unpaid Accommodations	4,347,900	4,255,400	3,700,000	3,557,500	-3.9%
Day Trippers	3,364,600	2,967,300	2,898,700	2,538,400	-12.4%
Total Visitors	15,363,600	15,267,000	14,800,600	14,149,700	-4.4%

VISITORS BY SEASON



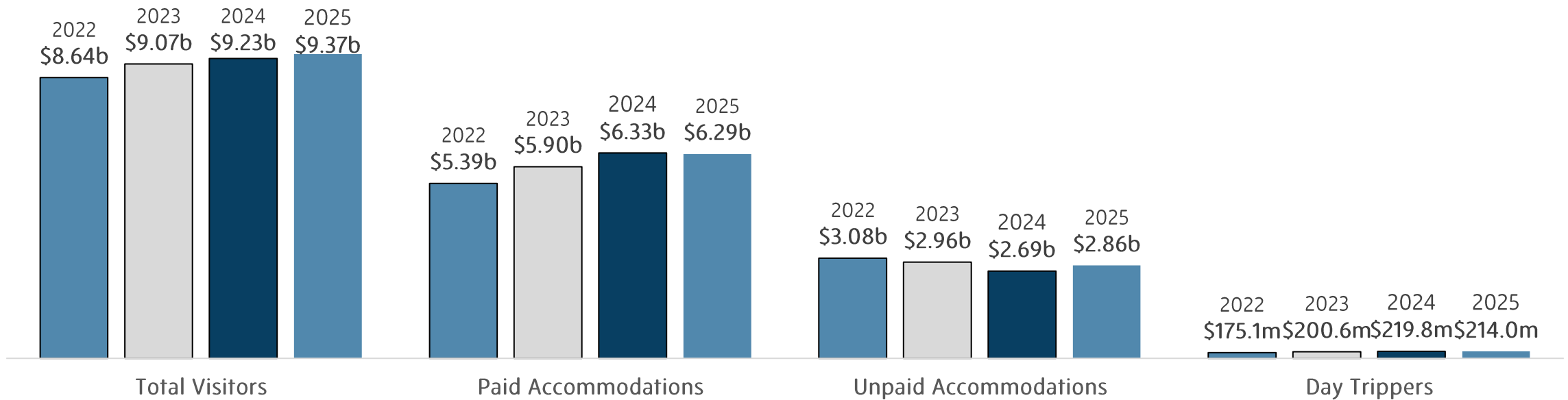
Season	2022	2023	2024	2025	Δ% from '24
Winter	3,465,100	3,996,100	4,365,800	3,944,000	-9.7%
Summer	9,107,300	8,537,000	7,756,000	7,589,300	-2.1%
Fall	2,791,200	2,733,900	2,678,800	2,616,400	-2.3%
Total Visitors	15,363,600	15,267,000	14,800,600	14,149,700	-4.4%

DIRECT SPENDING BY CATEGORY



Spending	2022	2023	2024	2025	Δ% from '24
Accommodations	\$2,145,627,000	\$2,204,380,500	\$2,226,741,500	\$2,298,114,900	+3.2%
Restaurants	\$1,972,353,200	\$2,102,869,500	\$2,226,210,100	\$2,201,021,300	-1.1%
Shopping	\$1,458,303,100	\$1,555,630,000	\$1,670,396,500	\$1,682,748,400	+0.7%
Entertainment	\$1,072,157,000	\$1,260,061,200	\$1,246,528,900	\$1,258,019,500	+0.9%
Transportation	\$934,373,400	\$898,320,100	\$872,926,700	\$899,731,900	+3.1%
Groceries	\$767,326,300	\$731,313,600	\$675,655,200	\$715,046,300	+5.8%
Other	\$294,005,000	\$314,038,400	\$314,820,100	\$311,466,000	-1.1%
Total Spending	\$8,644,145,000	\$9,066,613,300	\$9,233,279,000	\$9,366,148,300	+1.4%

DIRECT SPENDING BY VISITOR TYPE



Visitor Type	2022	2023	2024	2025	Δ% from '24
Paid Accommodations	\$5,385,929,500	\$5,902,480,100	\$6,325,532,100	\$6,291,961,900	-0.5%
Unpaid Accommodations	\$3,083,103,300	\$2,963,497,800	\$2,687,899,100	\$2,860,184,600	+6.4%
Day Trippers	\$175,112,200	\$200,635,400	\$219,847,800	\$214,001,900	-2.7%
Total Spending	\$8,644,145,000	\$9,066,613,300	\$9,233,279,000	\$9,366,148,300	+1.4%

VISITOR JOURNEY: PRE-VISIT

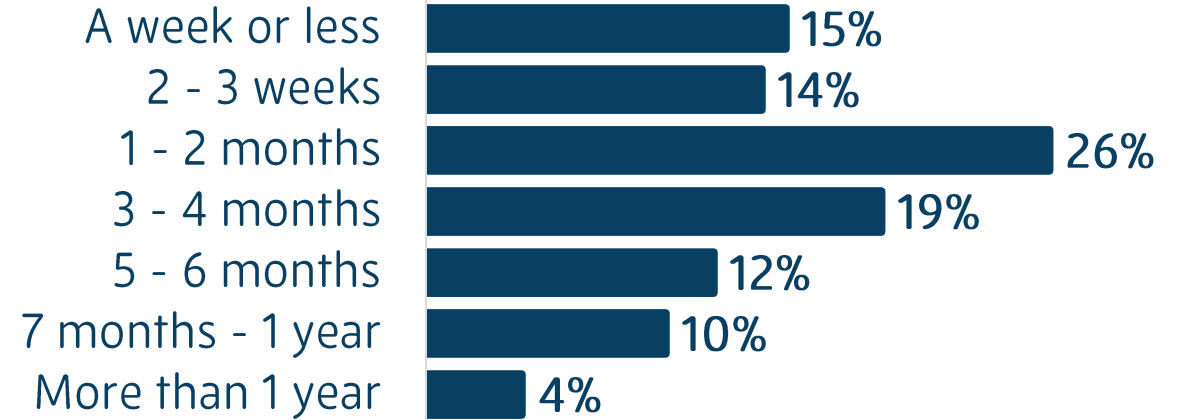
Visitor tracking questionnaire was updated in September 2025. Data reflects responses from the original survey and incorporates the updated survey data where applicable. This includes revised question wording, combined categories and structural changes. Year over year comparisons should be interpreted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



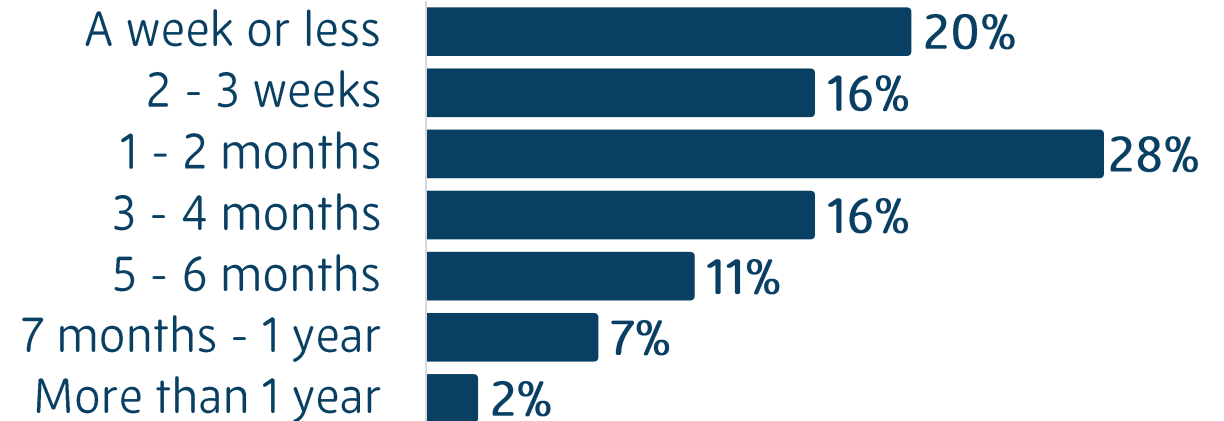
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **54 days** in advance (same number of days as 2024)
- » **71%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **45 days** in advance (-2 days from 2024)
- » **36%** of visitors have a booking window of more than 3 months

Beginning of Trip Planning Cycle

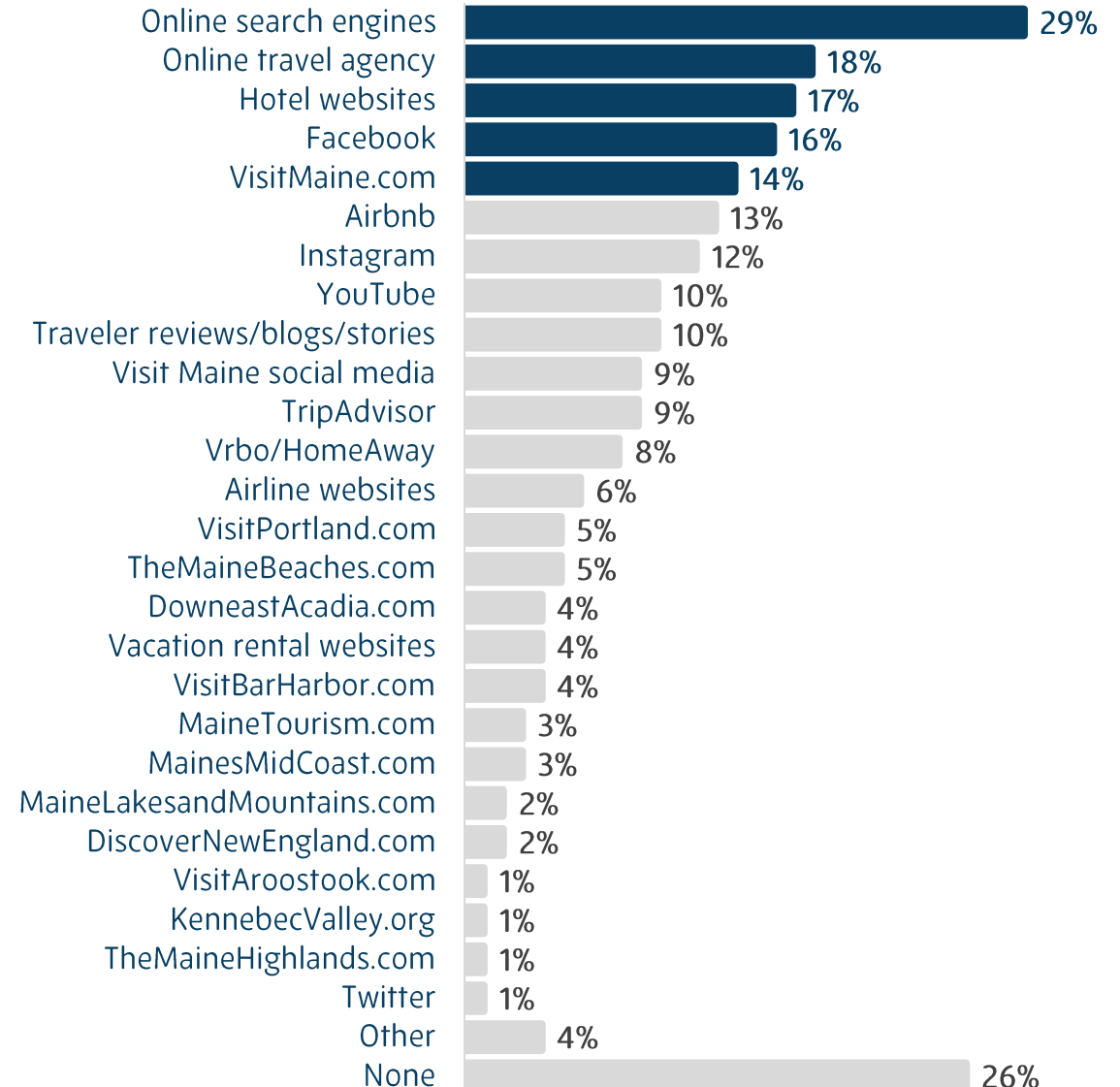


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

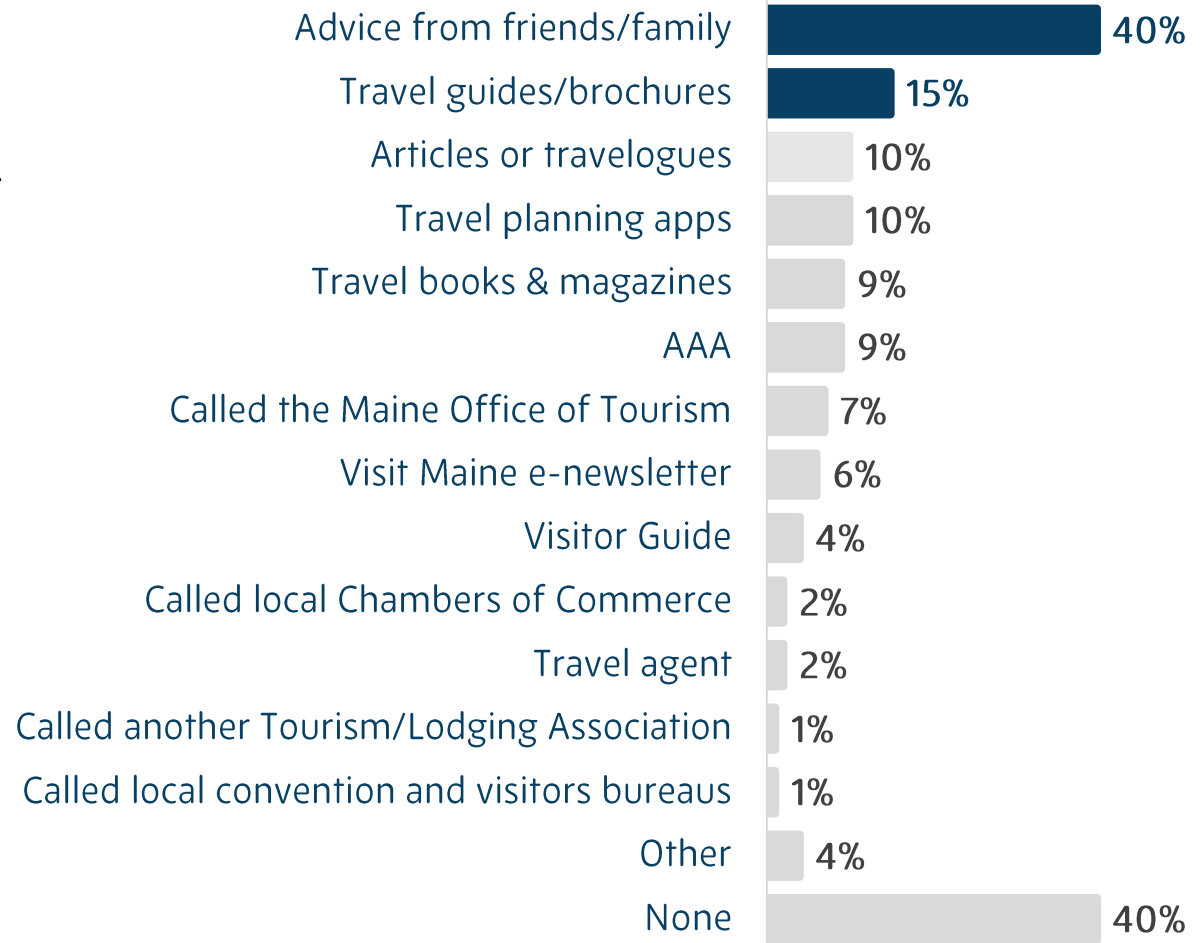
- » Nearly **3 in 4** visitors used one or more online resources to help them plan their trip in Maine
- » Nearly **3 in 10** visitors used an online search engine, such as Google, to help plan their trip in Maine
- » **14%** of visitors used VisitMaine.com



*Multiple responses permitted.

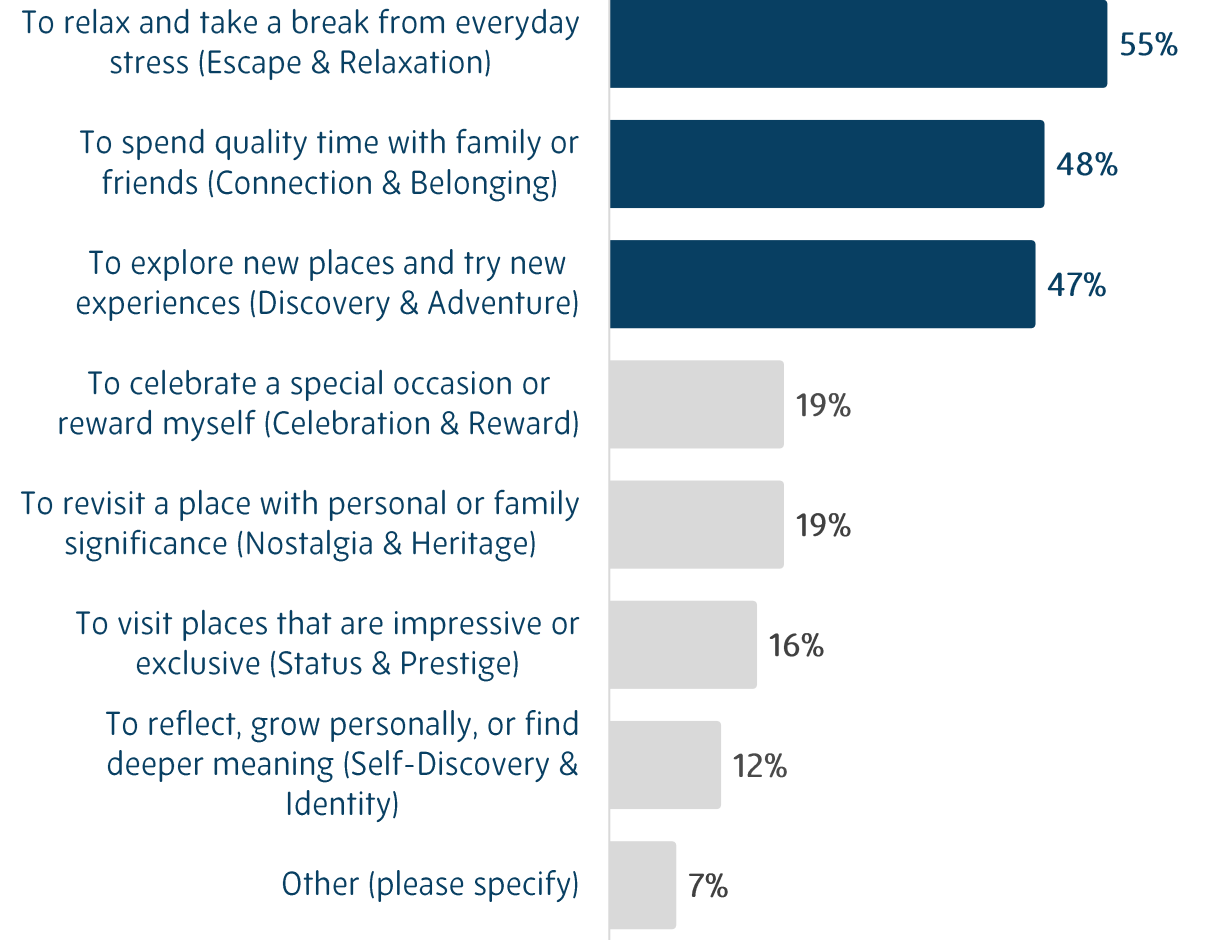
OTHER TRIP PLANNING SOURCES*

- » **2 in 5** visitors relied on advice from their friends and family to help them plan their trip in Maine
- » Nearly **1 in 6** visitors used travel guides/brochures to help plan their trip in Maine
- » **2 in 5** visitors did not use any other resources to help them plan their trip in Maine



TRIP MOTIVATIONS*

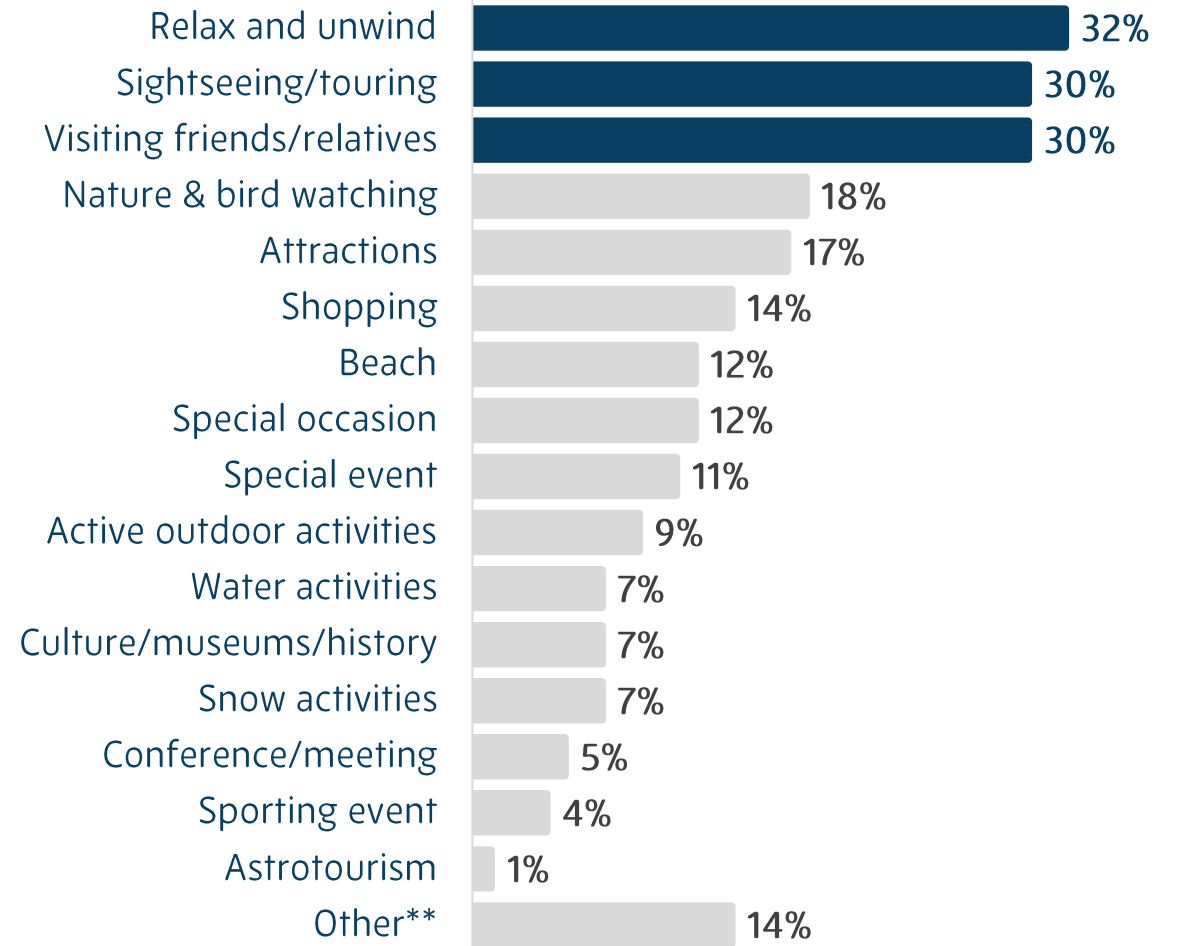
- » **Over half** of Fall visitors were motivated to travel for Escape & Relaxation
- » **Nearly half** of Fall visitors were motivated to travel for Connection & Belonging and Discovery & Adventure



*Only asked in Fall survey.
Multiple responses permitted.

REASONS FOR VISITING*

- » Nearly **1 in 3** visitors came to Maine to relax/unwind
- » **3 in 10** visitors come to Maine for sightseeing/touring and to visit friends and family



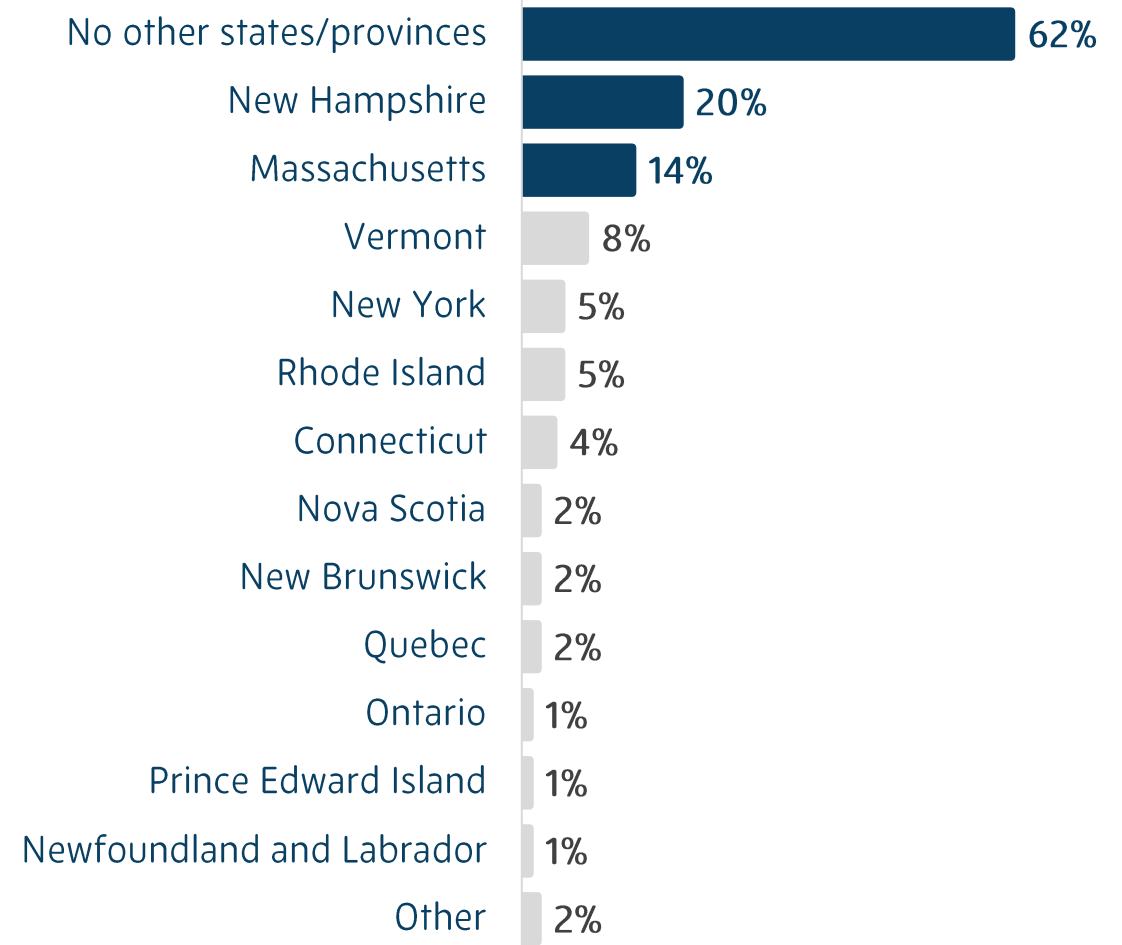
*Multiple responses permitted.

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

Maine 2025 Statewide Report

OTHER STATES & PROVINCES CONSIDERED*

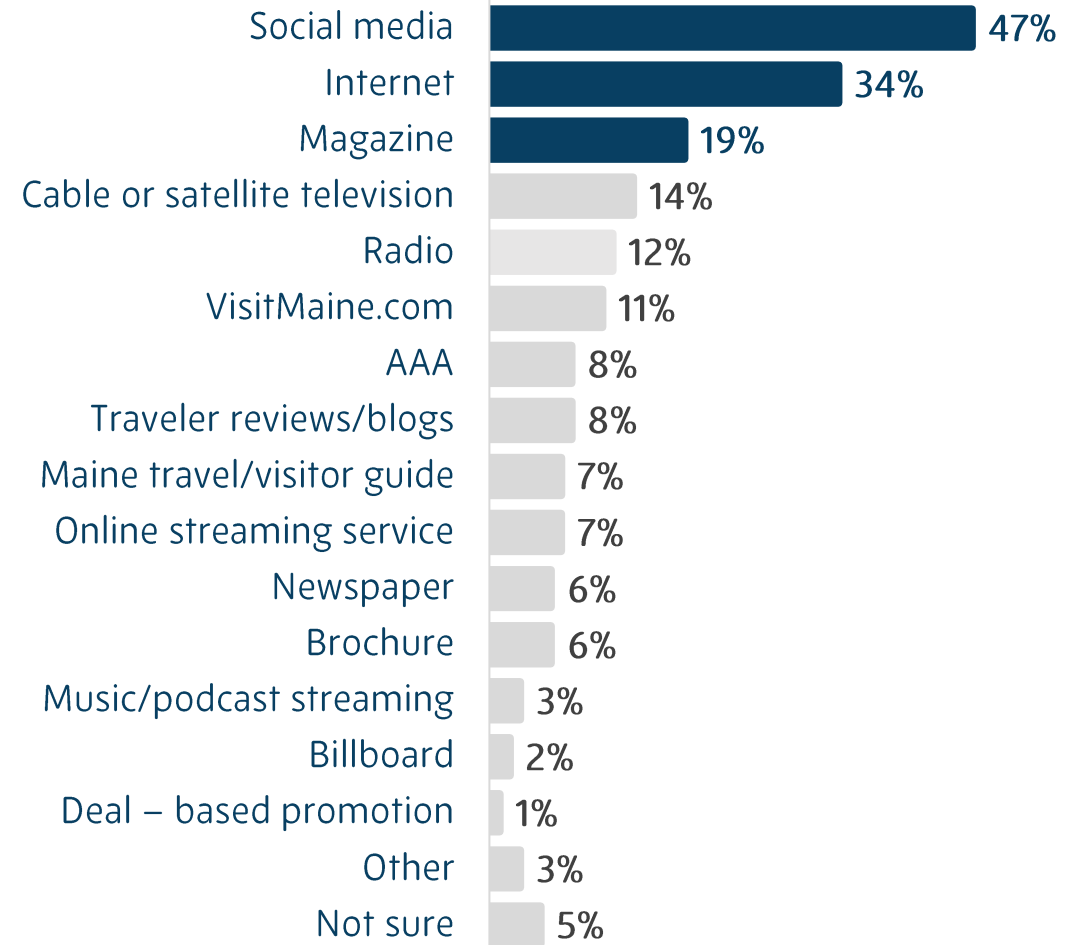
- » Nearly **2 in 3** visitors considered visiting **ONLY** Maine while planning their trips
- » **1 in 5** visitors considered visiting New Hampshire while planning their trips
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



PRE-TRIP RECALL OF ADVERTISING*

- » Nearly **half** of visitors noticed advertising or promotions for Maine prior to their trip
- » Visitors who recalled this advertising primarily saw it on **social media, the internet, or a magazine**
- » This information influenced **20% of all** visitors to visit Maine

Base: 44% of visitors who noticed advertising



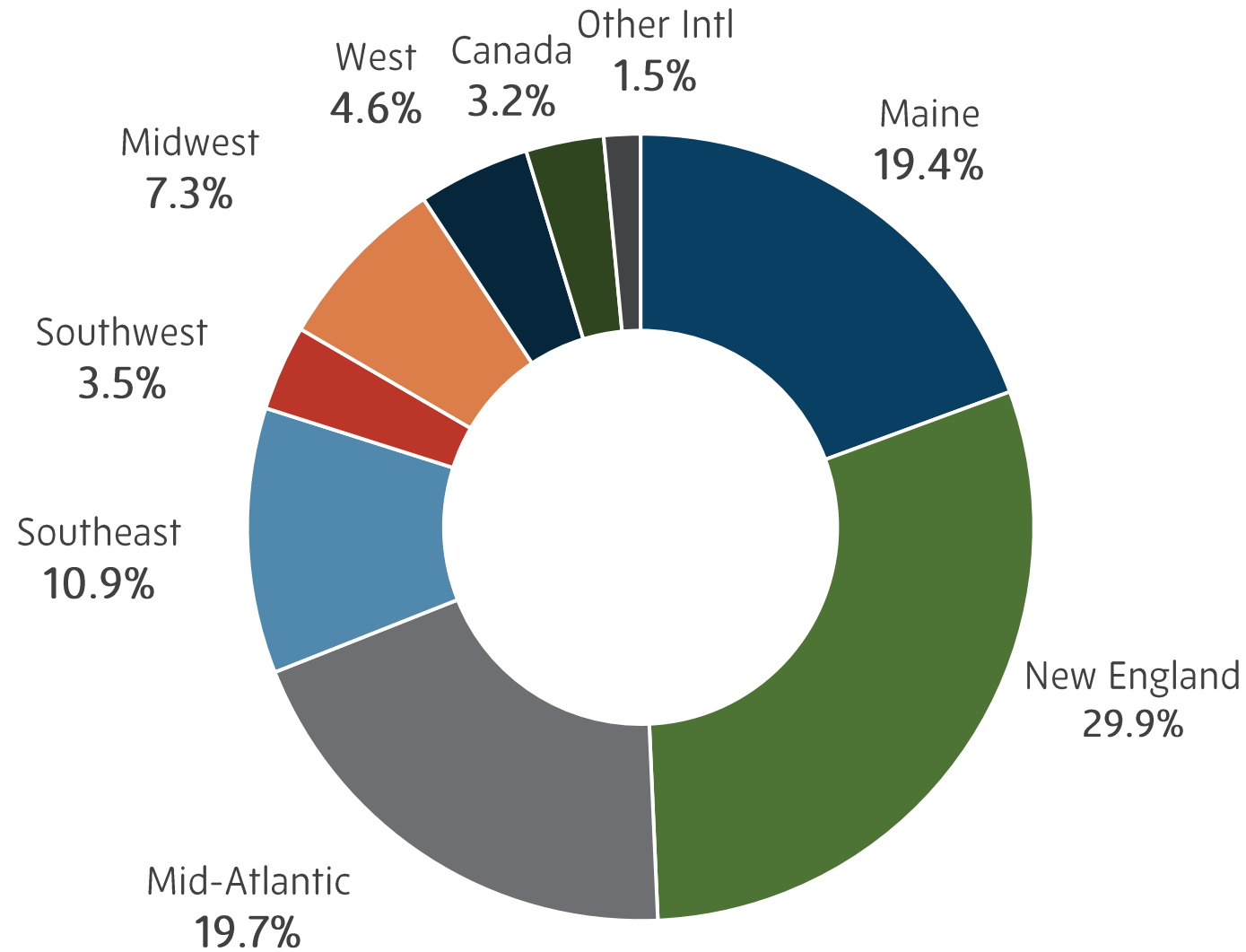
*Multiple responses permitted.

*Ad sources were only asked in Winter and Summer Surveys

VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **80.9%** of visitors traveled to/within Maine from these 16 U.S. states and Canadian provinces
- » Nearly **1 in 5** visitors were residents of Maine traveling throughout the state

State	Percent
Maine	19.4%
Massachusetts	14.7%
New York	7.1%
New Hampshire	6.3%
Florida	5.0%
Connecticut	4.6%
New Jersey	4.0%
Pennsylvania	3.8%
Texas	2.4%
Vermont	2.4%
Virginia	2.3%
Rhode Island	2.0%
California	1.8%
Maryland	1.8%
Ohio	1.7%
New Brunswick, CAN	1.6%

TOP ORIGIN MARKETS*

- » Over **3 in 5** visitors traveled from these 11 U.S. markets
- » **30.1%** of visitors traveled to/around Maine from Boston or Portland-Auburn

Market	Percent
Boston ¹	17.6%
Portland-Auburn	12.5%
New York ²	8.4%
Bangor	6.1%
Hartford-New Haven	3.5%
Burlington-Plattsburgh	2.8%
Philadelphia	2.7%
Providence-New Bedford	2.7%
Washington, DC-Hagerstown ³	2.5%
New Brunswick, CAN	1.7%
Springfield-Holyoke	1.5%

*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.

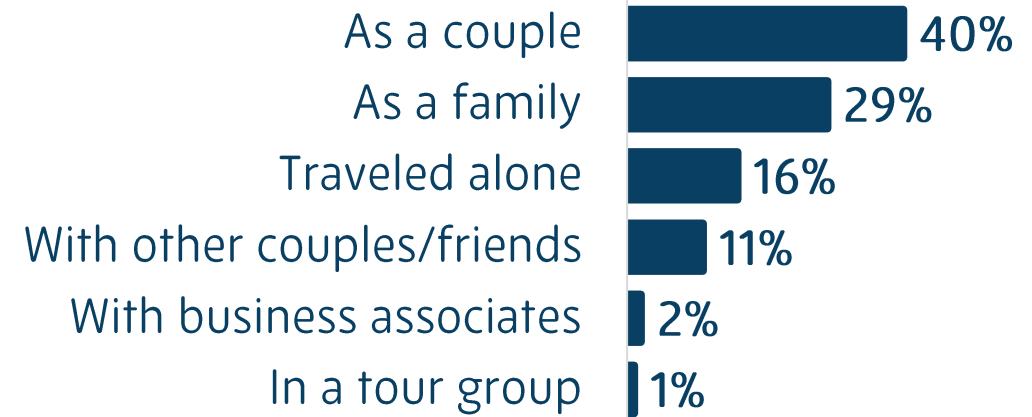
²Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

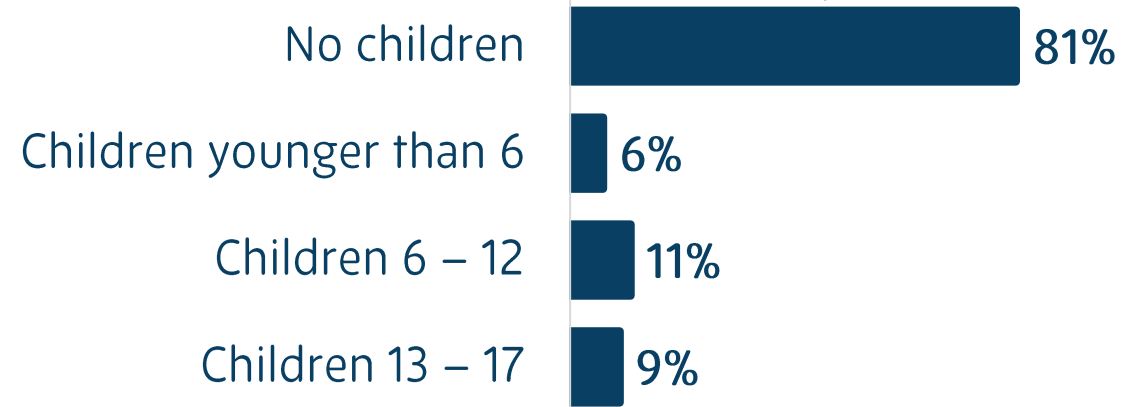
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **3.0** people
- » **2 in 5** visitors traveled as a couple
- » Nearly **3 in 10** traveled as a family
- » **19%** of visitors traveled with one or more children in their travel party

Travel Party Composition



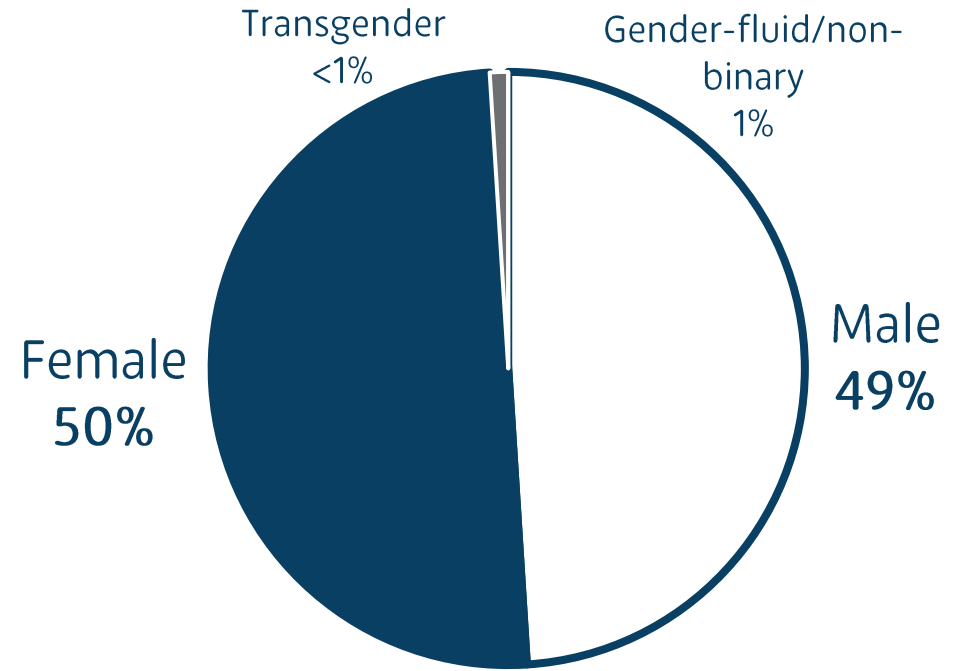
Children in Travel Party*



*Multiple responses permitted.

GENDER*

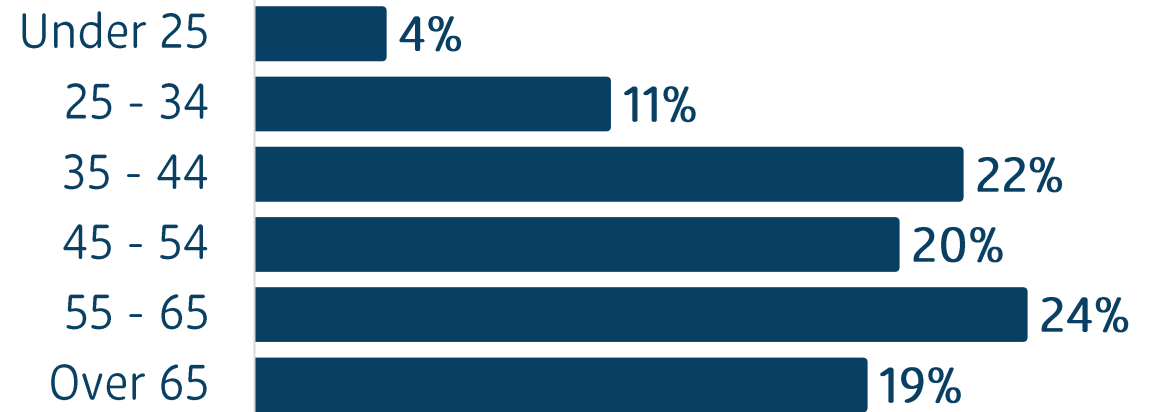
» Half of visitors to Maine interviewed were females



*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.

AGE*

» The median age of visitors to Maine is 52 years old



*Age of member of travel party surveyed.

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

RACE & ETHNICITY**

» Nearly 9 in 10 visitors to Maine were white



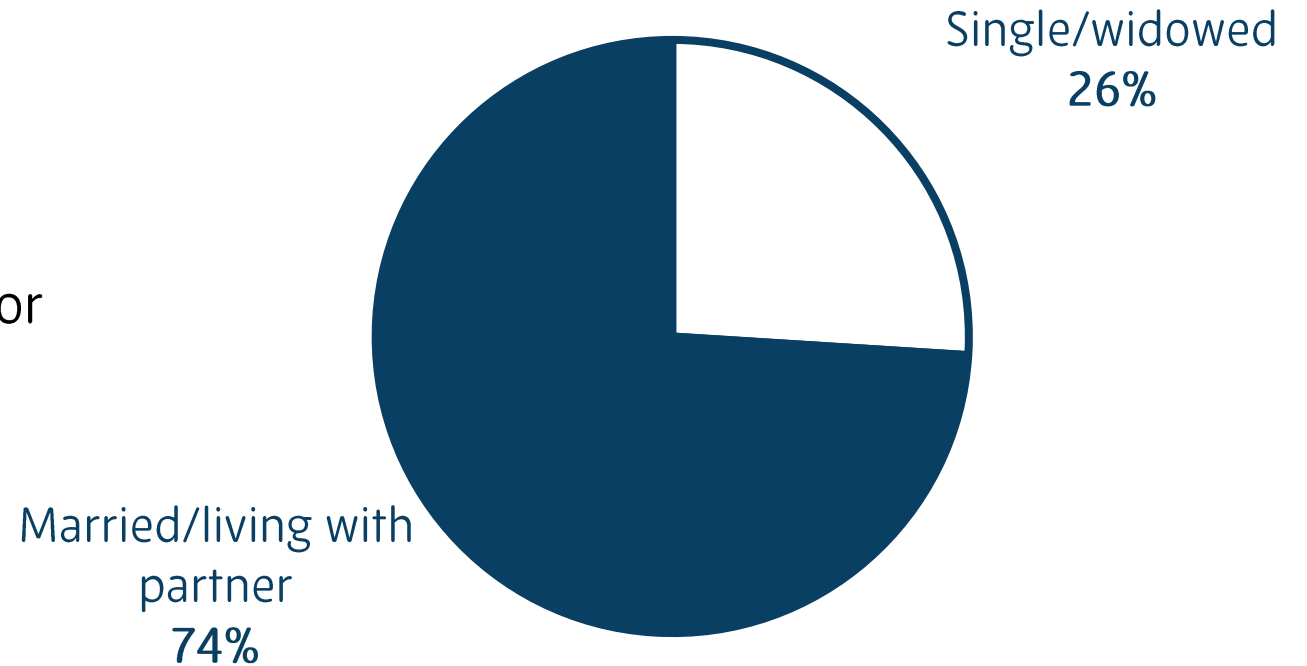
*Multiple responses permitted.

*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.

MARITAL STATUS*

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

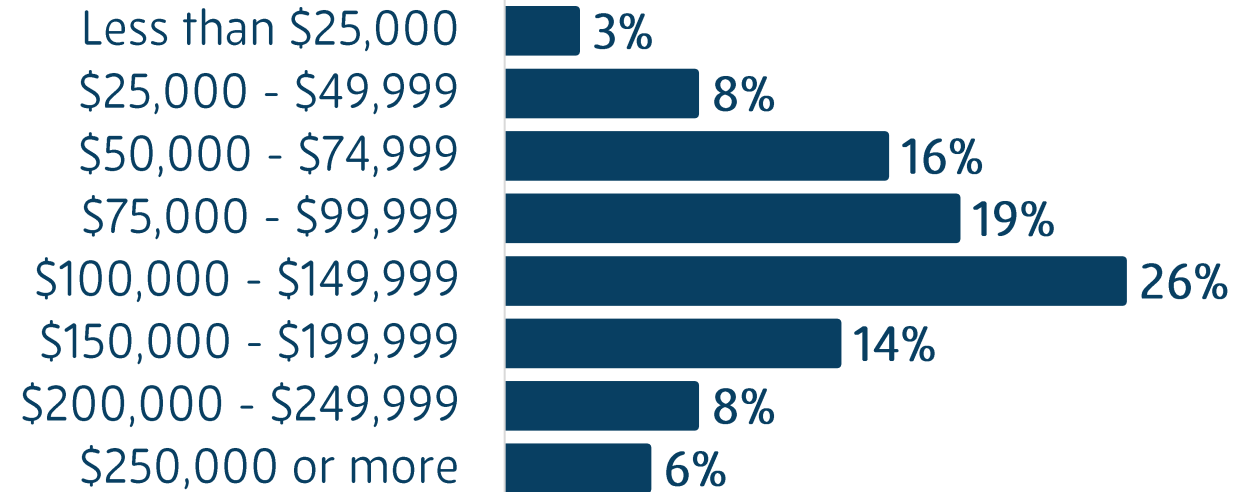


*Marital status of member of travel party surveyed.

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

HOUSEHOLD INCOME

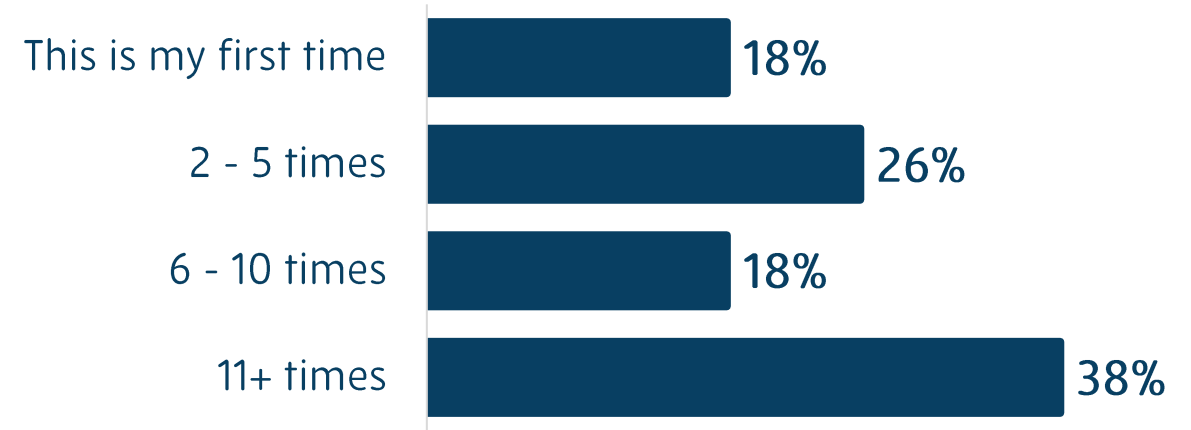
- » The median household income of visitors to Maine is **\$107,700** per year
- » **28%** of visitors to Maine earned more than \$150,000 per year



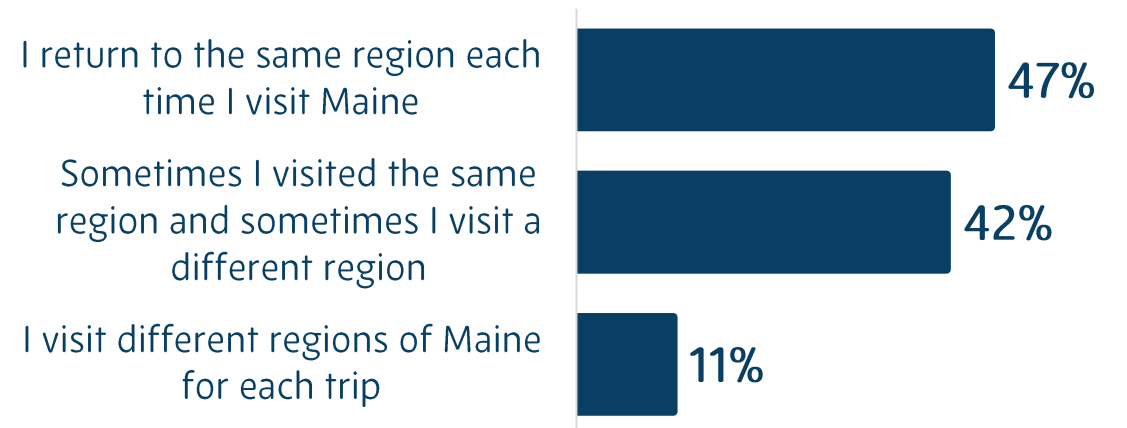
NEW & RETURNING VISITORS

- » **18%** of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as **38%** had previously traveled in Maine more than 10 times
- » **Nearly half** of Fall visitors who have visited Maine 11+ times, return to the same region each time, while **11%** say they visit different region of Maine each trip

Number of Times Visited



Returning to Familiar or Different Regions*



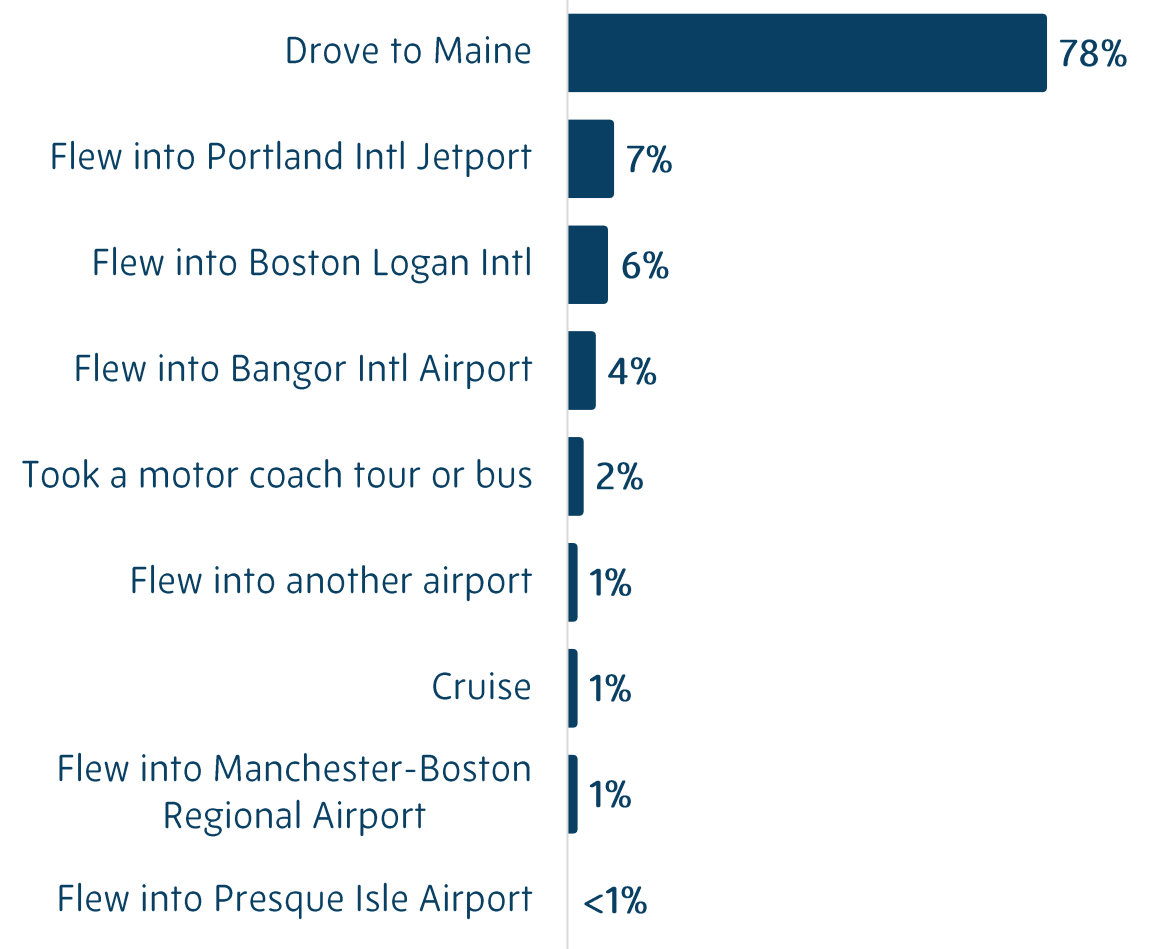
*Only asked in Fall survey to those who have visited Maine 11+ times.

VISITOR JOURNEY : TRIP EXPERIENCE



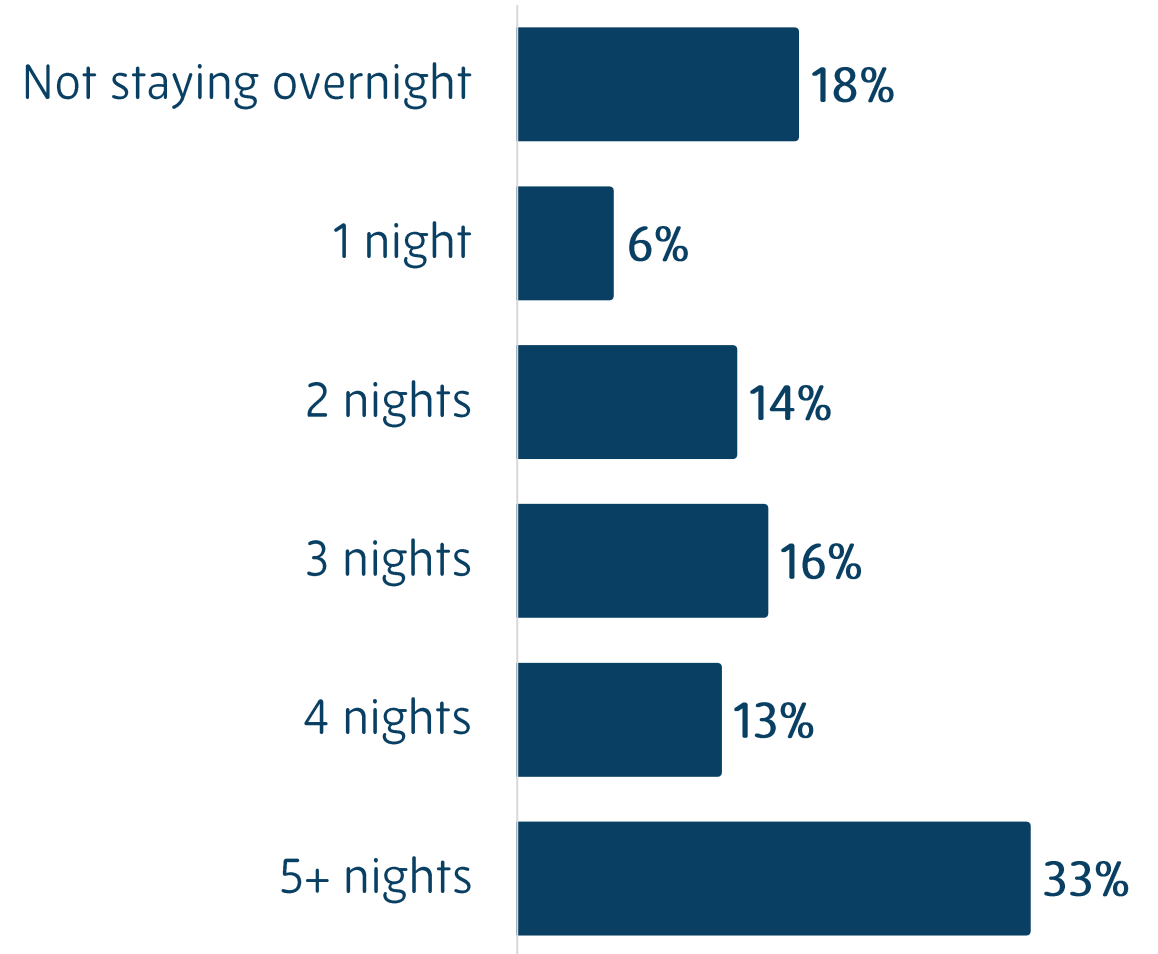
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **78%** choosing to travel by car over plane, motor coach/bus, or train (-2% points from 2024)
- » Most visitors who flew to Maine arrived at Portland International Jetport, Boston Logan International Airport, or Bangor International Airport



NIGHTS STAYED

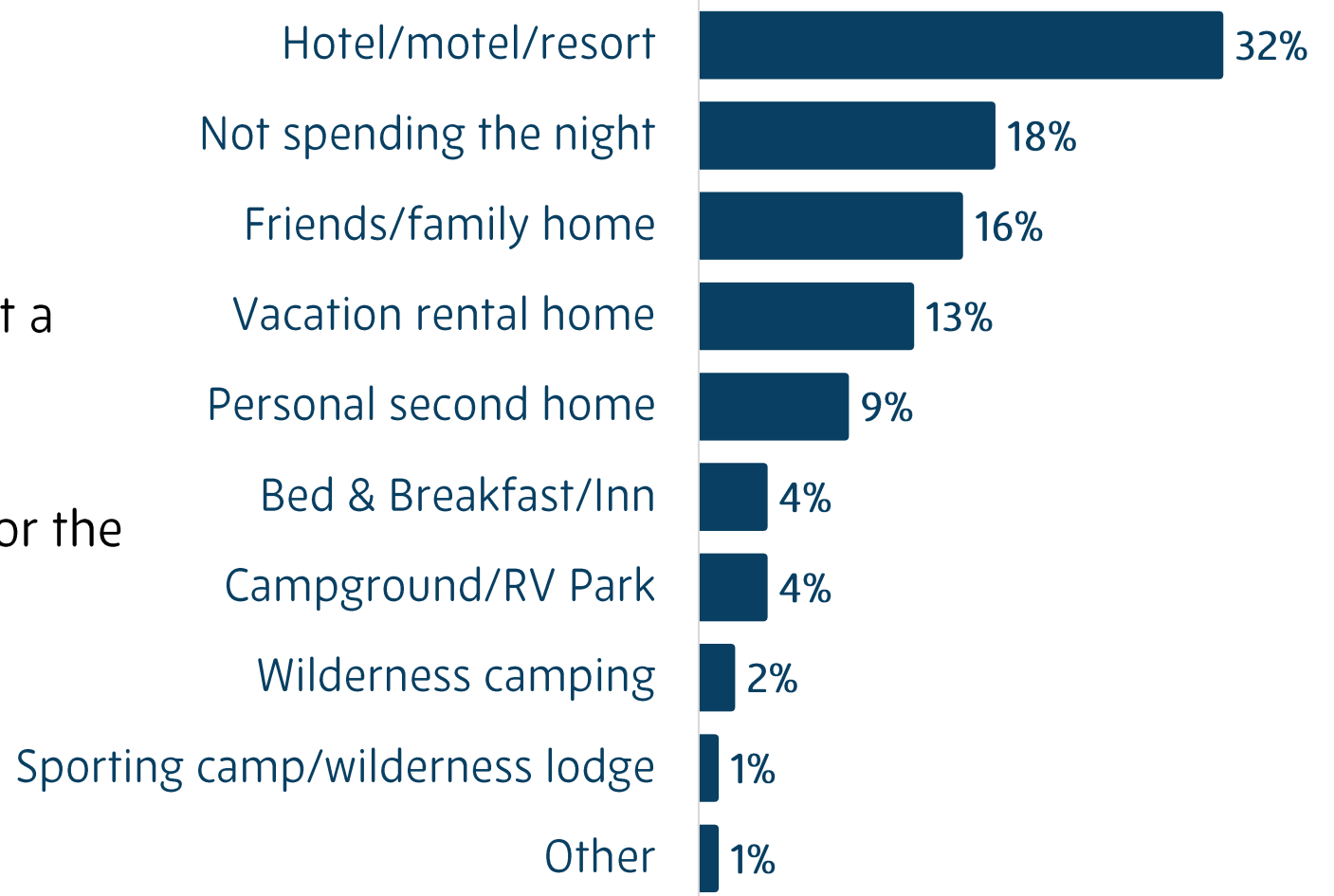
- » 82% of visitors stayed one or more nights in Maine on their trip (+1% point from 2024)
- » Typical visitors stayed 4.7* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 4.7 nights in Maine on their trips



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

ACCOMMODATIONS*

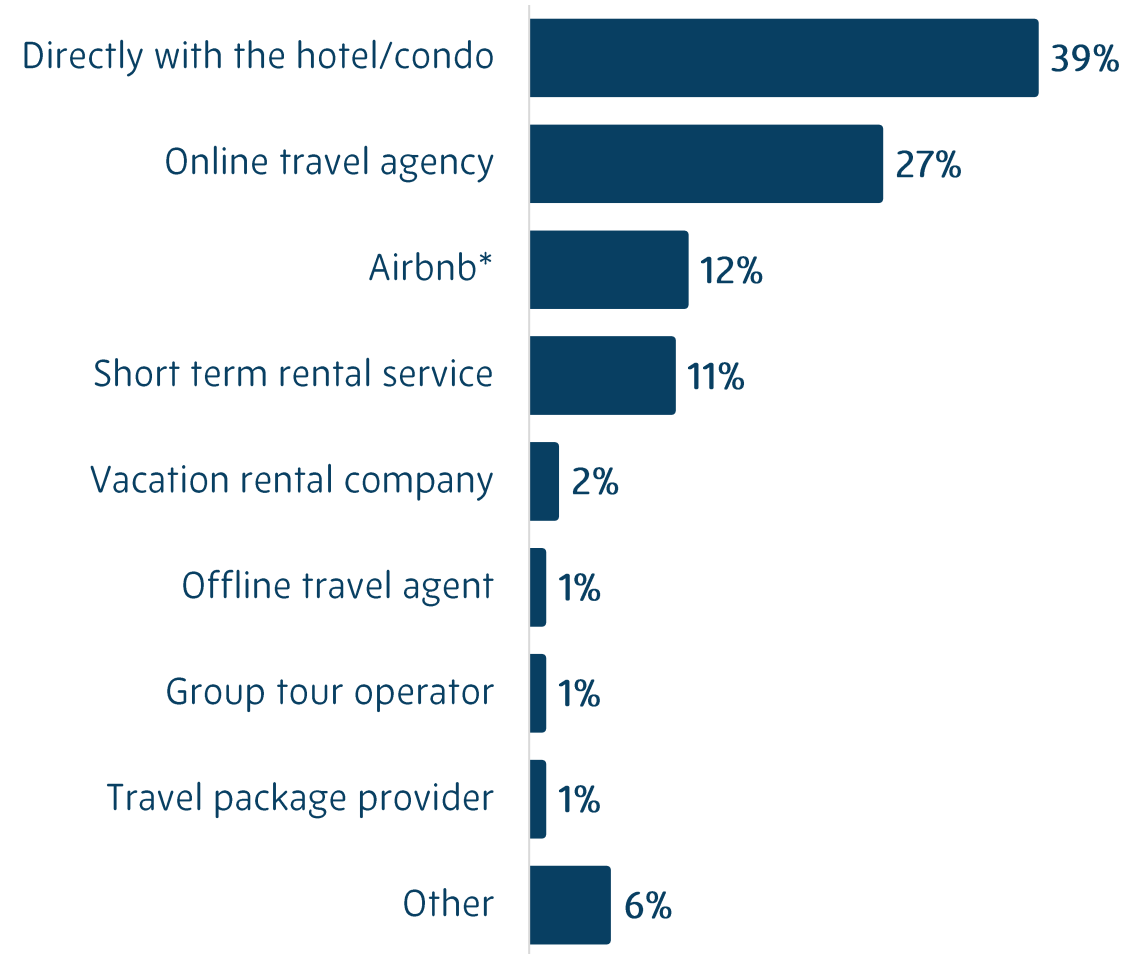
- » Nearly **1 in 3** visitors stayed overnight at a hotel/motel/resort
- » Nearly **1 in 5** visitors were just visiting for the day or staying with friends/family



*3% of Fall visitors stayed in a Cabin/Cottage. This response option was only available to Fall visitors as part of the updated survey.

BOOKING METHODS

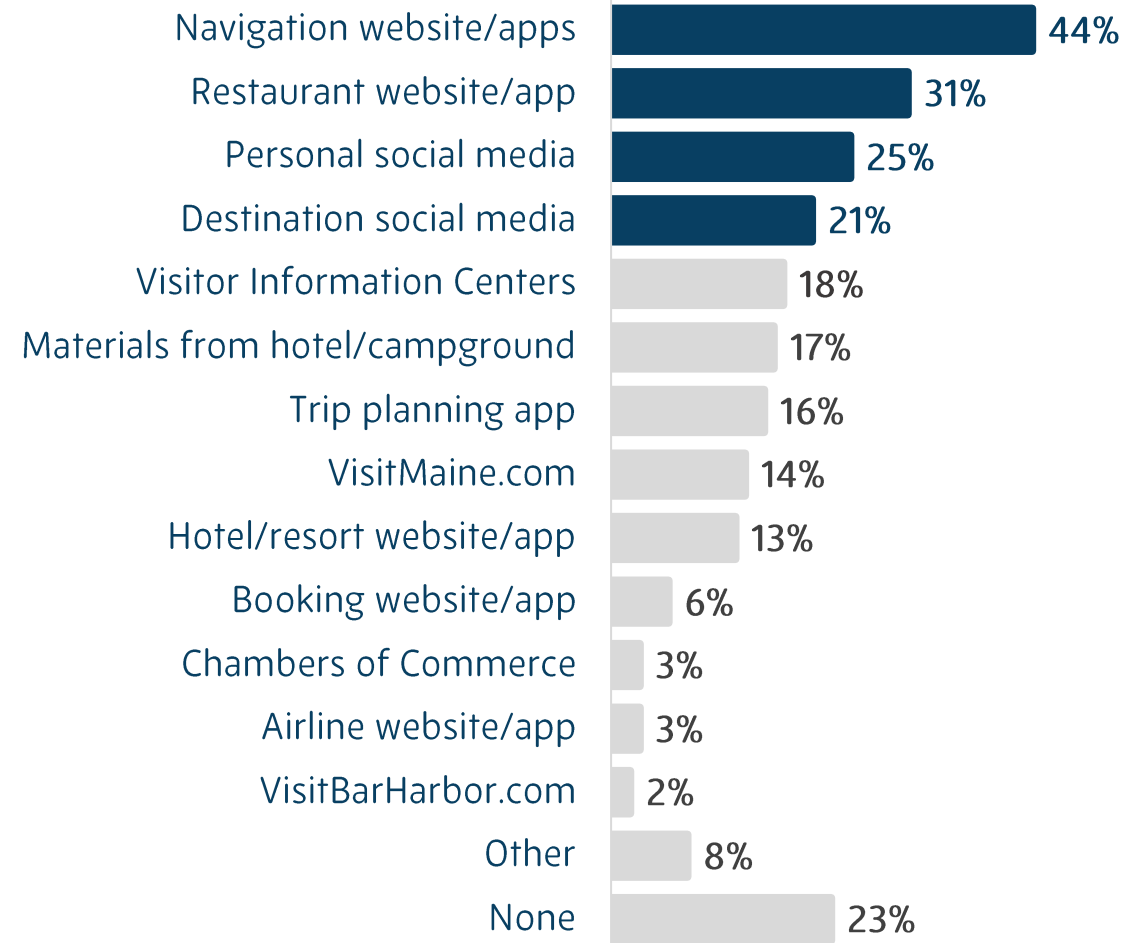
» Nearly **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



*Airbnb was only asked for Winter and Summer surveys.

IN-MARKET VISITOR RESOURCES*

- » Visitors were more likely to rely on navigation websites/apps (e.g., Google or Apple Maps, etc.) to plan activities in-market
- » **3 in 10** visitors used restaurant websites/apps
- » **1 in 4** visitors used their own personal social media, while **1 in 5** visitors use destination social media
- » On the other hand, nearly **1 in 4** visitors did not use any resources to plan activities while they were in-market

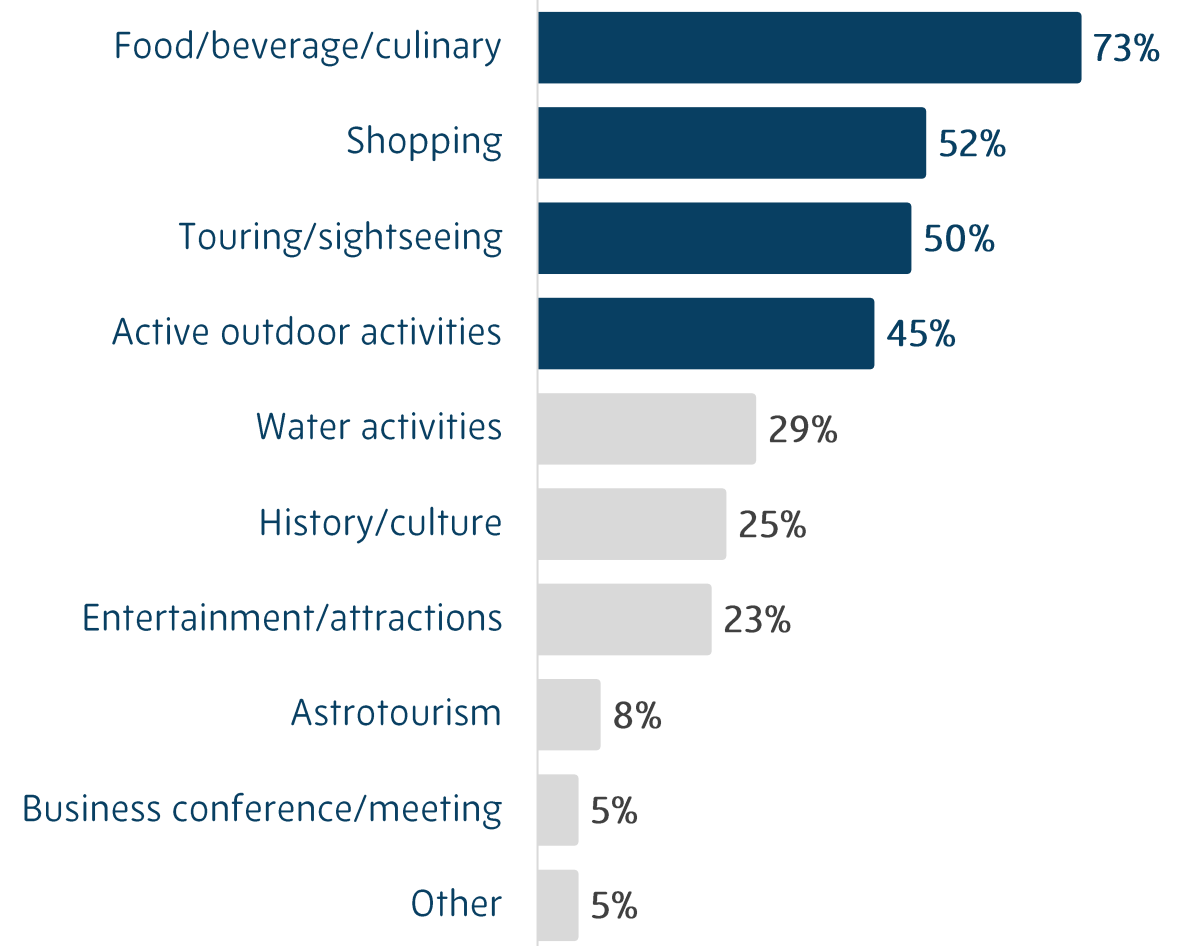


*Multiple responses permitted.

Outdoors/Parks/Trails Tip Planning Apps were selected by 19% of Fall visitors. This response option was only asked to Fall visitors as part of the updated survey.

VISITOR ACTIVITIES*

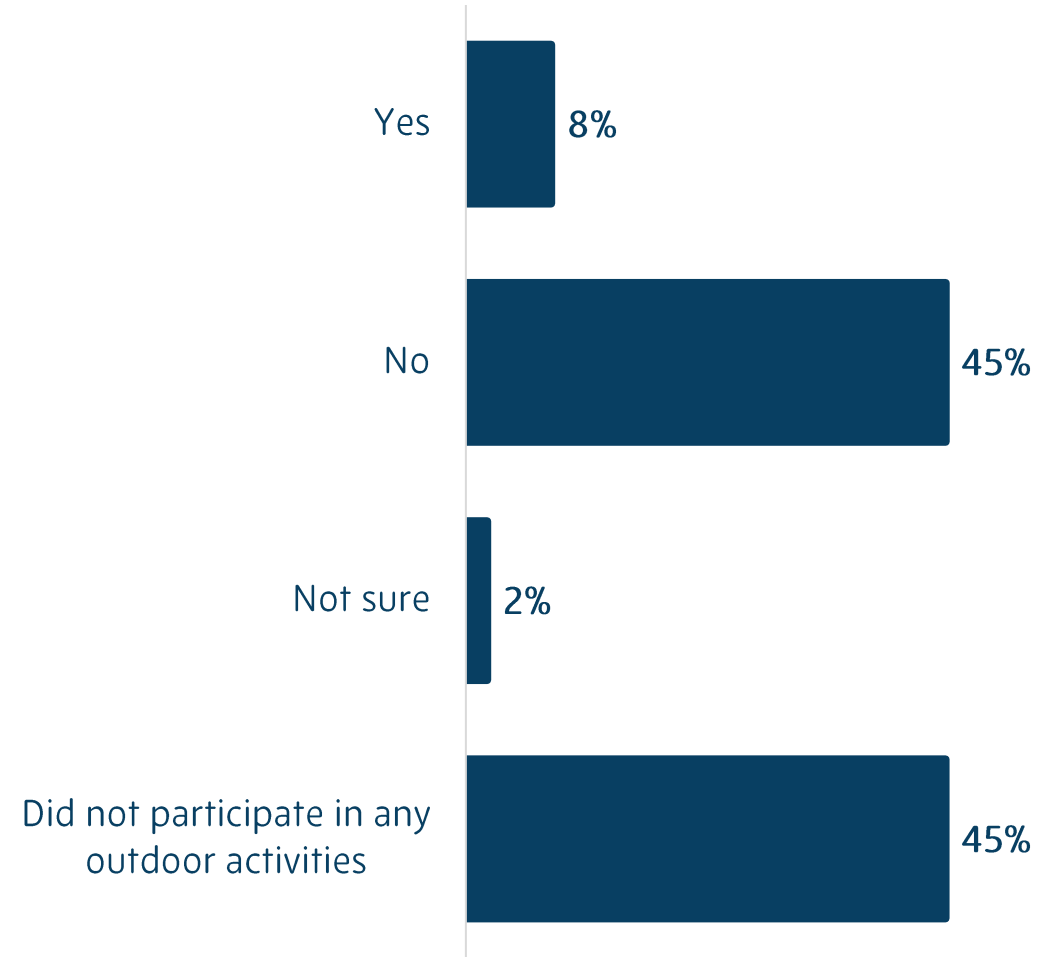
- » 73% of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » About half of visitors went shopping and enjoyed touring/sightseeing during their trip to Maine
- » Nearly half of visitors enjoyed active outdoor activities during their trip to Maine



*Multiple responses permitted.

USED A MAINE GUIDE*

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



*Only asked in Fall survey.
Only shown to those who participated in outdoor activities.

DETAILED VISITOR ACTIVITIES*

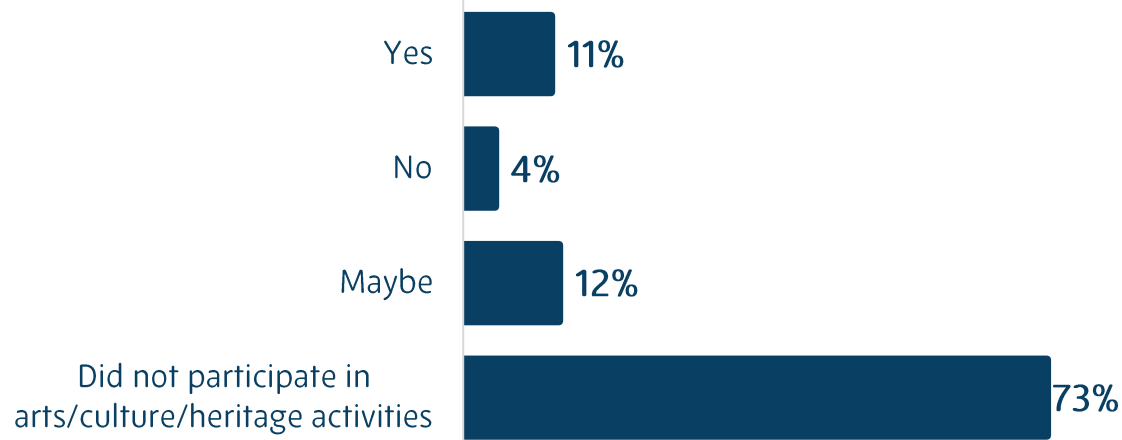
Activity	%	Activity	%	Activity	%
Enjoying the ocean views/rocky coast	42%	Shopping for “Made in Maine” products	18%	Bicycling touring	4%
Ate lobster	42%	Outdoor swimming	16%	Surfing	4%
Sightseeing	41%	Fishing	15%	Outdoor fun centers	4%
Ate other local seafood	38%	Exploring State and National Parks	15%	Bars/nightlife	4%
Going to local brew pubs/craft breweries	37%	Enjoyed high-end cuisine or five-star dining	15%	Amusement/theme parks	3%
Driving for pleasure	33%	Visited Farmer’s Markets	14%	Attend sporting events	3%
Shopping in downtown areas	29%	Canoeing/kayaking	13%	Riding all-terrain vehicles	3%
Consumed other locally produced Maine foods	26%	Visit historic sites/museums	13%	Snowmobiling	3%
Hiking/climbing/backpacking	26%	Motor boating	11%	Nordic skiing	3%
Outlet shopping	26%	Ate farm-to-table or organic cuisine	10%	Agricultural fairs	2%
Shopping for gifts/souvenirs	24%	Visit art museums/local artisan studios	10%	Painting/drawing/sketching	2%
Enjoyed unique Maine food or beverages	24%	Shopping at malls	10%	Hunting	2%
Enjoying the mountain views	23%	Viewing fall colors	8%	Attend operas/classical music events	2%
Photography	23%	Pool swimming	7%	Water parks	2%
Going to the beach	22%	Get to know the local people and/or culture	7%	Snowshoeing	2%
Wildlife viewing/bird watching	22%	Camping	6%	Water skiing/jet skiing	1%
Shopping for antiques/local arts and crafts	22%	Sailing	6%	White water rafting	1%
Shopping for unique/locally produced goods	20%	Attend popular music concerts/events	6%	Children’s museums	1%
Nature cruises or tours	19%	Mountain/Fat Biking	5%	Animal parks/zoos	1%
Tours of communities/local architecture	18%	Attend plays/musicals/theatrical events	5%	Summer camps	<1%
Enjoying local food at fairs/festivals	18%	Alpine skiing/snowboarding	5%	Horseback riding	<1%

*Multiple responses permitted.

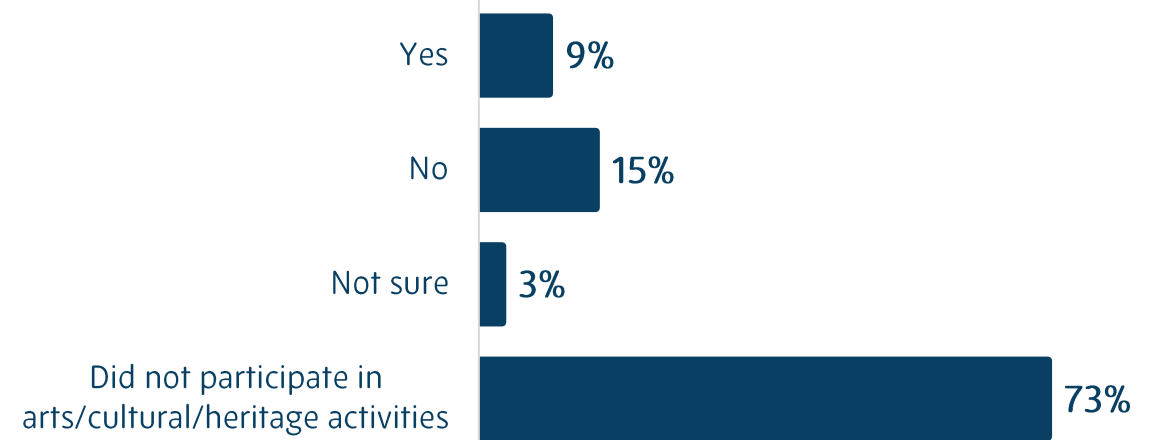
INDIGENOUS TRAVEL*

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

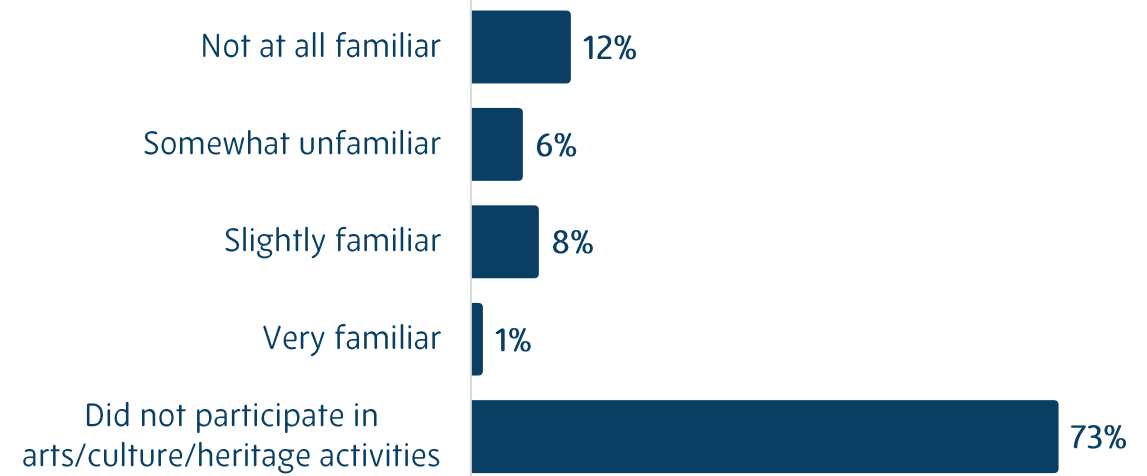
Would you consider incorporating authentic Wabanaki cultural experiences into your Maine itinerary?



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 asked in Fall survey.

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

DAILY TRAVEL PARTY SPENDING

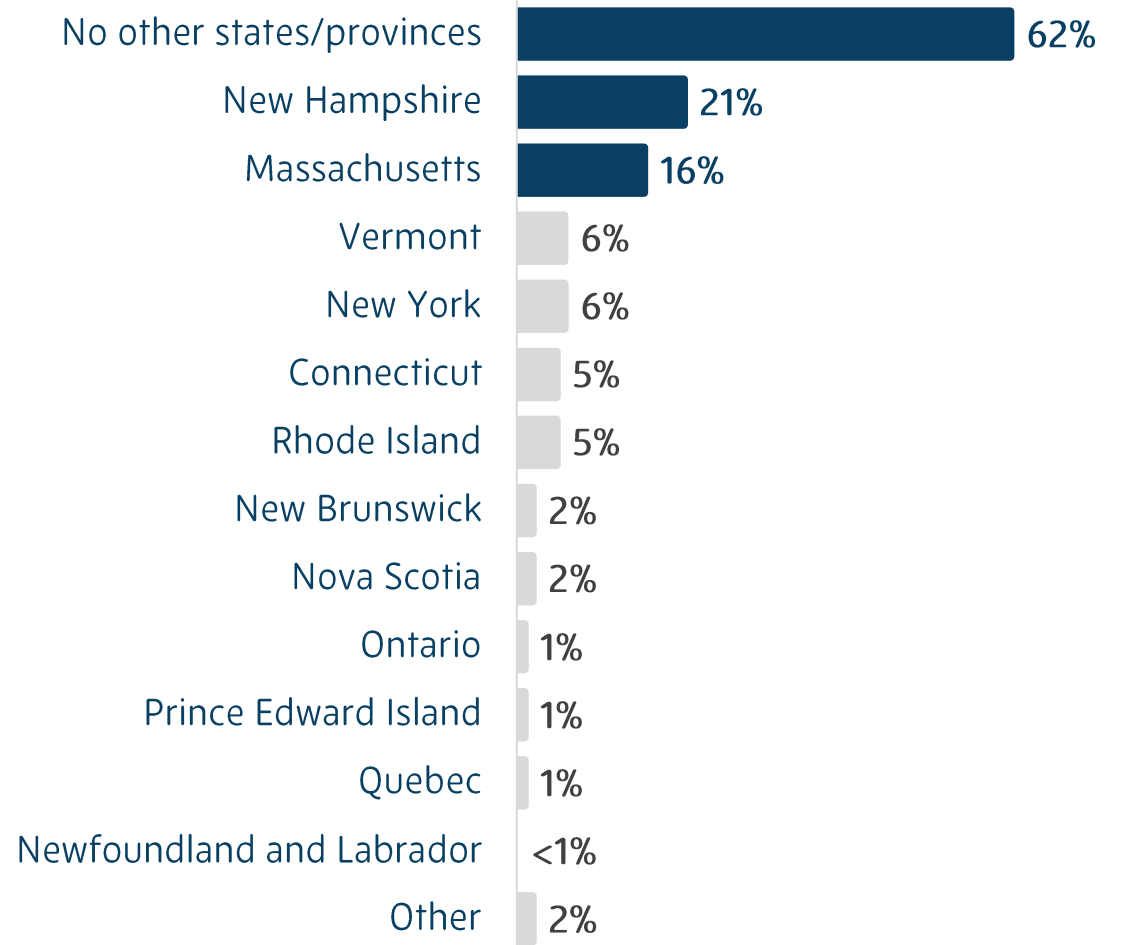
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$209	\$0	\$0
Restaurants	\$142	\$97	\$73
Groceries	\$38	\$42	\$13
Shopping	\$103	\$79	\$78
Activities & attractions	\$84	\$53	\$38
Transportation	\$54	\$43	\$35
Other	\$20	\$14	\$10
Daily Spending	\$650	\$328	\$247

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$984	\$0	\$0
Restaurants	\$666	\$718	\$73
Groceries	\$178	\$309	\$13
Shopping	\$485	\$582	\$78
Activities & attractions	\$393	\$393	\$38
Transportation	\$255	\$317	\$35
Other	\$96	\$101	\$10
Trip Spending	\$3,057	\$2,420	\$247

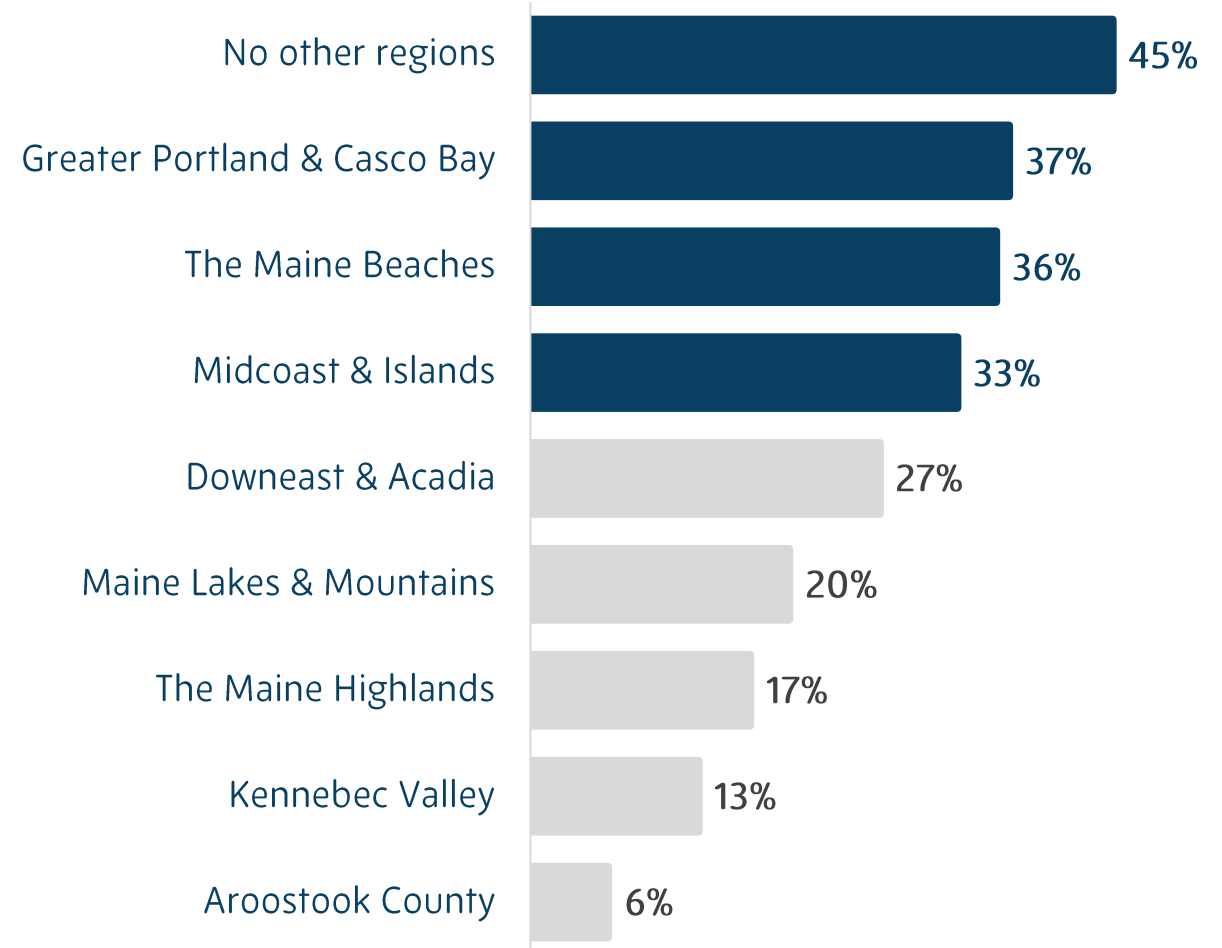
OTHER STATES & PROVINCES VISITED*

- » Over **3 in 5** visitors did not visit any other U.S. state or Canadian province during their trip
- » Over **1 in 5** visitors went to New Hampshire during their trip to Maine
- » Visitors continued to be more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip



TRAVELING WITHIN MAINE*

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



*Multiple responses permitted.

VISITOR JOURNEY : POST-TRIP EVALUATION



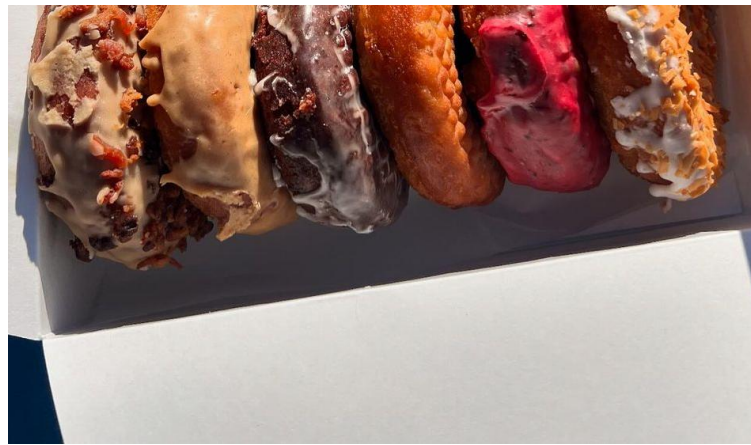
UNIQUENESS



“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

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



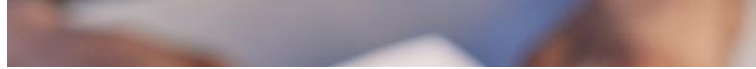
“We really enjoyed the places, the camping, and the car stop. People are polite. We also enjoyed the beach. It was very convenient to sleep, shop, and eat!”



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



HIGHLIGHTS



"We tried the famous lobster rolls and took some great pictures at a few of the lighthouses we visited."



"Working with master class boat builders. Day trips. Major snow."



"We are here to attend the Eastern Cup this weekend. This is a big event and I'm glad I get to be part of this event."

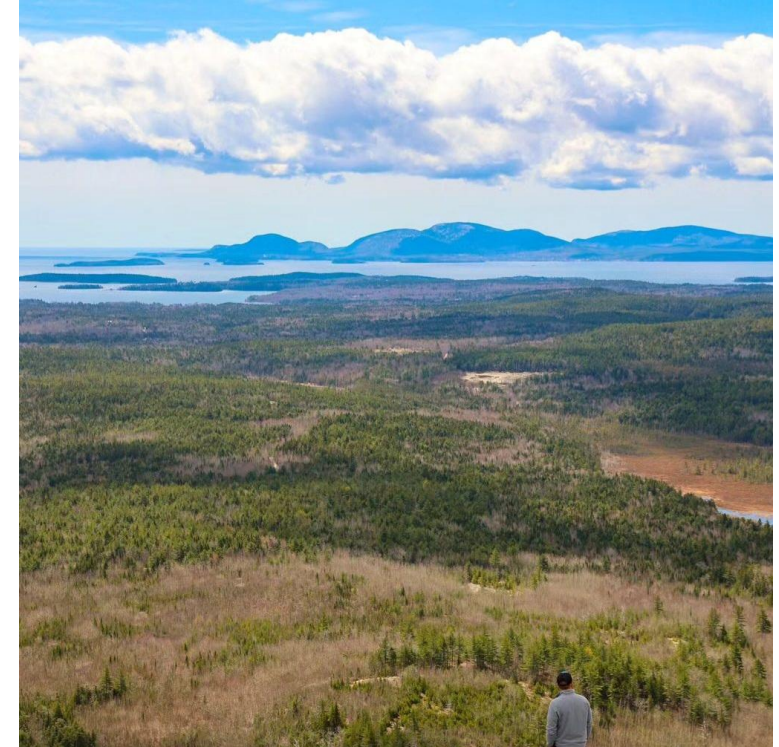


HIGHLIGHTS

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



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



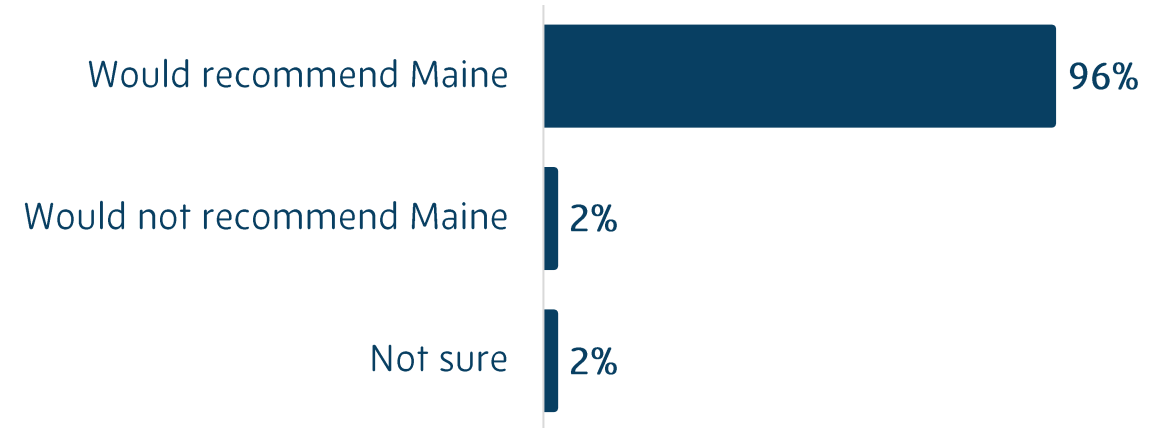
“The Windsor Fair, driving along the Kennebec, the multitude of Monarchs at the Gardens, and our anniversary dinner in Camden.”



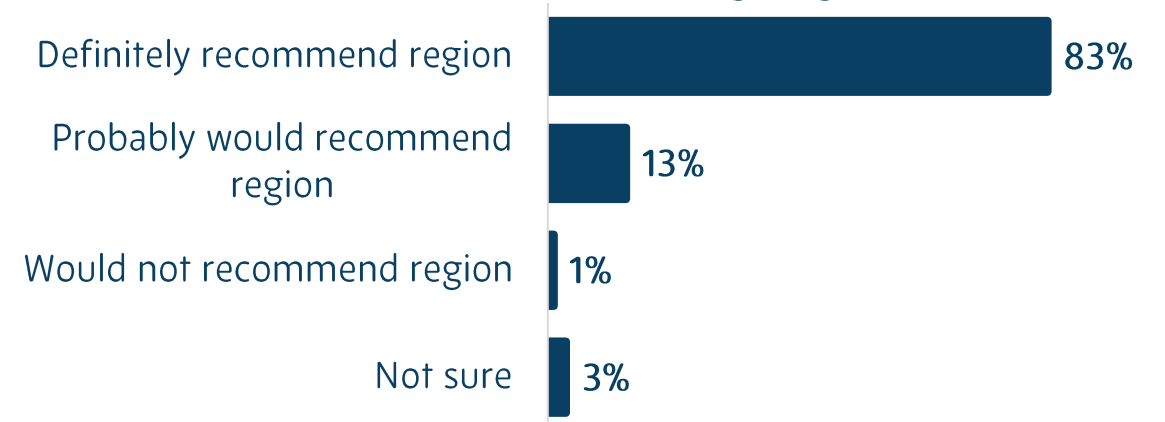
RECOMMENDING MAINE & ITS REGIONS*

- » **96%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **96%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **83%** would definitely recommend

Likelihood of Recommending Maine



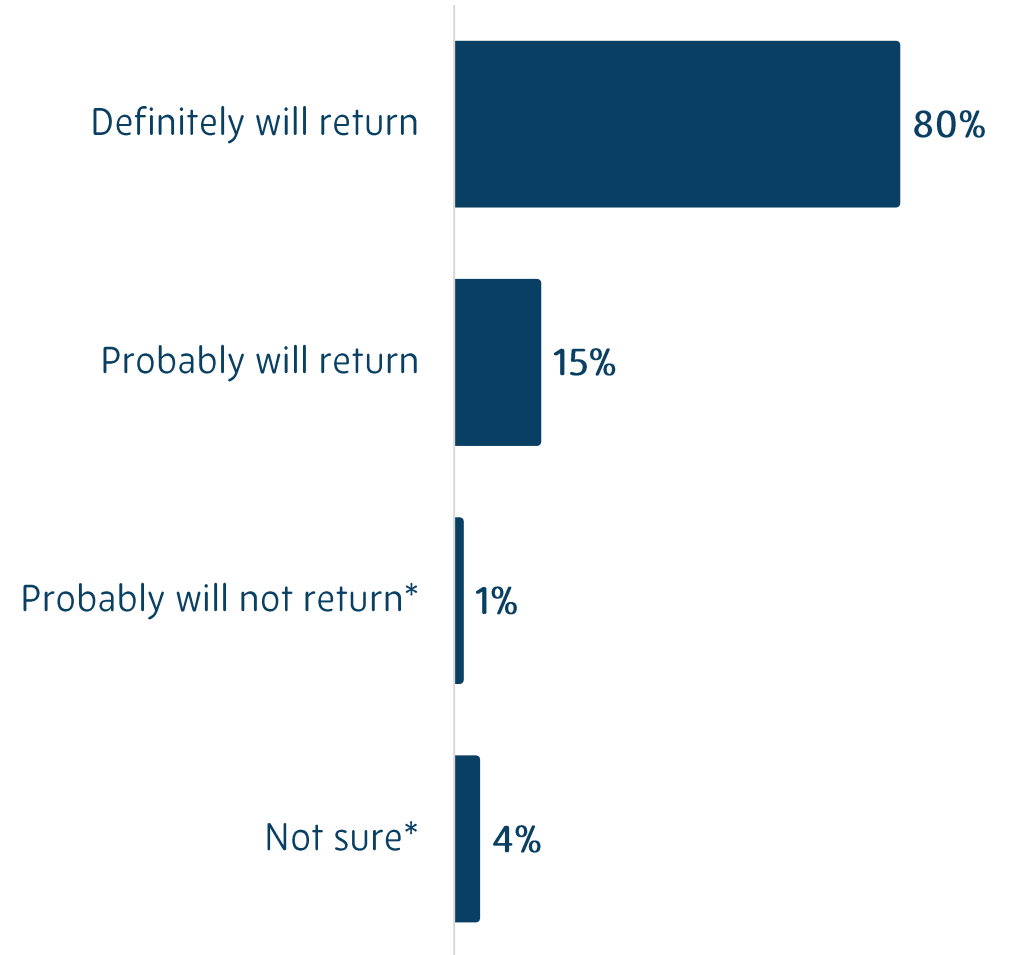
Likelihood of Recommending Region Visited



*Question wording updated in Fall survey.

LIKELIHOOD OF RETURNING TO MAINE

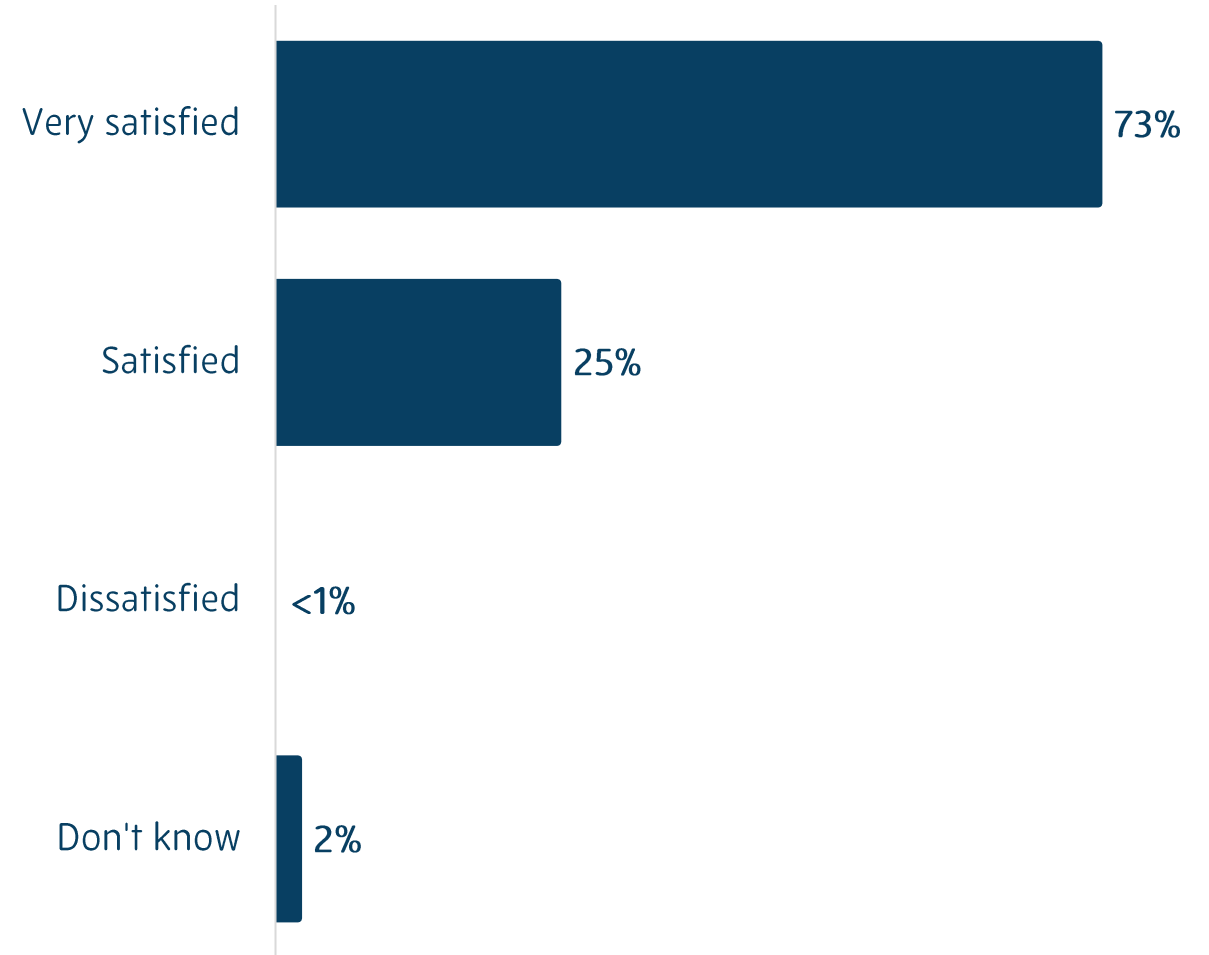
» **95%** of visitors will return to Maine for a future visit or vacation



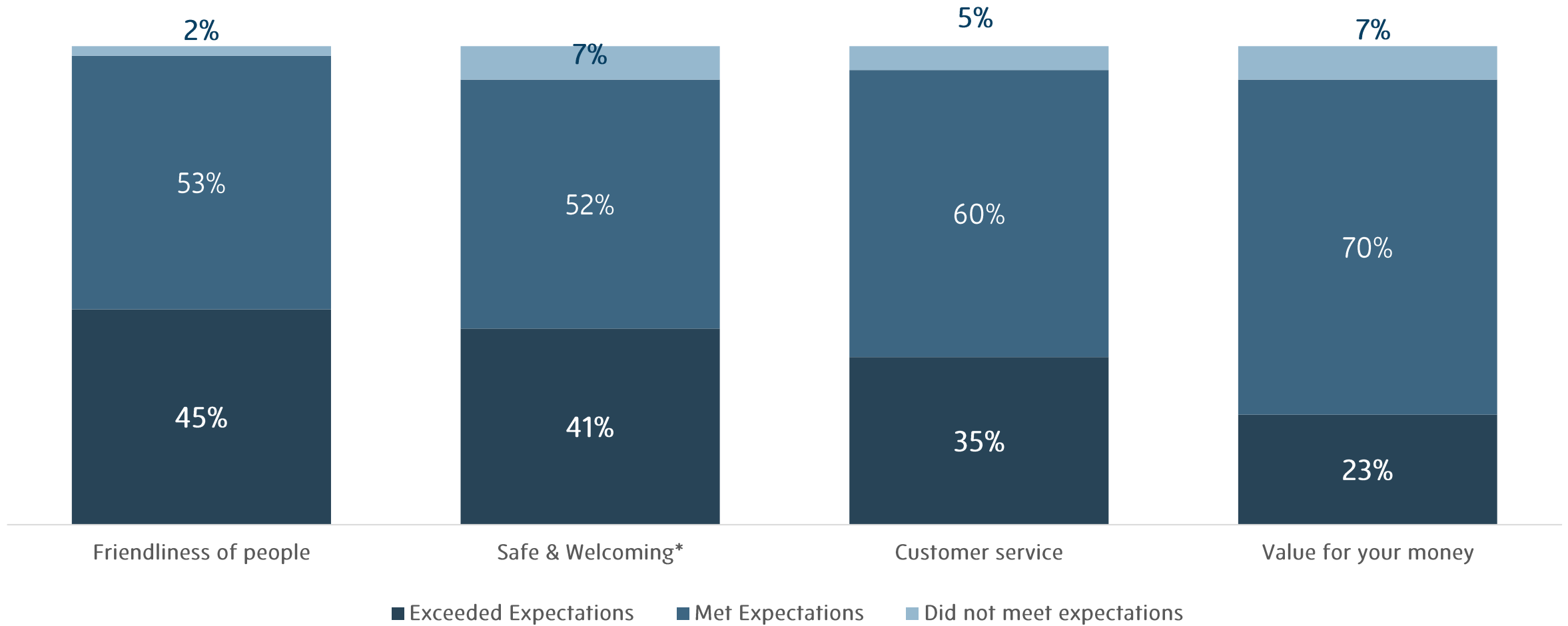
*5% of all visitors are not sure or will probably not return to Maine for the following reasons:
1. Prefer a variety of destinations 2. Traffic/difficult drive.

SATISFACTION*

- » 98% of visitors were satisfied with their trip to Maine
- » Nearly 3 in 4 visitors were very satisfied with their trip to Maine



TRIP RATINGS



*Only asked in Fall surveys.

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

“Winter like summer, Maine offers always many interesting activities. Its nature is marvelous, the environment is peaceful & relaxing, the locals are friendly, the seafood is great.”



“We wait until the leaves are all off the trees and book a room overlooking the bay. Incredible views. We indulge in extra special food and shop the best artisan markets. The lobster trap Christmas tree is a tradition we never miss.”



“We are used to the cold weather, but we will not forget the stunning coastal view in Maine. I would love to live by the ocean. People here are friendly. The lobster rolls are delicious.”



ANNUAL COMPARISONS



VISITOR JOURNEY : PRE-VISIT



TRIP PLANNING CYCLE

Trip Planning Cycle	2024	2025
A week or less	13%	15%
2 - 3 weeks	14%	14%
1 - 2 months	29%	26%
3 - 4 months	20%	19%
5 - 6 months	11%	12%
7 months - 1 year	9%	10%
More than 1 year	4%	4%
Days in Planning Cycle	54	54

Booking Window	2024	2025
A week or less	19%	20%
2 - 3 weeks	15%	16%
1 - 2 months	29%	28%
3 - 4 months	18%	16%
5 - 6 months	10%	11%
7 months - 1 year	7%	7%
More than 1 year	2%	2%
Days in Booking Window	47	45

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2024	2025
Online search engines	26%	29%
Online travel agency	20%	18%
Hotel websites	15%	17%
Facebook	12%	16%
VisitMaine.com	21%	14%
Airbnb	11%	13%
Instagram	9%	12%
Traveler reviews/blogs/stories	8%	10%
YouTube	7%	10%
TripAdvisor	10%	9%
Visit Maine social media	6%	9%
Vrbo/HomeAway	7%	8%
Airline websites	6%	6%
VisitPortland.com	9%	5%
TheMaineBeaches.com	10%	5%
DowneastAcadia.com	7%	4%
Vacation rental websites	4%	4%
VisitBarHarbor.com	4%	4%
MaineTourism.com	4%	3%
MainesMidCoast.com	4%	3%
MaineLakesandMountains.com	2%	2%
DiscoverNewEngland.com	1%	2%
KennebecValley.org	0%	1%
VisitAroostook.com	1%	1%
TheMaineHighlands.com	1%	1%
X (formerly known as Twitter)	1%	1%
Other	4%	4%
None	24%	26%

*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2024	2025
Advice from friends/family	36%	40%
Travel guides/brochures	20%	15%
Articles or travelogues	12%	10%
Travel planning apps	7%	10%
AAA	8%	9%
Travel books & magazines	10%	9%
Called the Maine Office of Tourism	11%	7%
Visit Maine e-newsletter	9%	6%
Visitor Guide	4%	4%
Called local Chambers of Commerce	1%	2%
Travel agent	1%	2%
Called local convention and visitors bureaus	0%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Other	3%	4%
None	35%	40%

REASON FOR VISITING*

Reasons for Visiting	2024	2025
Relax and unwind	33%	32%
Visiting friends/relatives	26%	30%
Sightseeing/touring	33%	30%
Nature & bird watching	20%	18%
Attractions	9%	17%
Shopping	13%	14%
Beach	16%	12%
Special occasion	11%	12%
Special event	8%	11%
Active outdoor activities	9%	9%
Snow activities	4%	7%
Water activities	8%	7%
Culture/museums/history	6%	7%
Conference/meeting	5%	5%
Sporting event	2%	4%
Astrotourism	1%	1%
Other	14%	14%

*Multiple responses permitted.

OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	2024	2025
No other states/provinces	65%	62%
New Hampshire	19%	20%
Massachusetts	14%	14%
Vermont	9%	8%
New York	6%	5%
Rhode Island	5%	5%
Connecticut	4%	4%
New Brunswick	1%	2%
Nova Scotia	2%	2%
Quebec	1%	2%
Newfoundland and Labrador	<1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Other	2%	2%

ADVERTISING/PROMOTIONS

Recalled Advertising	2024	2025
Yes	46%	44%
No	39%	36%
Not sure	15%	20%

Influenced by Advertising	2024	2025
Yes	21%	20%

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2024	2025
Social media	47%	47%
Internet	32%	34%
Magazine	22%	19%
Cable or satellite television	13%	14%
Radio	18%	12%
VisitMaine.com	11%	11%
Traveler reviews/blogs	9%	8%
AAA	9%	8%
Maine travel/visitor guide	7%	7%
Online streaming service	5%	7%
Brochure	5%	6%
Newspaper	7%	6%
Music/podcast streaming	3%	3%
Billboard	2%	2%
Deal – based promotion	1%	1%
Other	3%	3%
Not sure	3%	5%

*Multiple responses permitted.
Ad sources were only asked in Winter and Summer surveys.

VISITOR JOURNEY : TRAVELER PROFILE



ORIGIN REGION

Region of Origin	2024	2025
New England	31.8%	31.1%
Mid-Atlantic	20.3%	19.8%
Maine	15.5%	19.4%
Southeast	10.9%	10.6%
Midwest	7.0%	6.9%
West	3.9%	4.3%
Canada	5.4%	3.6%
Southwest	3.6%	3.3%
Intl	1.5%	1.2%

ORIGIN STATE/PROVINCE

Origin States & Provinces	2024	2025
Maine	15.5%	19.4%
Massachusetts	15.2%	15.0%
New York	7.9%	7.4%
New Hampshire	6.7%	6.6%
Connecticut	5.4%	4.7%
Florida	4.7%	4.6%
New Jersey	4.0%	3.9%
Pennsylvania	3.9%	3.9%
Vermont	2.9%	2.6%
Texas	1.7%	2.2%
Virginia	2.1%	2.0%
Rhode Island	1.7%	1.9%
California	1.5%	1.7%
Maryland	1.8%	1.7%
Ohio	1.6%	1.7%
Georgia	1.4%	1.4%
North Carolina	1.5%	1.4%
New Brunswick	1.1%	1.3%
Quebec	2.9%	1.3%
Illinois	1.2%	1.2%

ORIGIN MARKET

Origin Markets	2024	2025
Boston	18.1%	17.6%
Portland-Auburn	12.7%	12.5%
New York ¹	7.9%	8.4%
Bangor	4.7%	6.1%
Hartford-New Haven	3.9%	3.5%
Burlington-Plattsburgh	2.8%	2.8%
Philadelphia	2.2%	2.7%
Providence-New Bedford	2.3%	2.7%
Washington, DC-Hagerstown ²	2.1%	2.5%
New Brunswick, CAN	1.4%	1.7%
Springfield-Holyoke	0.9%	1.5%
Orlando-Daytona Beach-Melbourne	1.1%	1.4%
Presque Isle	0.9%	1.4%
Albany-Schenectady-troy	1.8%	1.3%
Tampa-St. Petersburg	1.2%	1.3%
Chicago	1.0%	1.1%
Atlanta	0.9%	1.0%

*Markets have been updated to align with DMA boundaries rather than cities/towns.

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	2024	2025
As a couple	42%	40%
As a family	29%	29%
Traveled alone	14%	16%
With other couples/friends	11%	11%
With business associates	2%	2%
In a tour group	1%	1%
Other	1%	1%
Average Travel Party Size	2.9	3.0

TRAVEL WITH CHILDREN

Children in Travel Party*	2024	2025
No children	81%	81%
Children younger than 6	5%	6%
Children 6 – 12	12%	11%
Children 13 – 17	9%	7%

Gender**	2024	2025
Female	50%	50%
Male	50%	49%
Gender-fluid/non-binary	<1%	1%
Transgender	<1%	<1%
Other	<1%	<1%

*Multiple responses permitted.

**The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.
Maine 2025 Statewide Report

DEMOGRAPHIC PROFILE*

Age	2024	2025
Under 25	4%	4%
25 – 34	13%	11%
35 – 44	23%	22%
45 – 54	19%	20%
55 – 65	23%	24%
Over 65	18%	19%
Median Age	50	52

Race/Ethnicity	2024	2025
White	88%	88%
Asian	4%	4%
Hispanic	4%	4%
Black	2%	2%
Indigenous	1%	1%
Other	1%	1%

*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	2024	2025
Single/widowed	23%	26%
Married/living with partner	77%	74%

Household Income	2024	2025
Less than \$25,000	3%	3%
\$25,000 - \$49,999	8%	8%
\$50,000 - \$74,999	16%	16%
\$75,000 - \$99,999	21%	19%
\$100,000 - \$149,999	26%	26%
\$150,000 - \$199,999	15%	14%
\$200,000 - \$249,999	7%	8%
\$250,000 or more	4%	6%
Median Household Income	\$103,800	\$107,700

NEW & RETURNING VISITORS

Previous Trips to Maine	2024	2025
This is my first time	20%	18%
2 - 5 times	25%	26%
6 - 10 times	18%	18%
11+ times	37%	38%

VISITOR JOURNEY : TRIP EXPERIENCE



TRANSPORTATION

Means of Transportation	2024	2025
Drove to Maine	80%	78%
Flew into Portland Intl Jetport	6%	7%
Flew into Boston Logan Intl	5%	6%
Flew into Bangor Intl Airport	4%	4%
Took a motor coach tour or bus	2%	2%
Flew into Manchester-Boston Regional Airport	<1%	1%
Flew into another airport	1%	1%
Flew into Augusta State Airport	<1%	<1%
Flew into Knox County Regional Airport	<1%	<1%
Flew into Presque Isle Airport	<1%	<1%
Flew into Hancock County-Bar Harbor Airport	<1%	<1%
Flew into LaGuardia Intl Airport	<1%	<1%
Flew into Quebec City Jean Lesage Intl Airport	<1%	<1%
Flew into Fredericton Intl	<1%	<1%
Flew into St. John Airport	<1%	<1%
Flew into Montreal-Pierre Elliott Trudeau Intl Airport	<1%	<1%
Flew into Lebanon Municipal Airport	<1%	<1%
Flew into Burlington Intl Airport	<1%	<1%
Traveled by train	<1%	<1%
Other	2%	1%

LENGTH OF STAY

Nights Stayed	2024	2025
Not staying overnight	19%	18%
1 night	7%	6%
2 nights	13%	14%
3 nights	17%	16%
4 nights	14%	13%
5+ nights	30%	33%
Average Length of Stay	4.5	4.7

ACCOMMODATIONS*

Accommodations	2024	2025
Hotel/motel/resort	34%	32%
Not spending the night	19%	18%
Friends/family home	18%	16%
Vacation rental home	11%	13%
Personal second home	7%	9%
Bed & Breakfast/Inn	4%	4%
Campground/RV Park	4%	4%
Wilderness camping	2%	2%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	<1%	1%

*3% of Fall visitors stayed in a Cabin/Cottage. This response option was only available to Fall visitors as part of the updated survey.

BOOKING

Booking Methods	2024	2025
Directly with the hotel/condo	36%	39%
Online travel agency	31%	27%
Airbnb*	10%	12%
Short term rental service	10%	11%
Vacation rental company	3%	2%
Offline travel agent	1%	1%
Group tour operator	1%	1%
Travel package provider	<1%	1%
Other	8%	5%

* Airbnb was only asked in Winter and Summer surveys.

IN-MARKET RESOURCES*

In-Market Resources	2024	2025
Navigation website/apps	49%	44%
Restaurant website/app	25%	31%
Personal social media	16%	25%
Destination social media	17%	21%
Visitor Information Centers	25%	18%
Materials from hotel/campground	21%	17%
Trip planning app	20%	16%
VisitMaine.com	20%	14%
Hotel/resort website/app	16%	13%
Booking website/app	4%	6%
Airline website/app	2%	3%
Chambers of Commerce	2%	3%
VisitBarHarbor.com	1%	2%
Other	10%	8%
None	20%	23%

ACTIVITIES*

Activities	2024	2025
Food/beverage/culinary	74%	73%
Shopping	56%	52%
Touring/sightseeing	54%	50%
Active outdoor activities	42%	43%
Water activities	28%	29%
History/culture	25%	25%
Entertainment/attractions	22%	23%
Astrotourism	6%	8%
Business conference/meeting	4%	5%
Other	4%	5%

DETAILED ACTIVITIES*

Activity	2024	2025
Enjoying the ocean views/rocky coast	42%	42%
Ate lobster	44%	42%
Sightseeing	41%	41%
Ate other local seafood	41%	38%
Going to local brew pubs/craft breweries	41%	37%
Driving for pleasure	34%	33%
Shopping in downtown areas	31%	29%
Consumed other locally produced Maine foods	26%	26%
Hiking/climbing/backpacking	26%	26%
Outlet shopping	28%	26%
Shopping for gifts/souvenirs	23%	24%
Enjoyed unique Maine food or beverages	18%	24%
Enjoying the mountain views	21%	23%
Photography	27%	23%
Going to the beach	19%	22%
Wildlife viewing/bird watching	27%	22%
Shopping for antiques/local arts and crafts	20%	22%
Shopping for unique/locally produced goods	22%	20%
Nature cruises or tours	24%	19%
Tours of communities/local architecture	19%	18%
Enjoying local food at fairs/festivals	17%	18%

*Multiple responses permitted.

DETAILED ACTIVITIES*

Activity	2024	2025
Shopping for “Made in Maine” products	19%	18%
Outdoor swimming	14%	16%
Fishing	17%	15%
Exploring State and National Parks	15%	15%
Enjoyed high-end cuisine or five-star dining	16%	15%
Visited Farmer’s Markets	16%	14%
Canoeing/kayaking	15%	13%
Visit historic sites/museums	14%	13%
Motor boating	8%	11%
Ate farm-to-table or organic cuisine	8%	10%
Visit art museums/local artisan studios	11%	10%
Shopping at malls	6%	10%
Viewing fall colors	7%	8%
Pool swimming	11%	7%
Get to know the local people and/or culture	7%	7%
Camping	6%	6%
Sailing	4%	6%
Attend popular music concerts/events	7%	6%
Mountain/Fat Biking	5%	5%
Attend plays/musicals/theatrical events	5%	5%
Alpine skiing/snowboarding	4%	5%

*Multiple responses permitted.

DETAILED ACTIVITIES*

Activity	2024	2025
Bicycling touring	4%	4%
Surfing	8%	4%
Outdoor fun centers	4%	4%
Bars/nightlife	3%	4%
Amusement/theme parks	3%	3%
Attend sporting events	3%	3%
Riding all-terrain vehicles	4%	3%
Snowmobiling	3%	3%
Nordic skiing	2%	3%
Agricultural fairs	2%	2%
Painting/drawing/sketching	2%	2%
Hunting	2%	2%
Attend operas/classical music events	1%	2%
Water parks	1%	2%
Snowshoeing	2%	2%
Water skiing/jet skiing	1%	1%
White water rafting	1%	1%
Children's museums	1%	1%
Animal parks/zoos	1%	1%
Summer camps	1%	<1%
Horseback riding	1%	<1%

*Multiple responses permitted.

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2024	2025
No other states/provinces	68%	62%
New Hampshire	18%	21%
Massachusetts	14%	16%
Vermont	7%	6%
New York	5%	6%
Connecticut	4%	5%
Rhode Island	4%	5%
New Brunswick	1%	2%
Nova Scotia	1%	2%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	<1%	<1%
Other	2%	2%

TRAVELING IN MAINE*

Maine Regions Visited	2024	2025
No other regions	50%	45%
Greater Portland & Casco Bay	36%	37%
The Maine Beaches	37%	36%
Midcoast & Islands	33%	33%
Downeast & Acadia	26%	27%
Maine Lakes & Mountains	16%	20%
The Maine Highlands	15%	17%
Kennebec Valley	10%	13%
Aroostook County	4%	6%
Other	1%	1%

VISITOR JOURNEY : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2024	2025
Would recommend Maine	97%	96%
Would not recommend Maine	1%	2%
Not sure	2%	2%

Recommending Regions	2024	2025
Definitely recommend region	80%	83%
Probably would recommend region	17%	13%
Would not recommend region	1%	1%
Not sure	2%	3%

RETURNING TO MAINE

Returning to Maine	2024	2025
Definitely will return	78%	80%
Probably will return	16%	15%
Probably will not return	1%	1%
Not sure	5%	4%

SATISFACTION

Satisfaction	2024	2025
Very satisfied	73%	73%
Satisfied	26%	25%
Dissatisfied	<1%	<1%
Don't know	1%	2%

TRIP EXPECTATIONS

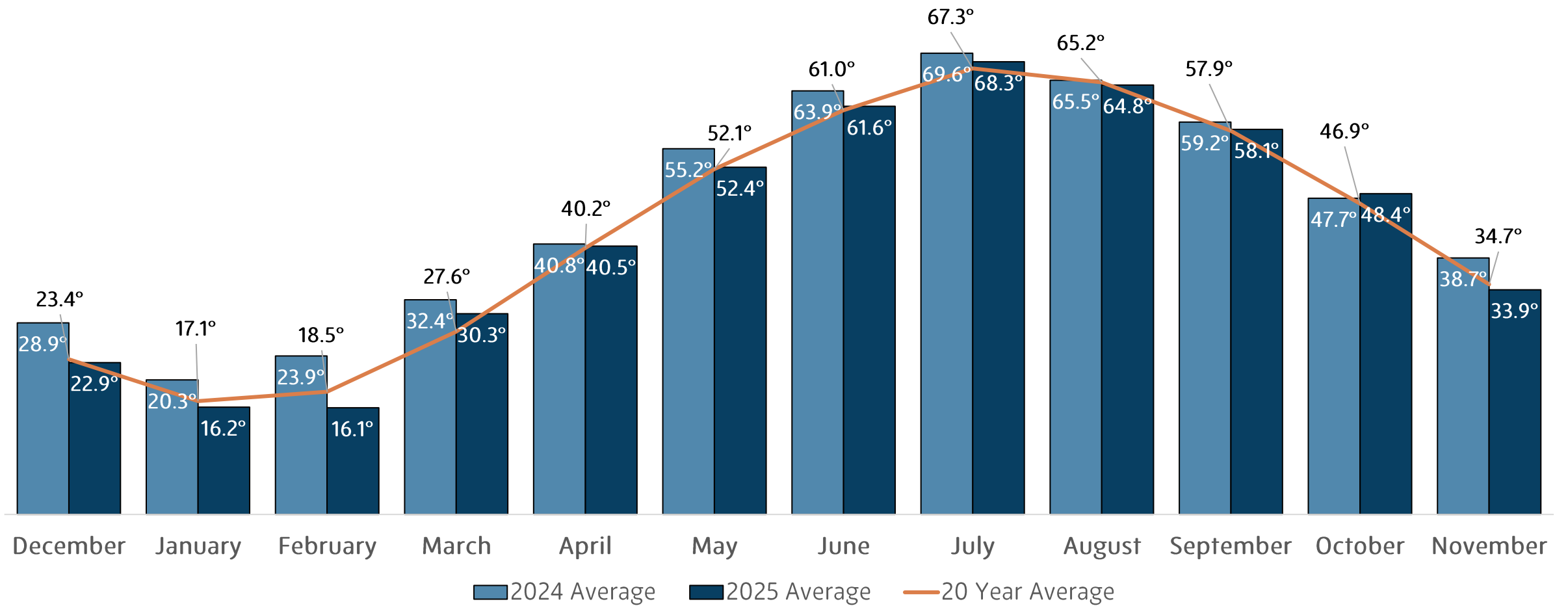
Exceeded Expectations	2024	2025
Friendliness of people	49%	45%
Safe & Welcoming*	NA	41%
Customer service	34%	35%
Value for your money	21%	23%

* Only asked in Fall surveys.

WEATHER

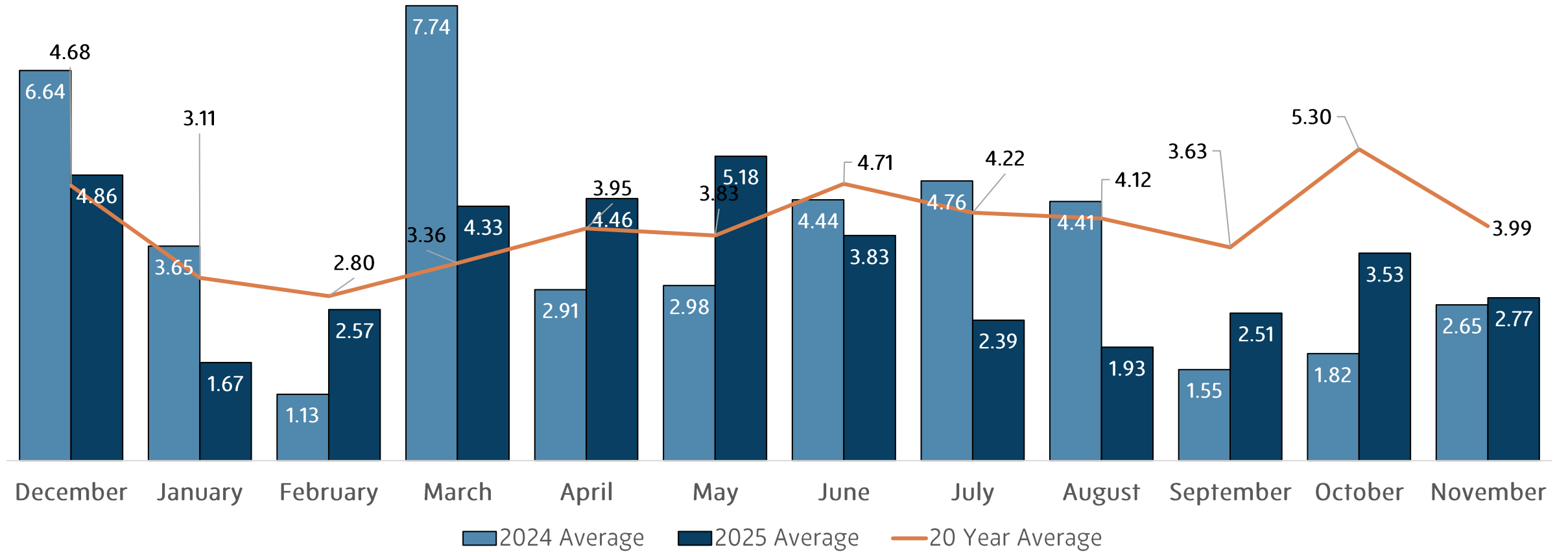


TEMPERATURE



Source: NOAA.

PRECIPITATION



Source: NOAA.

STUDY METHODS



METHODOLOGY



Visitor Tracking

4,684 interviews were completed with visitors to Maine online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1st, 2024 and November 30th, 2025.

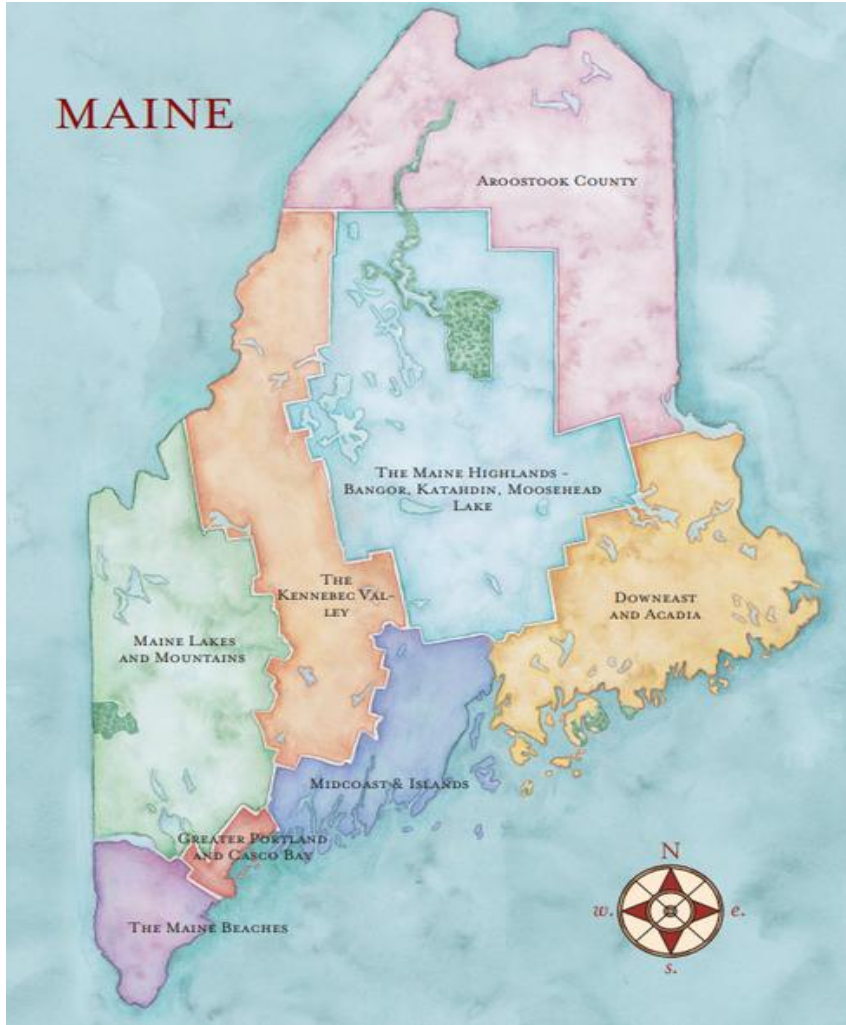
Economic Impact

Total economic impact of tourism in Maine is a function of direct spending by visitors to Maine, as well as the indirect and induced effects of this spending, such as increased business and household spending generated by tourism dollars.

Multiplier

Downs & St. Germain Research uses IMPLAN economic modeling to determine the total economic output based on direct expenditure data collected from visitors to Maine. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling.

METHODOLOGY



Quotas by Region	Winter	Summer	Fall	2025
Aroostook County	75	75	75	225
Kennebec Valley	125	100	75	300
The Maine Highlands	125	100	100	325
Maine Lakes & Mountains	125	100	100	325
Downeast & Acadia	125	325	200	650
Mid-Coast	125	325	200	650
Greater Portland & Casco Bay	125	325	200	650
Maine Beaches	125	450	300	875
Total	950	1,800	1,250	4,000

MAINE OFFICE OF TOURISM

2025 Economic Impact & Visitor Tracking Report

DECEMBER 2024 – NOVEMBER 2025

Downs & St. Germain Research
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