MAINE OFFICE OF TOURISM

2026 Winter Visitor Tracking Report

DECEMBER 2025 – APRIL 2026



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SUMMARY

Key factors that shaped winter season performance:

- **Contraction in Lodging Supply:** A reduction in available units was the single largest downward influence on visitor counts, reflecting an ongoing contraction in the vacation rental market.
- **Strong Pricing Power:** Despite softer occupancy, ADR rose 12.6% year-over-year, demonstrating the destination's continued ability to attract visitors willing to pay premium rates.
- **Larger Travel Parties:** A shift toward larger travel parties partially offset supply-driven declines in visitor counts, indicating that those who did visit tended to travel in greater numbers than the prior year.
- **High Visitor Loyalty:** Winter visitors demonstrated strong satisfaction and intent to return, with repeat visitation remaining a defining characteristic of Maine's winter audience.
- **Decline in Canadian Visitation:** The share of Canadian visitors fell from 4.5% to 2.6%, consistent with broader national trends. Recent research indicates that 57% of Canadian travelers report U.S. policies and political rhetoric make them less likely to visit, with the exchange rate acting as an additional deterrent.

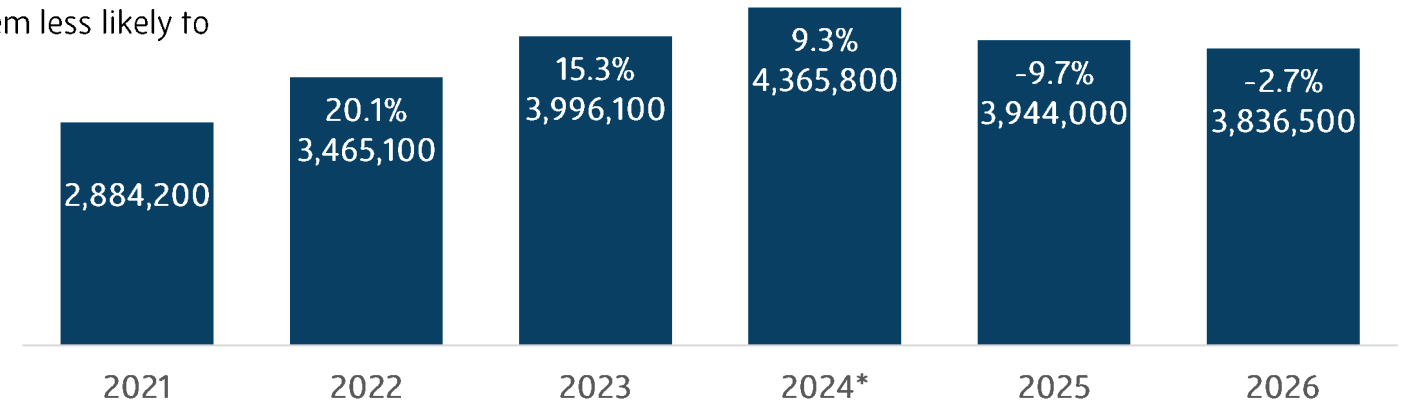
During the winter season (December 2025–April 2026), Maine welcomed 3,836,500 visitors, a -2.7% decline compared to the prior winter season.

Fewer available lodging units (-4.8%) and a modest decrease in occupancy (-1.8%) contributed to fewer total visitors. These were partially offset by a slight increase in the travel party size to length of stay ratio (+3.7%), as larger travel parties traveling together tend to increase visitor counts even when the number of stays remains flat. The proportion of paid visitors was largely stable.

Occupancy softened to 37.9% (-1.8%), while Average Daily Rate rose to $172.87 (+12.6%) and Revenue per Available Room increased to $65.47 (+10.6%), indicating that pricing gains more than offset softness in demand.

Visitor sentiment remained exceptionally strong. Nearly all visitors indicated they were satisfied with their trip (98%), would recommend Maine (98%), and plan to return (97%).

Winter Visitation



* Solar Eclipse in April 2024

SEASONAL SNAPSHOT

Trip Planning

» 1 in 3 visitors relied on advice from friends/family while planning their trip

» 3 in 10 used social media or mapping websites

» 1 in 5 did not use any trip planning sources

Trip Motivations/Reasons

» Nearly 3 in 5 visitors were motivated to travel for Connection & Belonging

» Nearly half of visitors came to Maine to visit friends and relatives

» About 1 in 5 visitors came to Maine for a special event or for outdoor recreation

» Over 1 in 5 visitors came to Maine for one single reason, primarily to visit friends and relatives, while 4 in 5 came for multiple reasons

Traveler Profile

- Over 4 in 5 visitors to Maine identified as white, a decrease from 88% last year, while about 6%-7% identified as either Hispanic, Asian, or Black
- 31% of visitors to Maine earned more than $150,000 per year, an increase from 26% last year
- 16% of visitors were traveling in Maine for the first time, an increase from 11% last year

Ad Recall

» Nearly half of visitors noticed advertising or promotions for Maine prior to their trip, an increase from 43% last year

» Nearly half of visitors found them to be somewhat, very, or extremely influential in their decision to visit Maine

Trip Activities

» 59% of visitors engaged in food/beverage/culinary activities during their trip to Maine

» Over 2 in 5 visitors enjoyed visiting friends/relatives, outdoor activities, shopping, and scenic and sightseeing activities

Indigenous Travel

» 9% of visitors said they seek out indigenous experiences when they travel

» 10% 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

Trip Evaluation

» 33% of visitors said the Value for their Money exceeded expectations, an increase from 20% last year

» 41% of visitors said the Customer Service exceeded expectations, an increase from 31% last year

» 47% of visitors said the Friendliness of People exceeded expectations, an increase from 42% last year

» 46% of visitors said being Safe and Welcoming exceeded expectations (new question this year)

* Solar Eclipse in April 2024

IN STATE VS. OUT OF STATE VISITORS

Visitation[1]	Maine Residents	Out-of-State Visitors	Total
Visitor (#)	959,100	2,877,400	3,836,500
Visitor (%)	25%	75%	100%

[1] Visitation estimates provided here are **preliminary** and reflect visitation from December 2025 – April 2026. Adjustments will be made to these estimates at the end of the year to account for seasonal fluctuations.

LODGING METRICS*

Occupancy Rate

37.9%

- 1.8% from 2025

Average Daily Rate

$172.87

+ 12.6% from 2025

Revenue per Available Room

$65.47

+10.6% from 2025

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.
Fewer vacation rental units were available in 2026.

DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2025 to April 2026.
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

VISITOR JOURNEY: PRE-VISIT

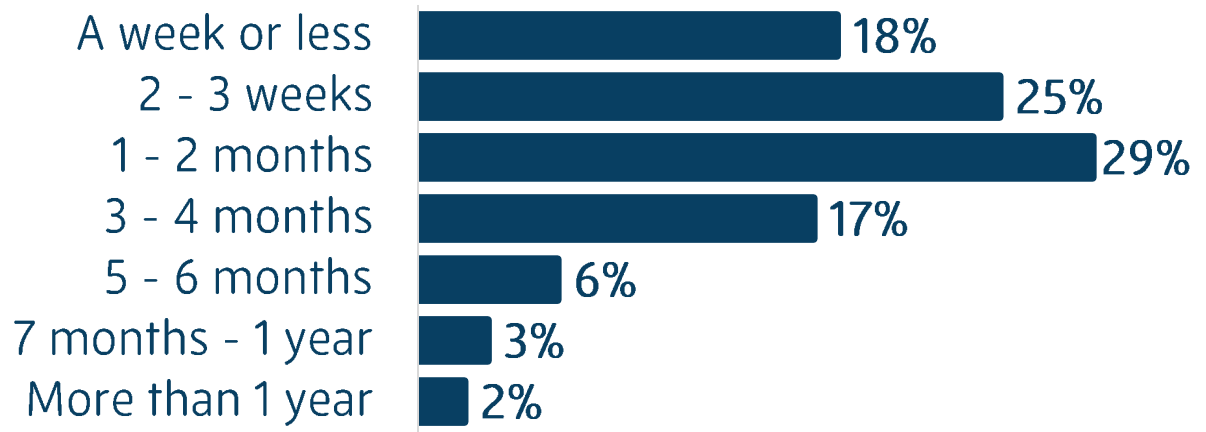
Visitor tracking questionnaire was updated in September 2025. Data reflects responses from the updated survey, which includes revised question wording, combined categories and structural changes. Year over year comparisons should be interpreted with caution as results may not be directly comparable to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



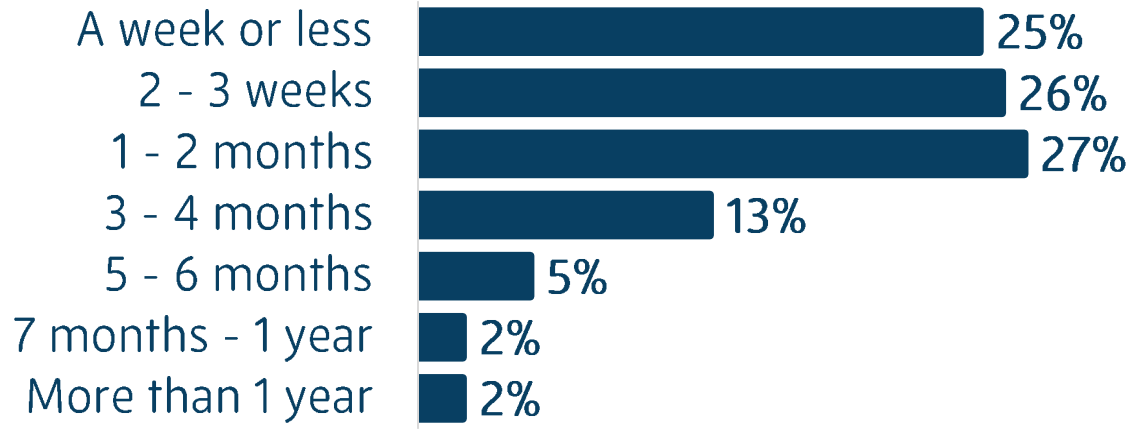
TRIP PLANNING CYCLE

- Typical visitors began planning their trip 37 days in advance
- 57% of visitors started planning their trip a month or more in advance of their trip
- Typical visitors booked their accommodations 21 days in advance
- 22% of visitors have a booking window of more than 3 months

Beginning of Trip Planning Cycle

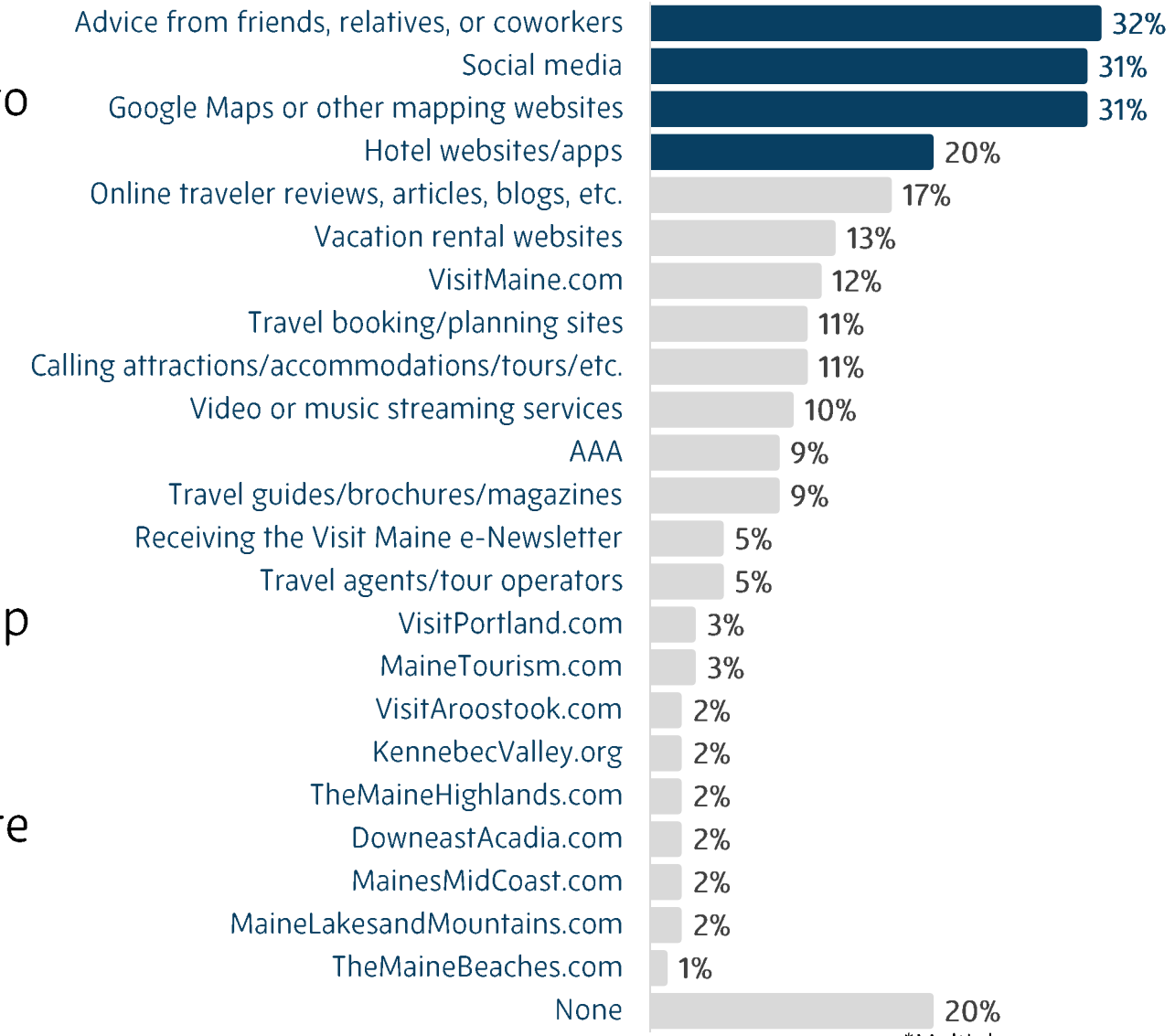


Booked Accommodations/Made Trip Decisions



TRIP PLANNING SOURCES*

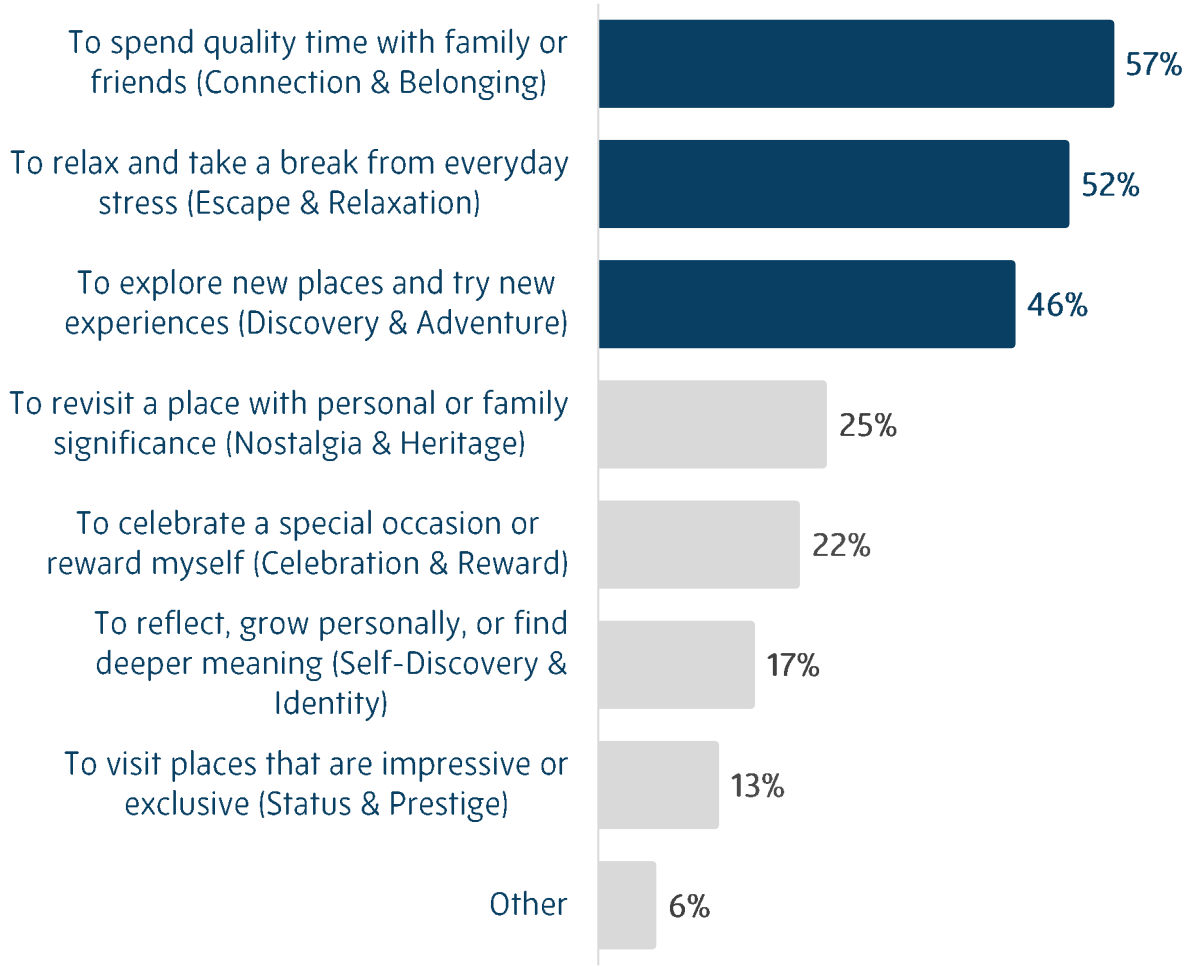
- 8 in 10 visitors used one or more resources to help them plan their trip in Maine
- About 1 in 3 visitors relied on advice from their friends and family to help them plan their trip in Maine
- Over 3 in 10 visitors used social media or mapping websites to help them plan their trip in Maine
- Compared to previous years, more visitors are using online traveler reviews, articles, blogs, etc. to help plant their trip



*Multiple responses permitted.

TRIP MOTIVATIONS*

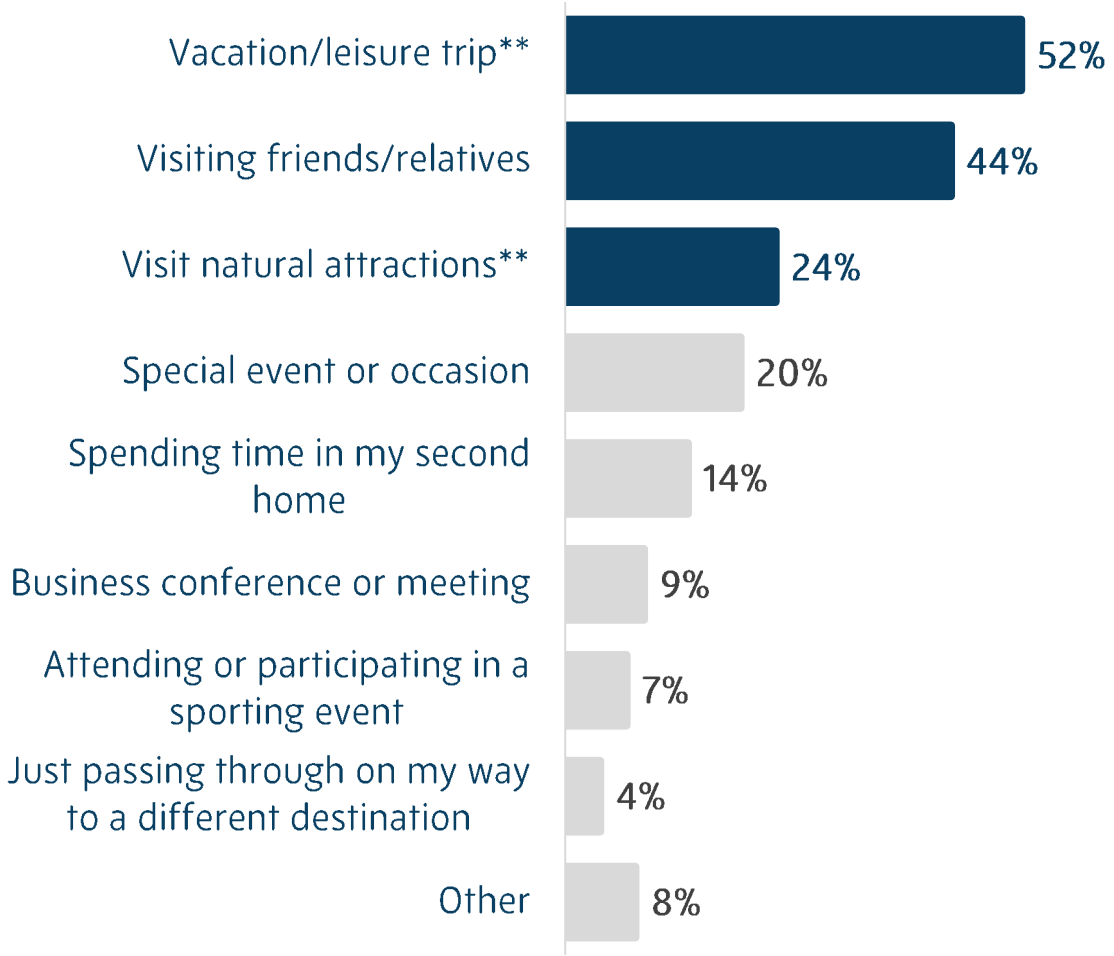
- **Nearly 3 in 5** visitors were motivated to travel for Connection & Belonging
- **Over half** of visitors were motivated to travel for Escape & Relaxation



*Multiple responses permitted.

REASONS FOR VISITING*

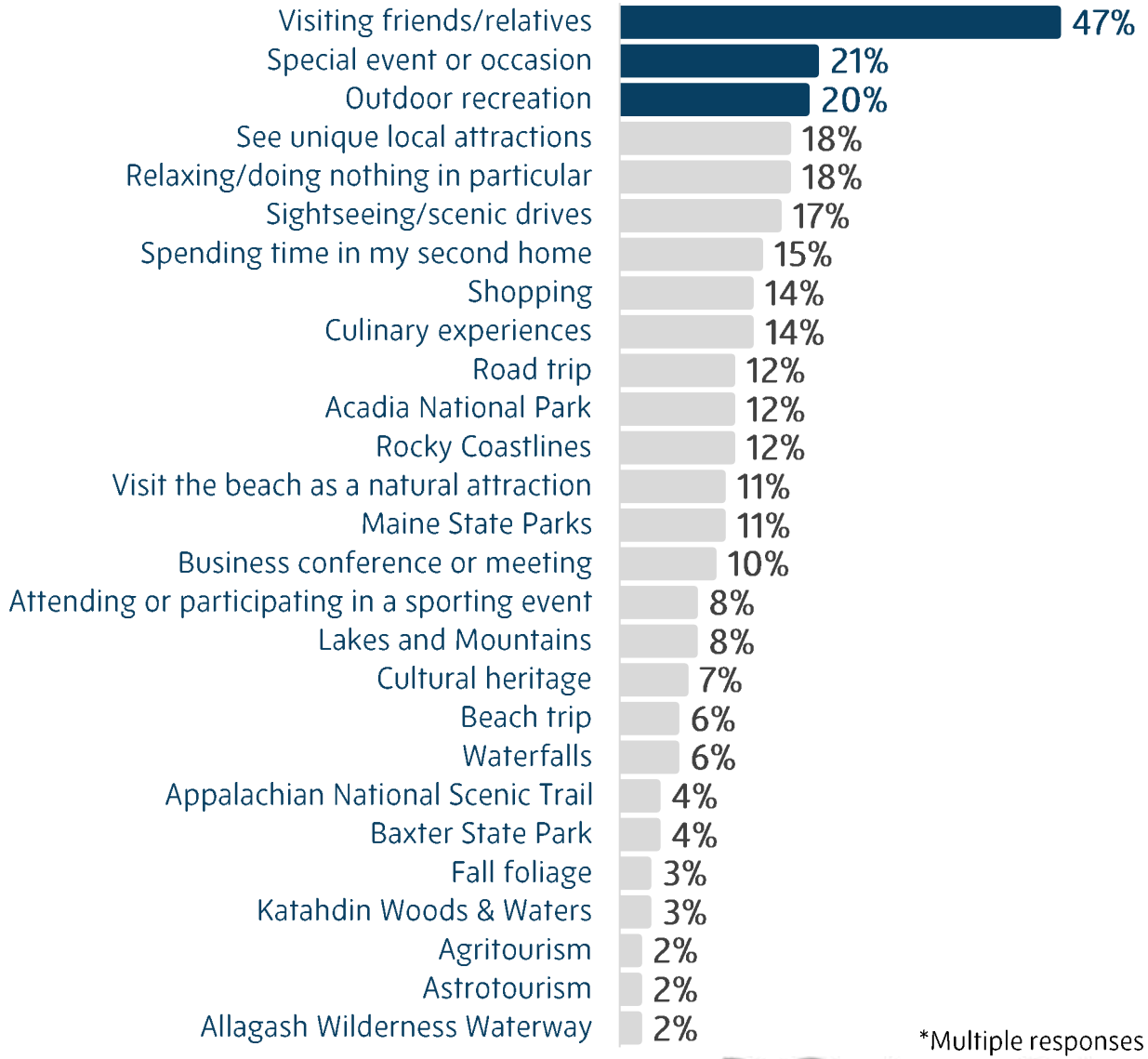
- **Over half** of visitors came to Maine for a vacation/leisure trip
- **Over 2 in 5** visitors came to Maine to visit friends/relatives
- **Nearly 1 in 4** visitors came to visit natural attractions



*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*

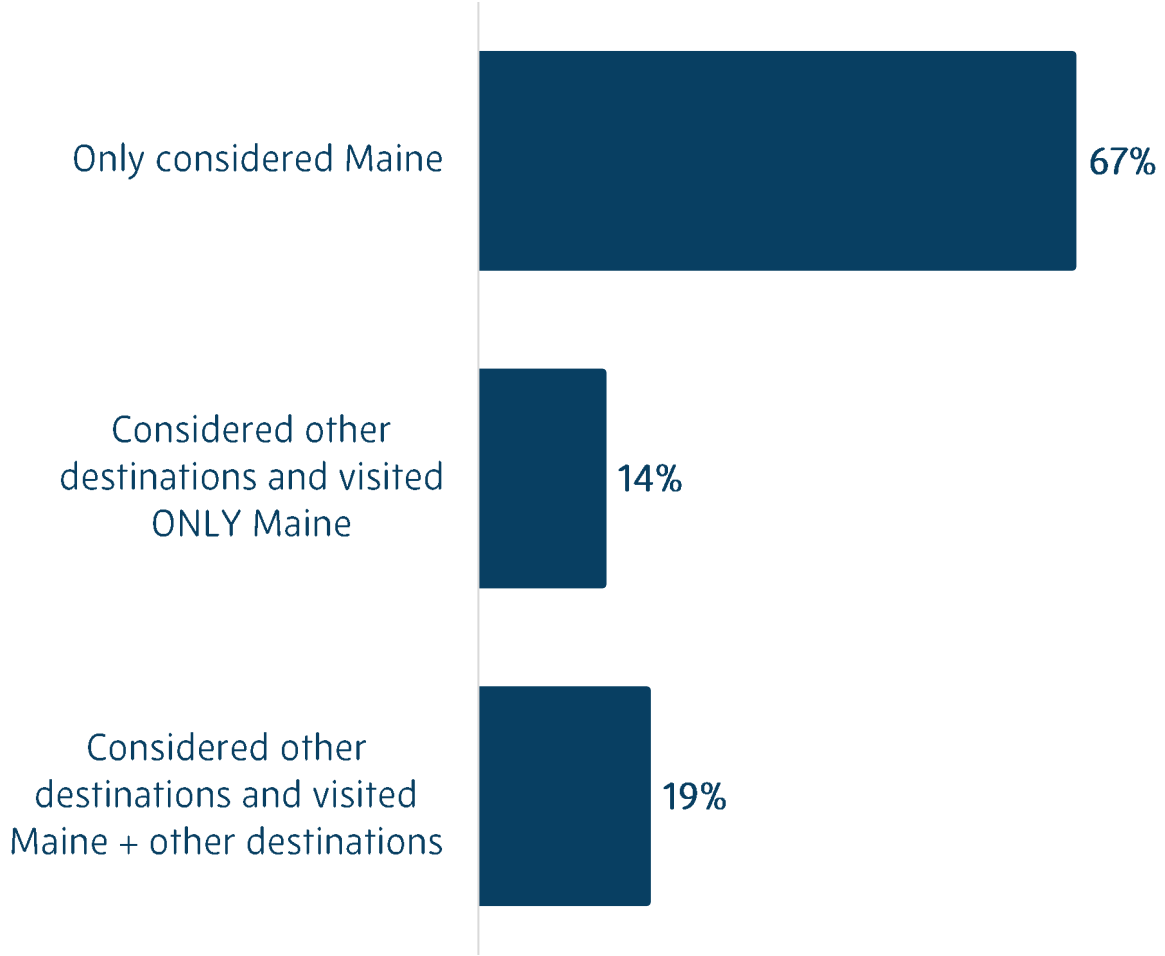
- **Nearly half** of visitors came to Maine to visit friends and relatives
- **About 1 in 5** visitors came to Maine for a special event or occasion or for outdoor recreation
- **Over 1 in 5** visitors came to Maine for **one single reason**, primarily to visit friends and relatives, while 4 in 5 came for multiple reasons



*Multiple responses permitted.

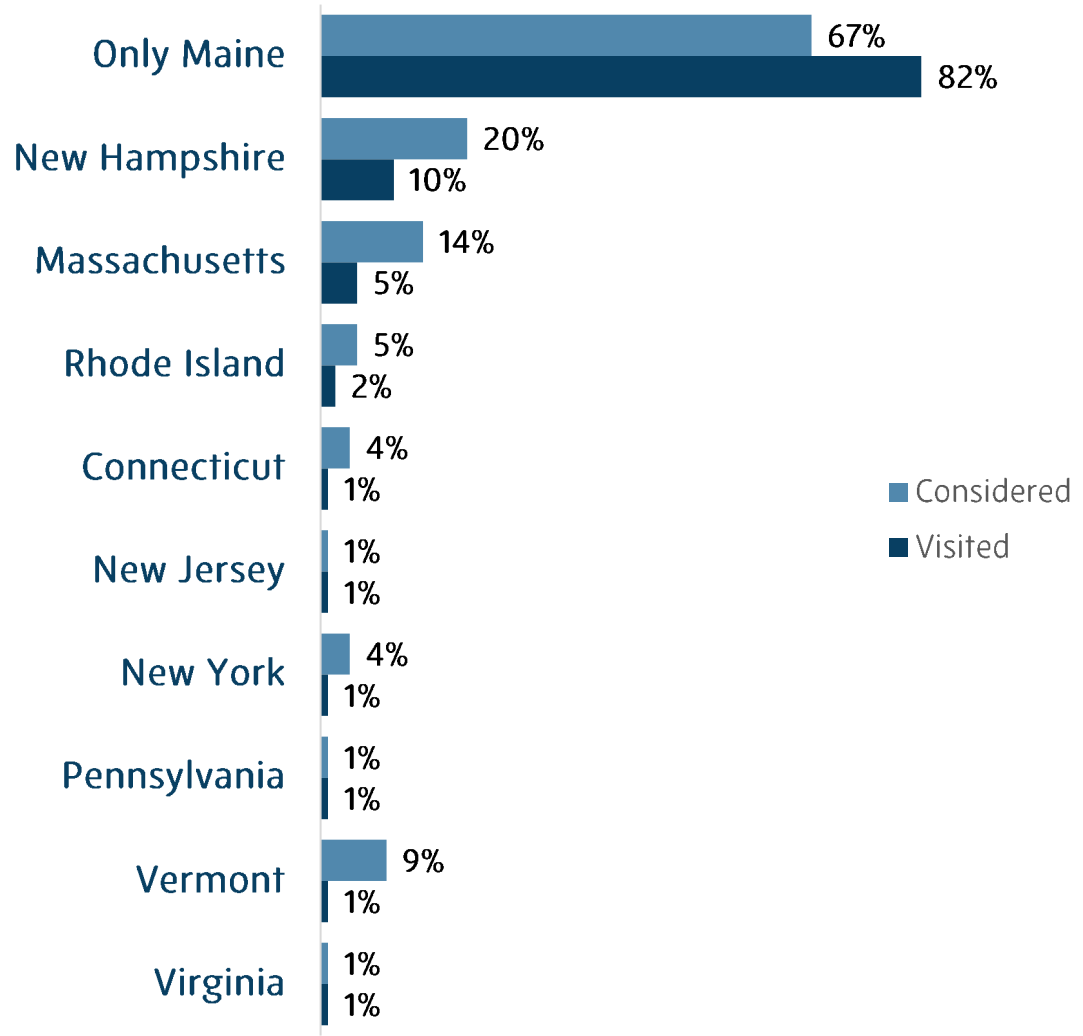
CONSIDERING OTHER DESTINATIONS

- 2 in 3 visitors only considered visiting Maine on this trip
- 1 in 5 visitors also visited other destinations on this trip to Maine



OTHER STATES & PROVINCES CONSIDERED*

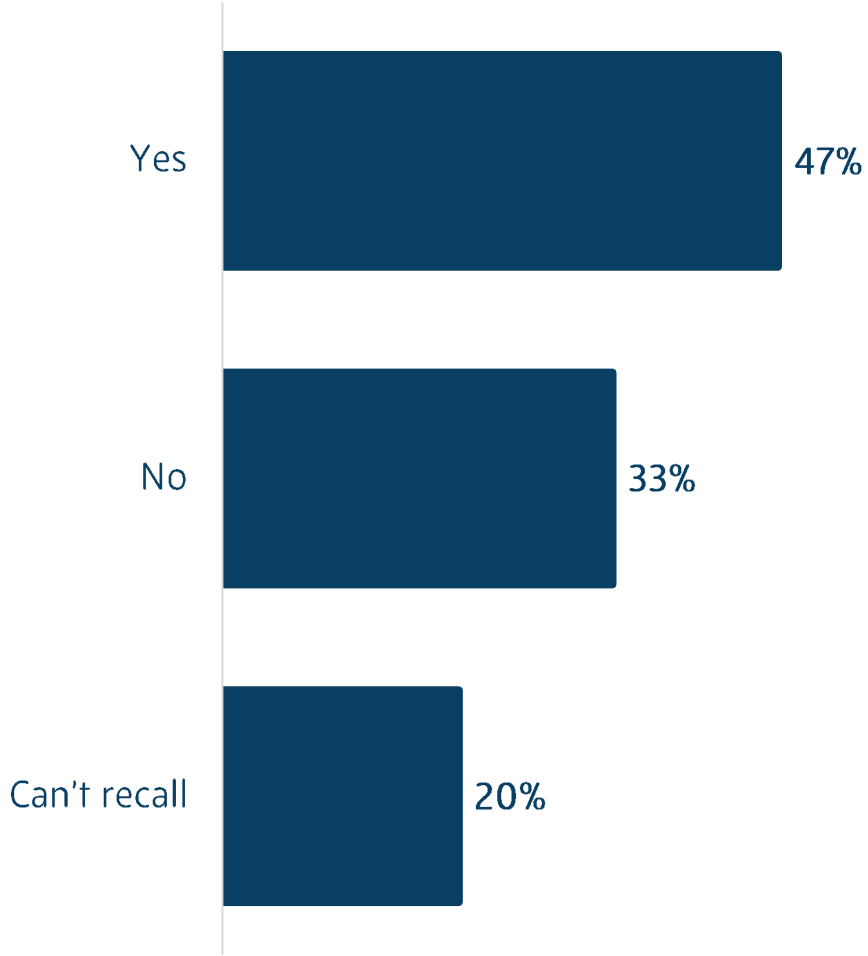
- **Over 3 in 5** visitors considered visiting ONLY Maine while planning their trips
- Visitors who considered other destinations were most likely to include New Hampshire or Massachusetts in their trip to Maine



*Multiple responses permitted.

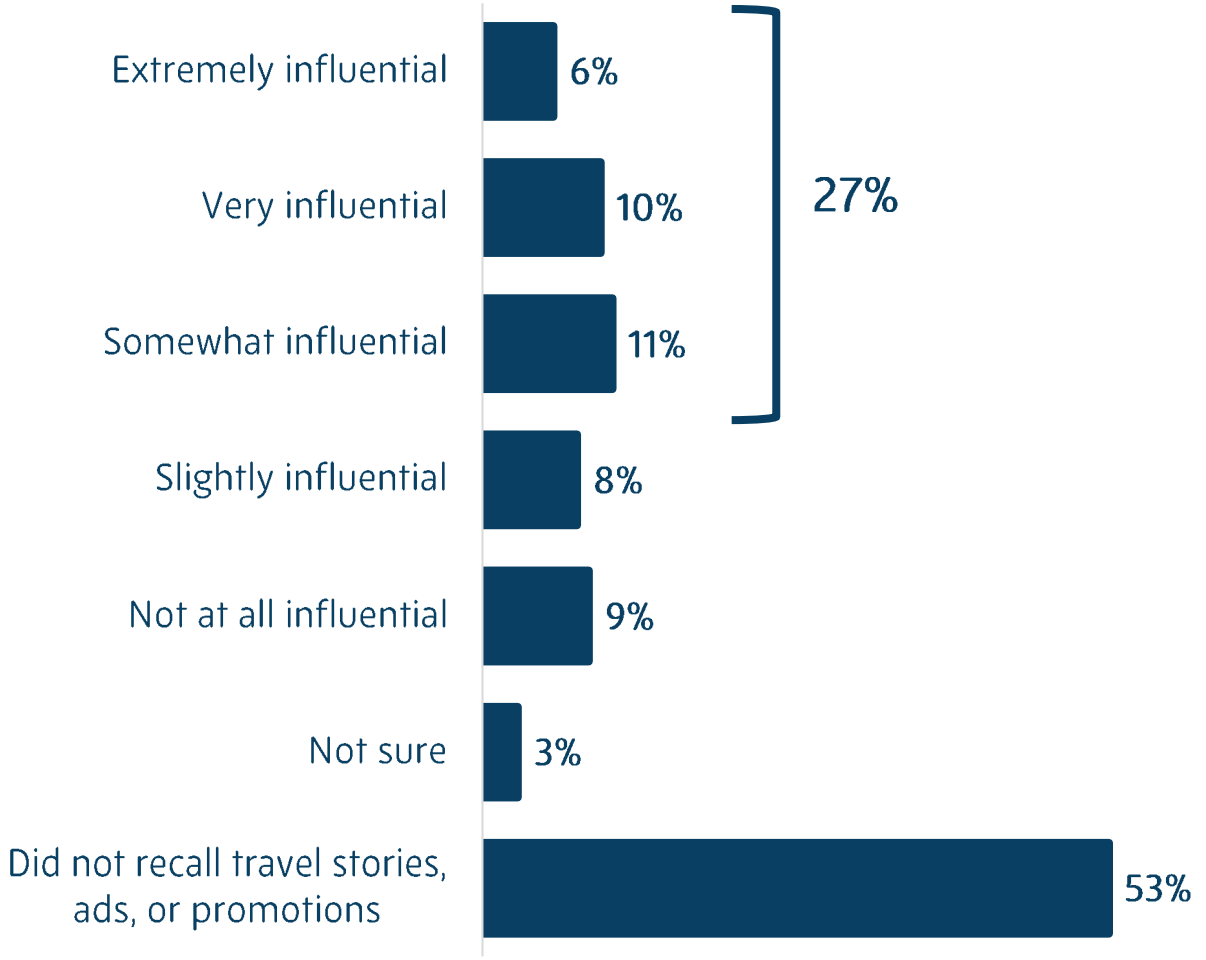
PRE-TRIP RECALL OF ADVERTISING

» **Nearly half** of visitors noticed advertising or promotions for Maine prior to their trip, an increase from 43% last year



INFLUENCE OF ADVERTISING

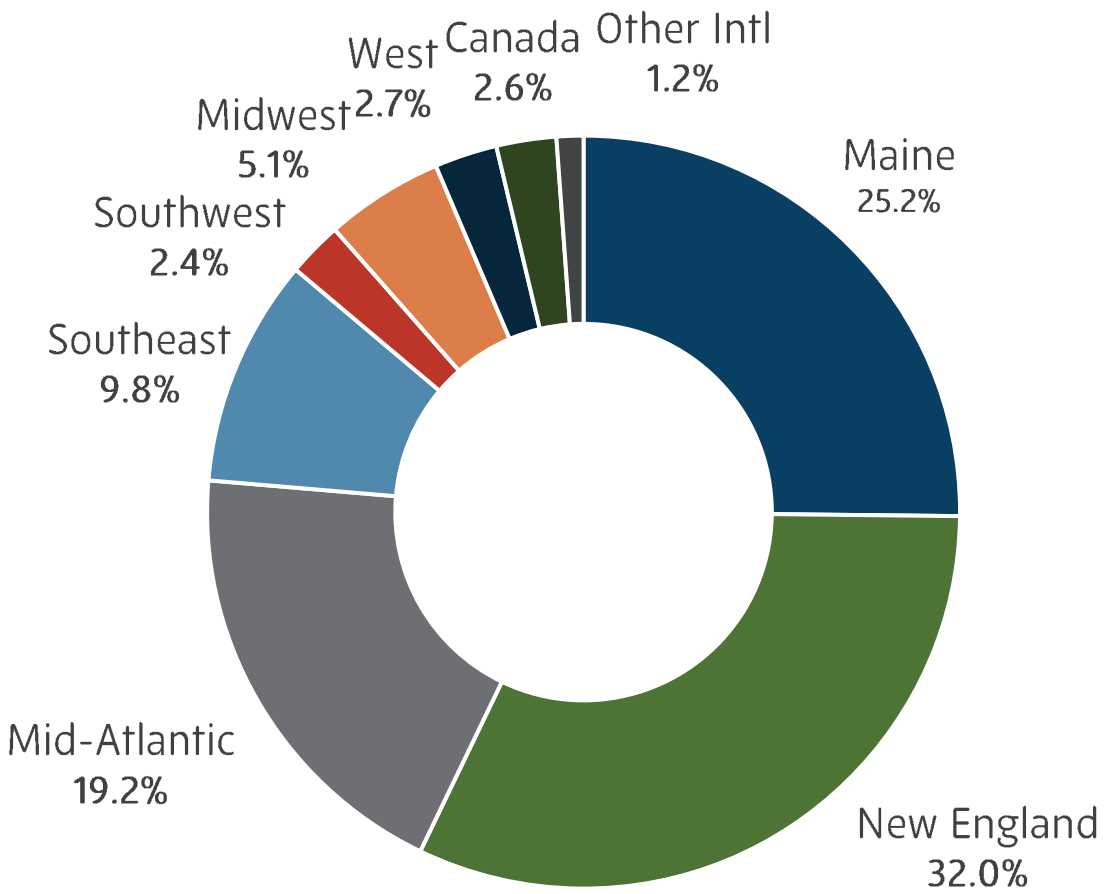
- **Nearly half** of visitors noticed advertising or promotions for Maine prior to their trip
- **Over 1 in 4** visitors found them to be somewhat, very, or extremely influential in their decision to visit Maine



VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



Regions	Winter 2025	Winter 2026	% Change
Maine	21.7%	25.2%	+15.8%
New England	39.0%	32.0%	-18.0%
Mid-Atlantic	16.3%	19.2%	+17.5%
Southeast	7.7%	9.8%	+26.5%
Southwest	2.3%	2.4%	+0.8%
Midwest	3.7%	5.1%	+35.3%
West	3.5%	2.7%	-23.1%
Canada*	4.5%	2.6%	-42.7%
Other International	1.1%	1.2%	4.8%

*New Brunswick is the top Canadian province at 1.9%.

TOP ORIGIN STATES & PROVINCES

- 84.1% of visitors traveled to/within Maine from these 14 U.S. states and Canadian provinces
- 25.2% of visitors were residents of Maine traveling throughout the state

State	Winter 2025	Winter 2026	% Change
Maine	21.7%	25.2%	16.2%
Massachusetts	18.5%	18.4%	-0.6%
New York	6.4%	8.4%	30.6%
New Hampshire	8.3%	6.5%	-21.9%
Connecticut	6.1%	4.9%	-20.1%
New Jersey	3.5%	3.9%	11.3%
Florida	3.7%	3.6%	-3.1%
Pennsylvania	2.9%	3.0%	2.1%
Texas	1.4%	2.0%	45.0%
New Brunswick	3.1%	1.9%	-40.3%
Maryland	1.5%	1.7%	14.9%
North Carolina	1.3%	1.7%	29.7%
Rhode Island	3.0%	1.6%	-47.4%
Ohio	0.9%	1.5%	71.6%

TOP ORIGIN MARKETS*

- Over 3 in 5 visitors traveled from these 16 U.S. and Canadian markets
- 22.9% of visitors traveled to Maine from Boston

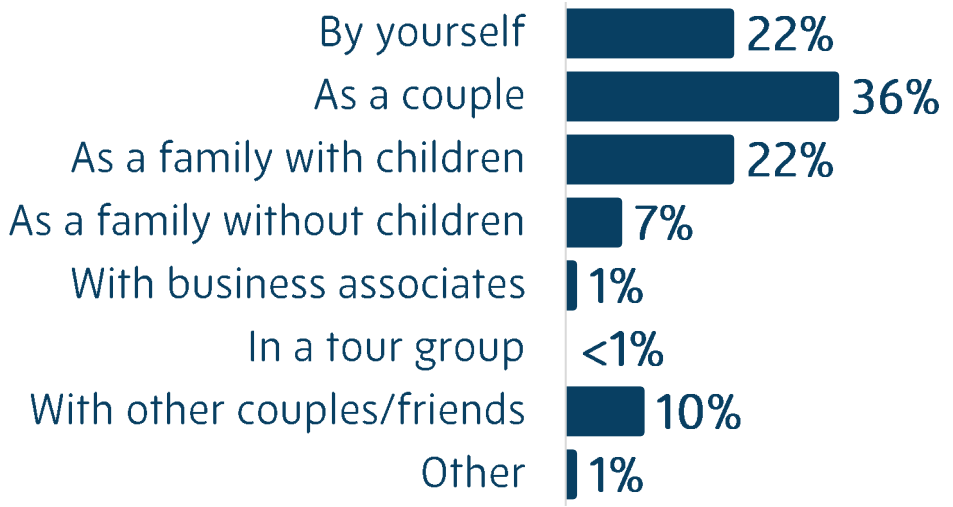
Market	Percent
Boston[1]	22.9%
Portland-Auburn	13.6%
New York[2]	10.1%
Bangor	9.8%
Hartford-New Haven	3.8%
Philadelphia	2.6%
Providence-New Bedford	2.1%
New Brunswick	1.9%
Presque Isle	1.6%
Washington, DC-Hagerstown[3]	1.5%
Chicago	1.4%
Albany-Schenectady-Troy	1.3%
Atlanta	1.2%
Springfield-Holyoke	1.1%
Baltimore	1.0%
Raleigh-Durham	1.0%

*Markets have been updated to align with DMA boundaries rather than cities/town as in previous years.
[1] Includes some markets in New Hampshire and Vermont.
[2] Includes some markets in New Jersey, Pennsylvania, and Connecticut.
[3] Includes some markets in Maryland, Virginia, and West Virginia.

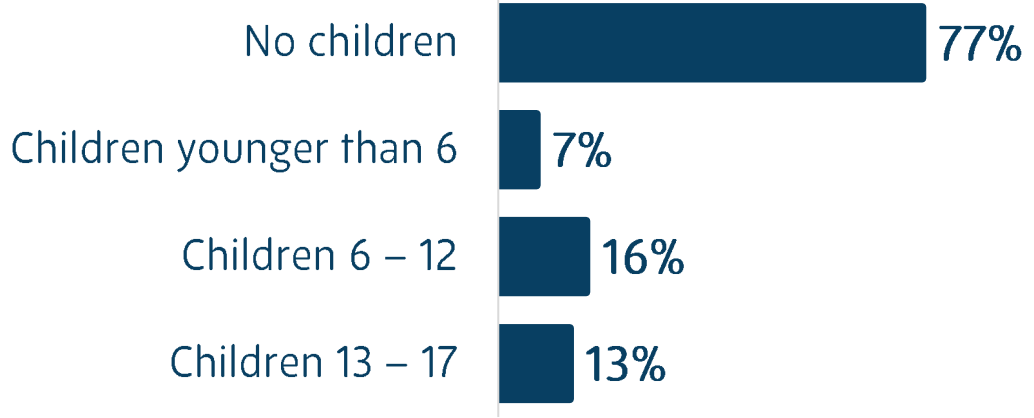
TRAVEL PARTIES

- Typical visitors traveled to Maine in parties of 2.6 people
- Nearly 2 in 5 visitors traveled as a couple
- Over 1 in 5 visitors traveled by themselves
- Nearly 3 in 10 traveled as a family
- 23% of visitors traveled with one or more children in their travel party, and increase from 16% last year

Travel Party Composition



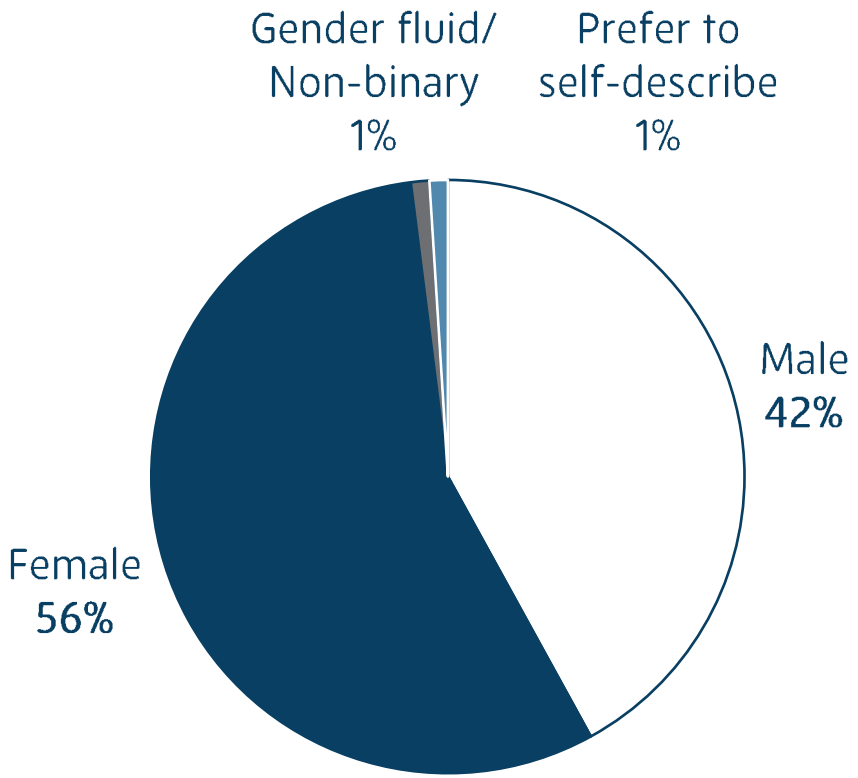
Children in Travel Party*



*Multiple responses permitted.

GENDER*

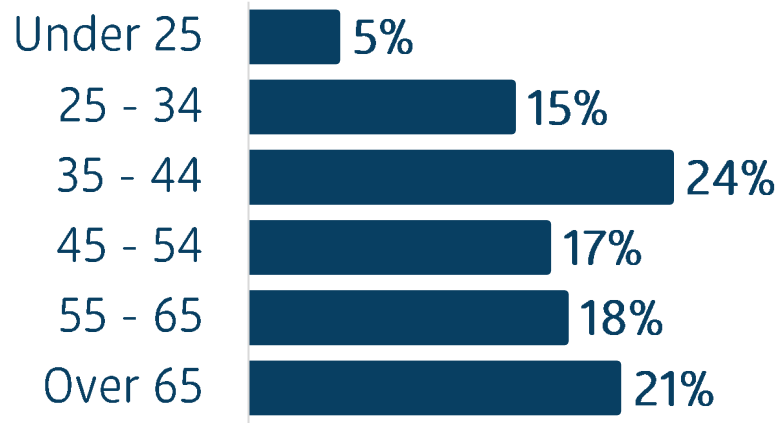
» Over **half** of visitors to Maine interviewed were females



*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.

AGE*

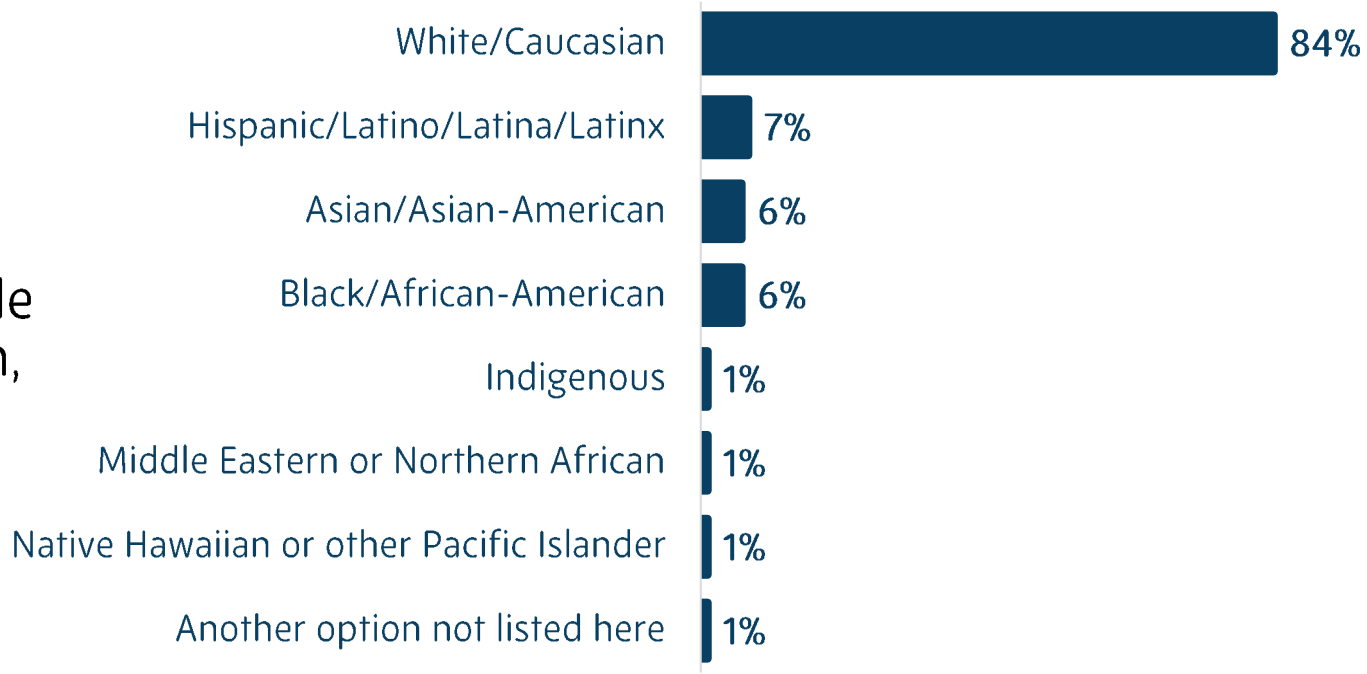
» The median age of visitors to Maine is **49** years old



*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*

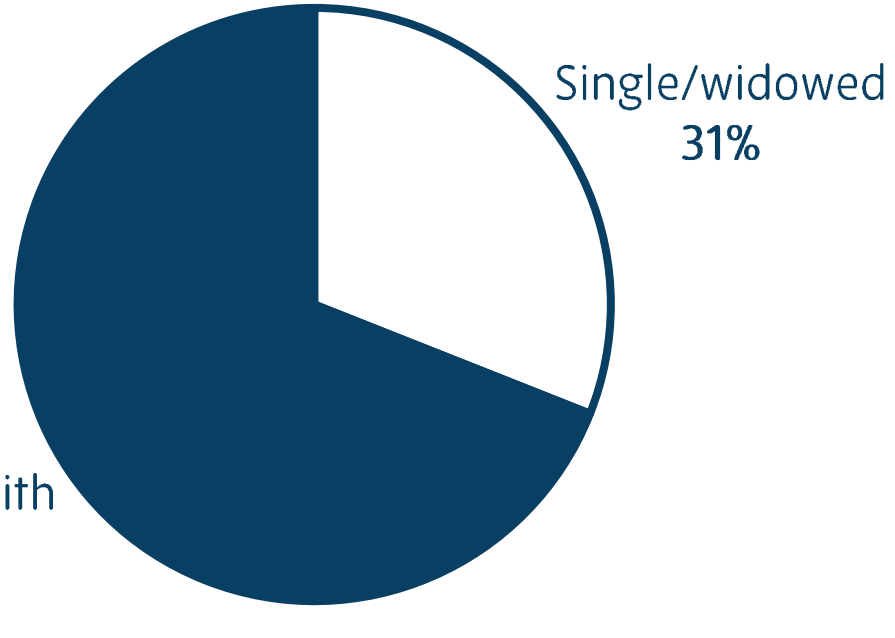
» Over 4 in 5 visitors to Maine identified as white, a decrease from 88% last year, while about 6%-7% identified as Hispanic, Asian, or Black



*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*

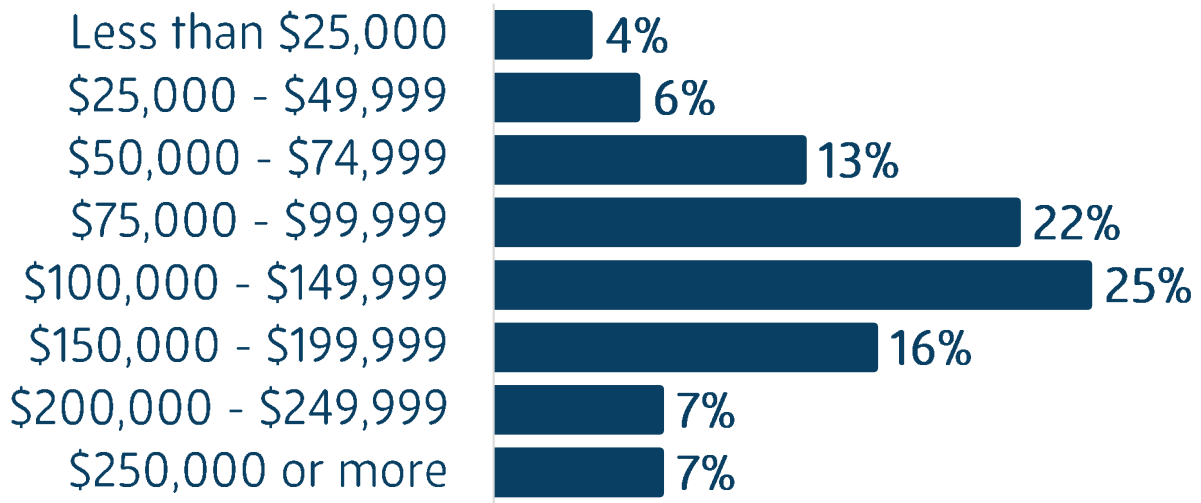
» 7 in 10 visitors to Maine were married or living with their partner



*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

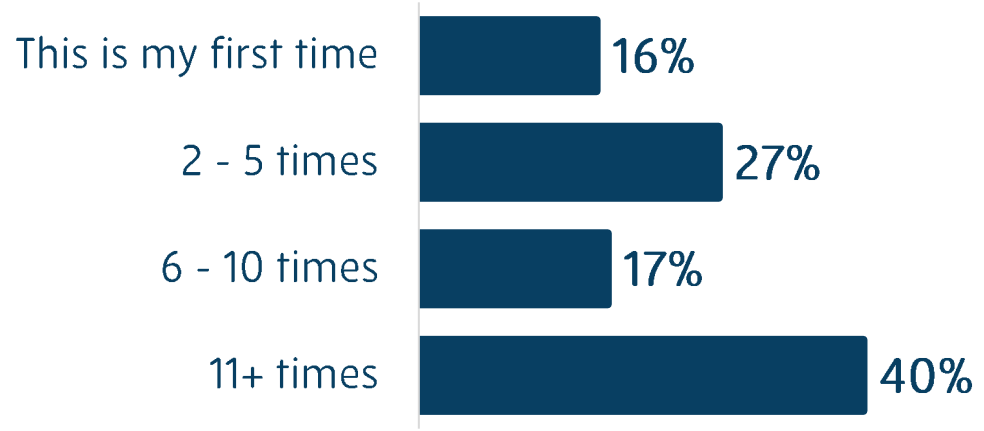
- The median household income of visitors to Maine is **$110,000** per year
- **31%** of visitors to Maine earned more than $150,000 per year, an increase from 26% last year



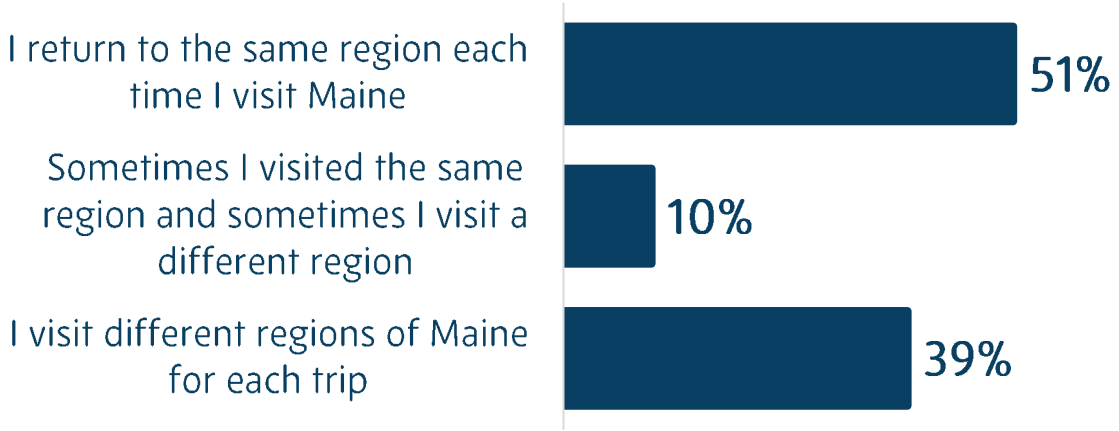
NEW & RETURNING VISITORS

- 16% of visitors were traveling in Maine for the first time, an increase from 11% last year
- Maine has high repeat and loyal visitors, as 40% 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 39% of those say they visit different region of Maine each trip

Number of Times Visited



Returning to Familiar or Different Regions*



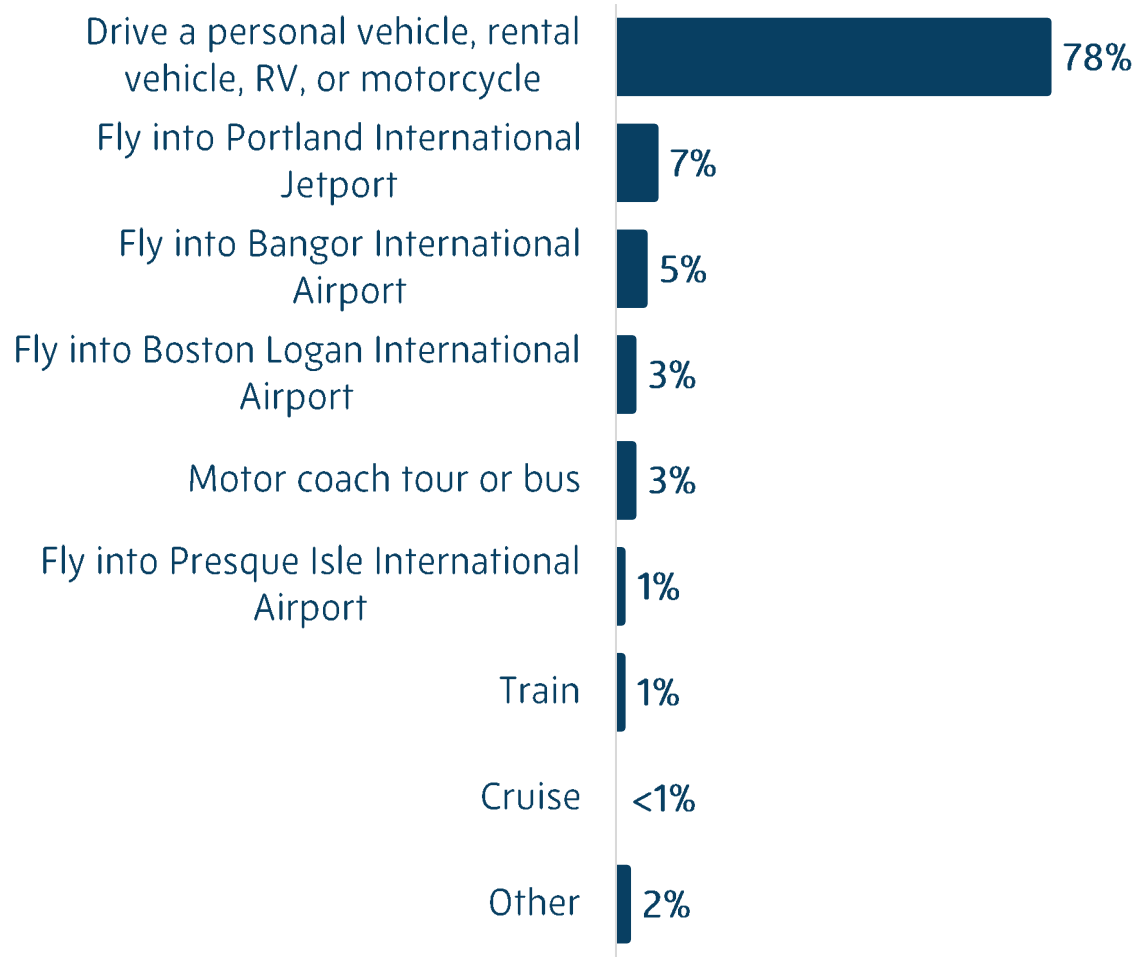
*Only asked to those who have visited Maine 11+ times.

VISITOR JOURNEY : TRIP EXPERIENCE



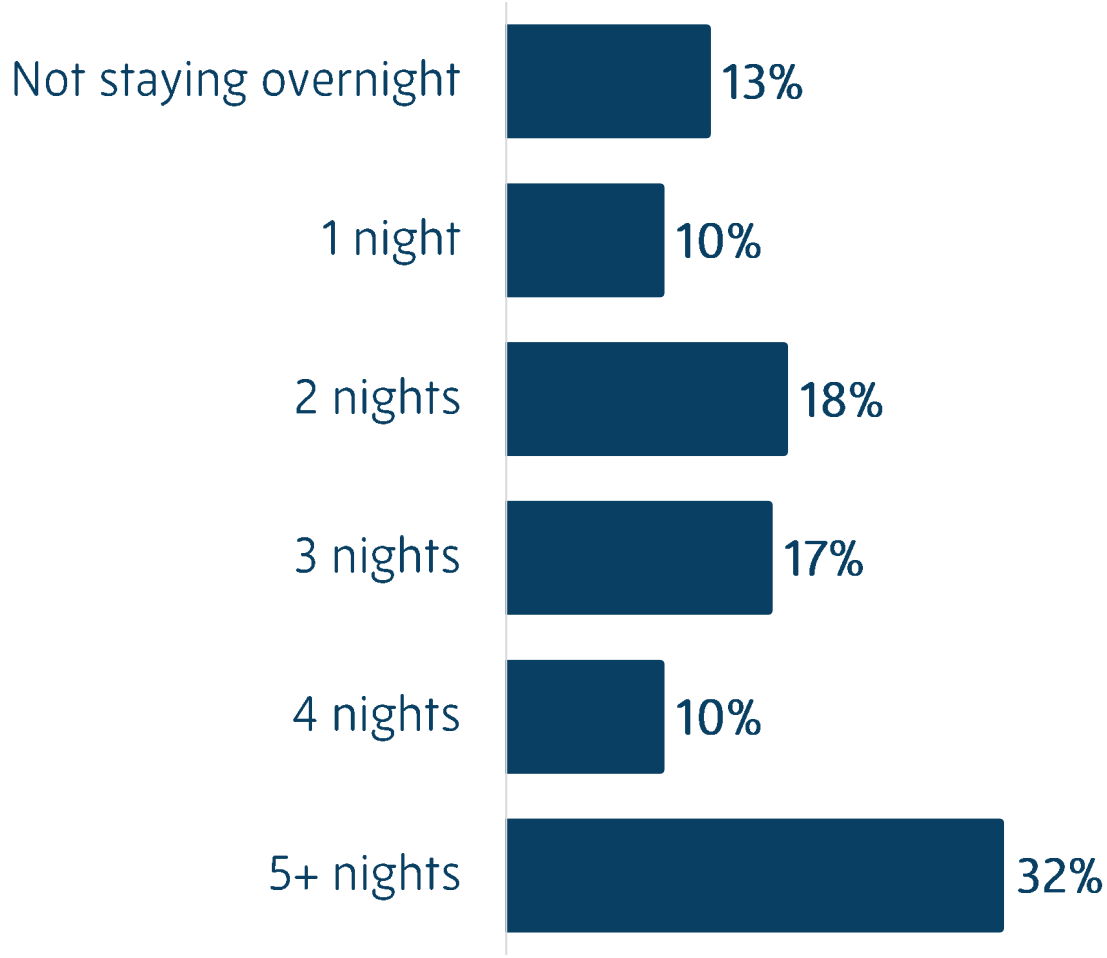
MODES OF TRANSPORTATION

- Maine is a drive-market for most visitors, with 78% choosing to travel by car over plane, motor coach/bus, or train
- Most visitors who flew to Maine arrived at Portland International Jetport or Bangor International Airport



NIGHTS STAYED

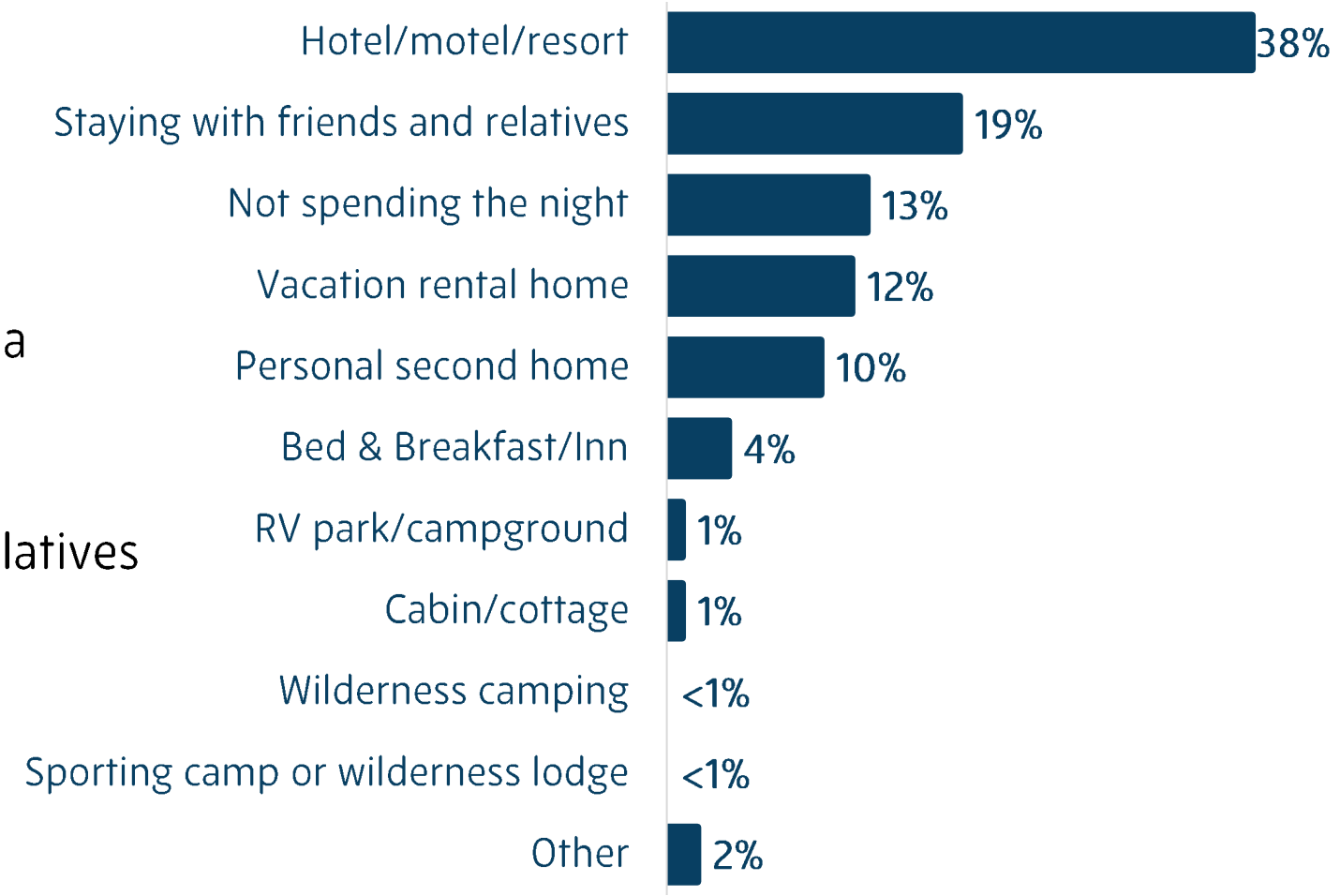
- 87% of visitors stayed one or more nights in Maine on their trip
- Typical visitors stayed 4.1* nights in Maine on their trips
- Typical visitors staying overnight in paid accommodations stayed 4.2 nights in Maine on their trips



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

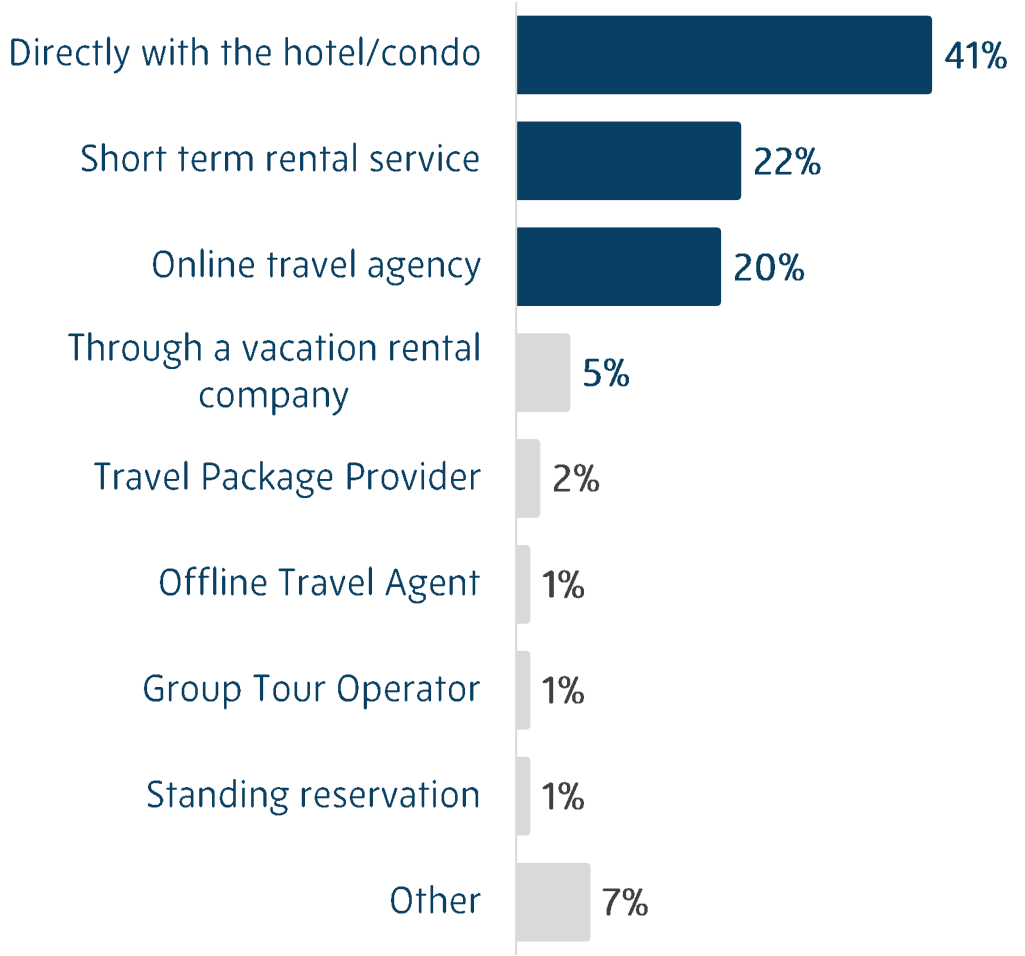
ACCOMMODATIONS

- Nearly 2 in 5 visitors stayed overnight at a hotel/motel/resort
- 19% of visitors stayed with friends and relatives



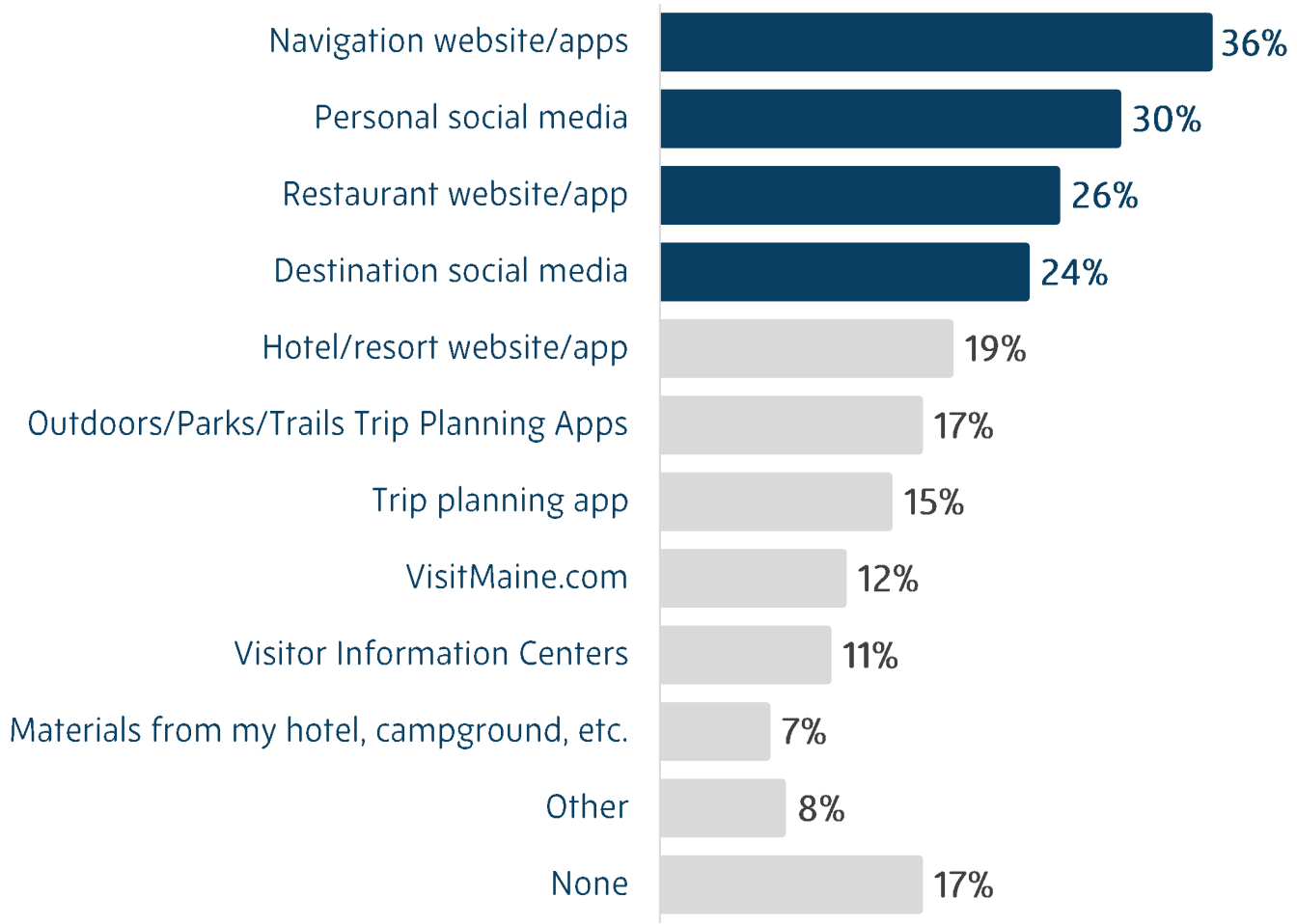
BOOKING METHODS

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



IN-MARKET VISITOR RESOURCES*

- Visitors were most likely to rely on navigation websites/apps (Google maps, Apple maps, etc.) to plan activities in–market
- **3 in 10** used their personal social media, an increase from 23% last year
- **Around 1 in 4** used restaurant websites/apps or destination social media
- **17%** of visitors did not use any resources to plan activities while they were in-market



*Multiple responses permitted.

VISITOR ACTIVITIES*

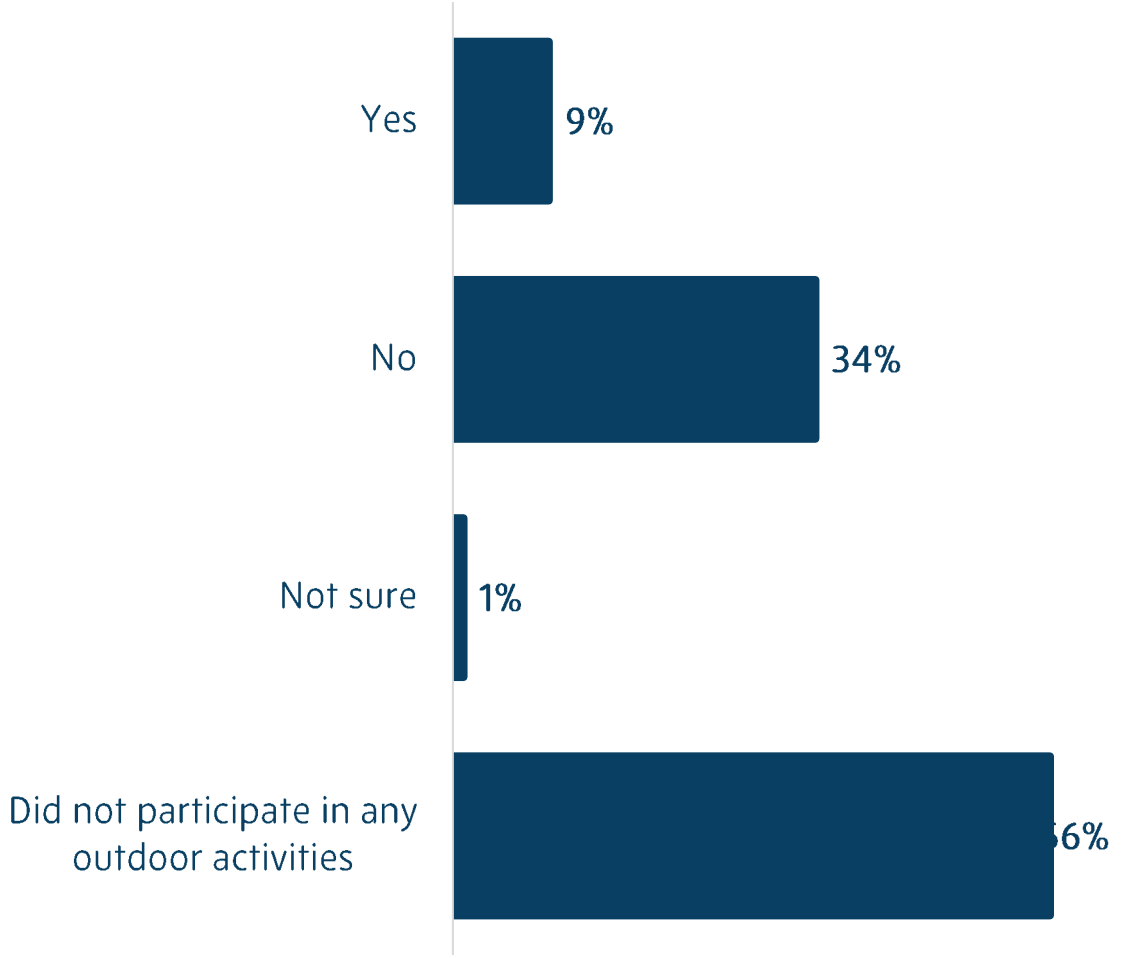
- **59%** of visitors engaged in food/beverage/culinary activities during their trip to Maine
- **Over 2 in 5** visitors enjoyed visiting friends/relatives, outdoor activities, shopping, and scenic and sightseeing activities



*Multiple responses permitted.

USED A MAINE GUIDE*

» 9% of visitors use a Maine Guide for their outdoor activities



*Only shown to those who participated in outdoor activities.

DETAILED VISITOR ACTIVITIES*

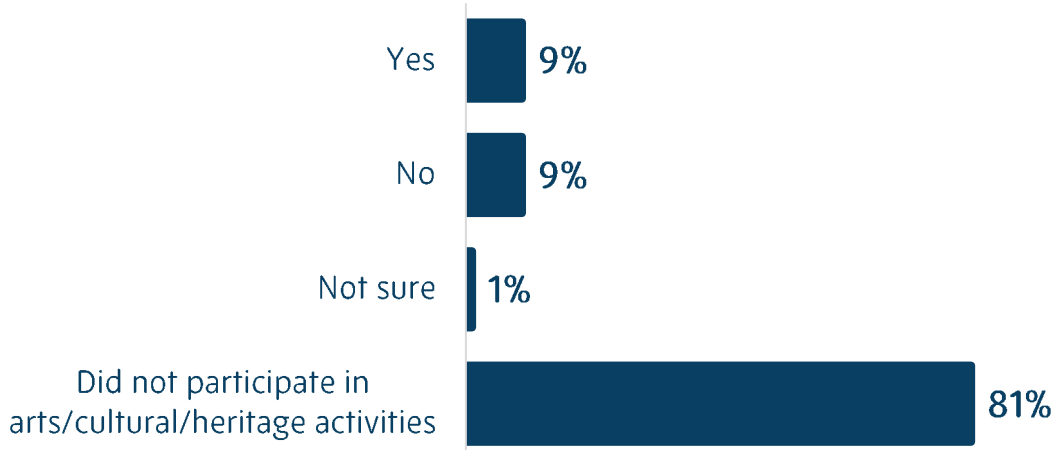
Activity	%	Activity	%	Activity	%
Visiting friends/relatives	46%	Arts & culture	14%	Camping	6%
Shopping	44%	Enjoyed high-end cuisine or award-winning restaurants	13%	Fishing	6%
Casual/laid-back dining options	31%	Skiing/snowboarding	12%	Astrotourism	6%
Ate lobster, oysters and other local seafood	29%	Visited an attraction	12%	Biking	5%
Going to local brew pubs/craft breweries/distilleries	28%	Historical sites/historical downtowns	10%	Family or school reunion	5%
Enjoying the ocean views/rocky coast	26%	Business or conference	9%	Fall foliage	5%
Scenic drives/Sightseeing/Scenic byways	25%	Wildlife/bird-watching	9%	Sailing, boating	5%
Enjoyed unique Maine food or beverages	23%	Attend or participate in a sporting event	9%	Snowmobiling	4%
Quaint/charming downtowns	22%	Ate farm-to-table or organic cuisine	9%	Guest at a Wedding	4%
Hiking/climbing/backpacking	21%	Farm tours/farmer's market	8%	Riding all-terrain vehicles (ATV)	4%
Visit a scenic outdoor location	21%	Food related festival or event	7%	White water rafting	3%
Visit a national/state/local park	19%	Festival	7%	Golfing	3%
Going to the beach	16%	Get to know the local people and/or culture	7%	Getting/got married or on honeymoon	3%
Enjoying the mountain views	15%	Kayaking, paddleboarding, canoeing	6%	Hunting	3%

*Multiple responses permitted.

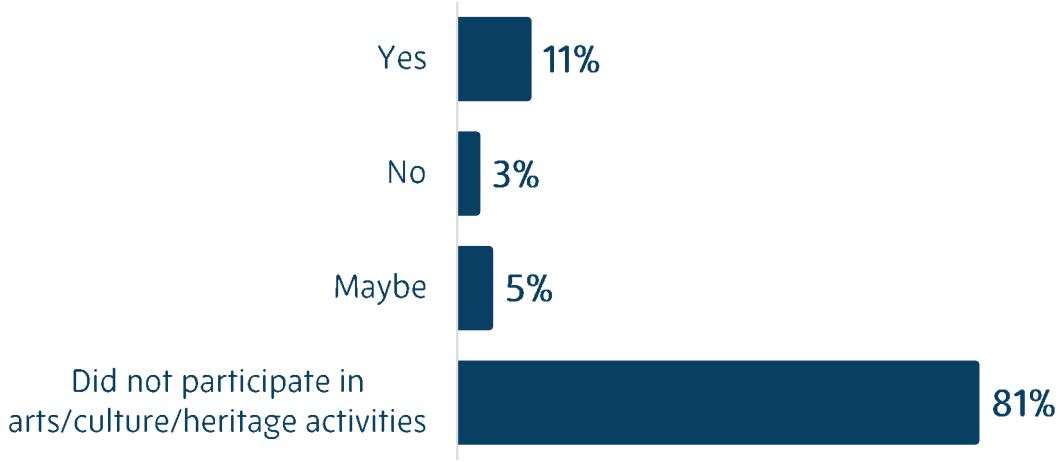
INDIGENOUS TRAVEL*

- 9% of visitors said they seek out indigenous experiences when they travel
- 10% 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

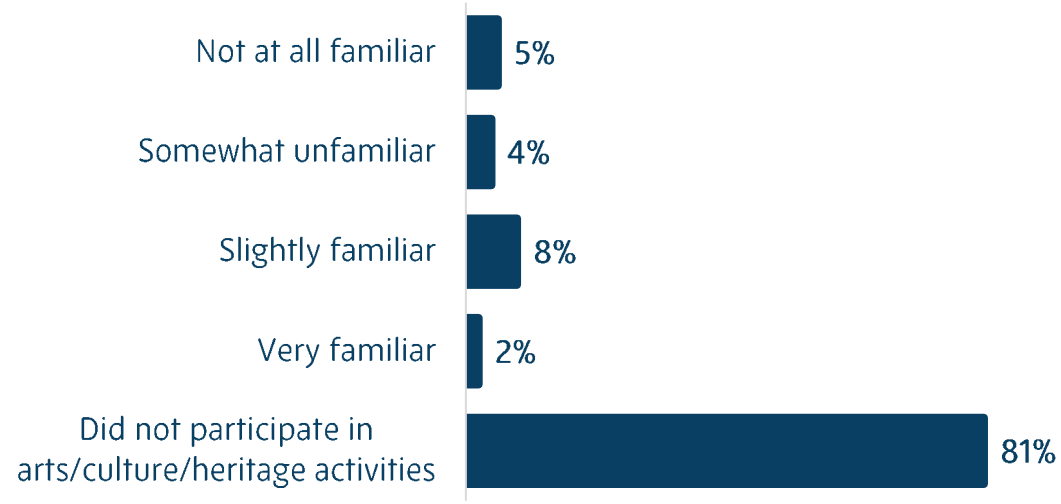
Do you seek out indigenous experiences when you travel?



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



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

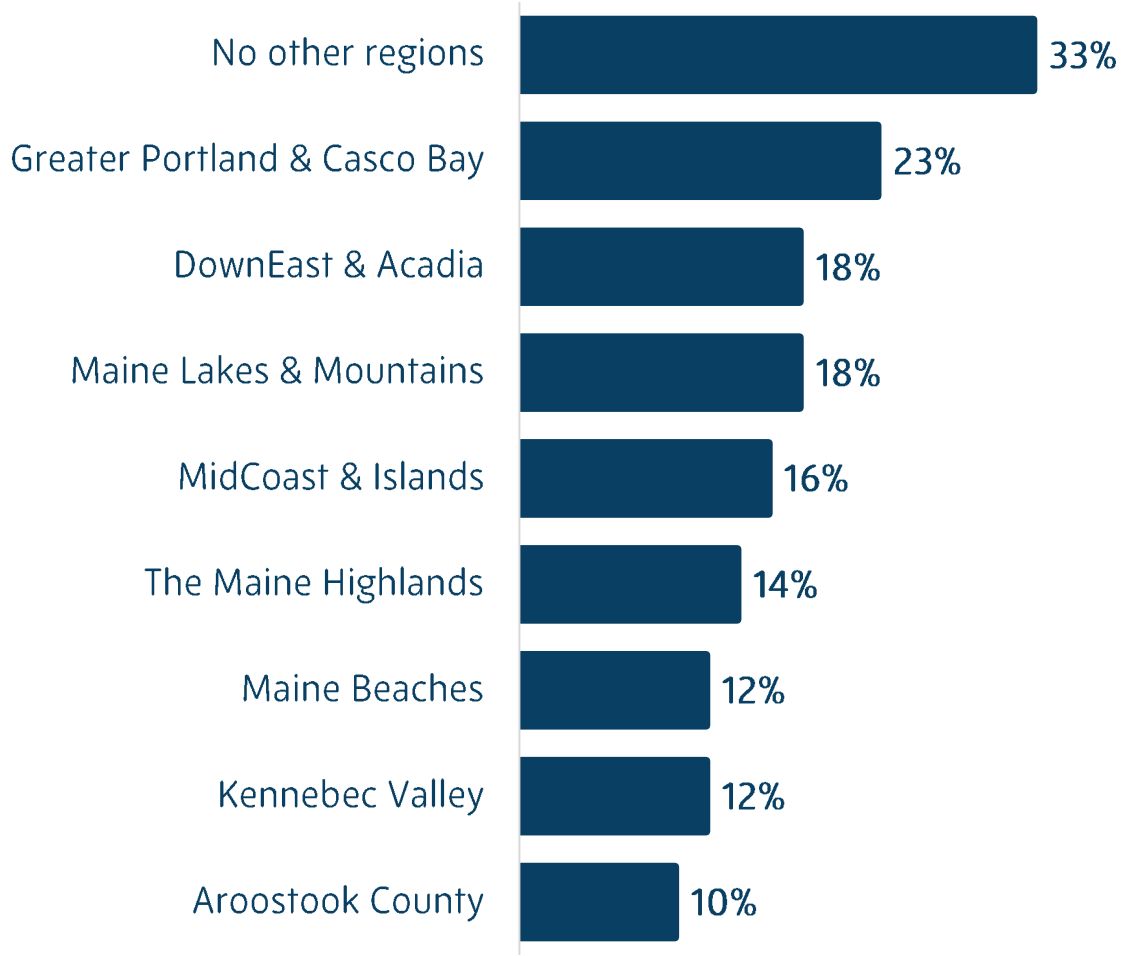
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$173	$0	$0
Restaurants	$140	$97	$80
Groceries	$35	$39	$12
Shopping	$115	$88	$73
Entertainment	$67	$42	$29
Transportation	$53	$40	$28
Other	$27	$15	$11
Daily Spending	**$610**	**$321**	**$233**

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$726	$0	$0
Restaurants	$588	$512	$80
Groceries	$147	$205	$12
Shopping	$482	$465	$73
Entertainment	$280	$220	$29
Transportation	$221	$210	$28
Other	$114	$79	$11
Trip Spending	**$2,558**	**$1,691**	**$233**

TRAVELING WITHIN MAINE*

- 33% of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- Nearly 1 in 4 visitors went to Greater Portland & Casco Bay



*Multiple responses permitted.

VISITOR JOURNEY : POST-TRIP EVALUATION



UNIQUENESS

"We learned about the stunning views and beautiful historical lighthouses in Maine for a long time, and we always wanted to come visit. It is not disappointing at all."





"The small fishing towns have this authentic, old-school New England charm that's hard to find now."





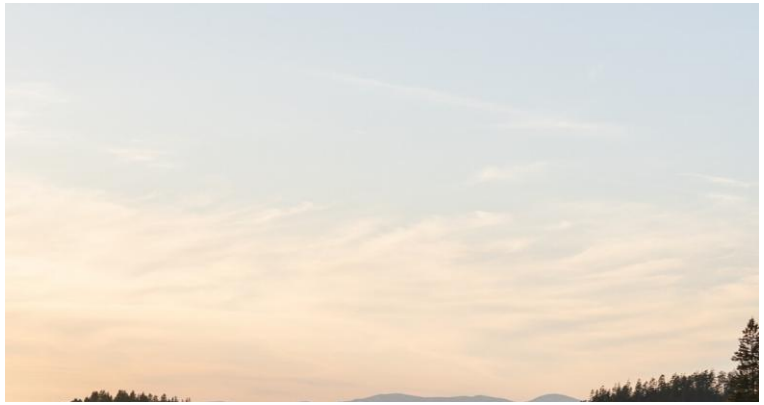
"Appropriately cold winters. Kick backed vibe. Beautiful scenery. Great seafood."



UNIQUENESS

"Year-round opportunity to do stuff. Year-round fun. Winter at Après Ski. The Front Porch. Fireworks. The finest kind of Cruises."





"Unique authenticity, less crowded, a mix of nature and small towns and unique small businesses."

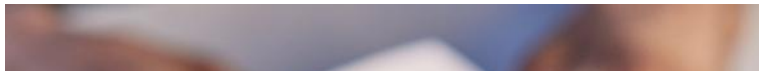




"The lighthouses, coastal scenery, the national park, and some local towns with lovely people."



HIGHLIGHTS



"We took a lobster boat tour and pulled up our own lobster trap. Eating it right on the boat was so cool."





"Watching the sunrise in Acadia National Park and seeing the coastline light up. Exploring a charming coastal town like Camden or Boothbay Harbor."





"The highlight of my trip was exploring the local culture and trying authentic food, as it gave me a deeper appreciation of the place and created some of the most memorable experiences."



HIGHLIGHTS

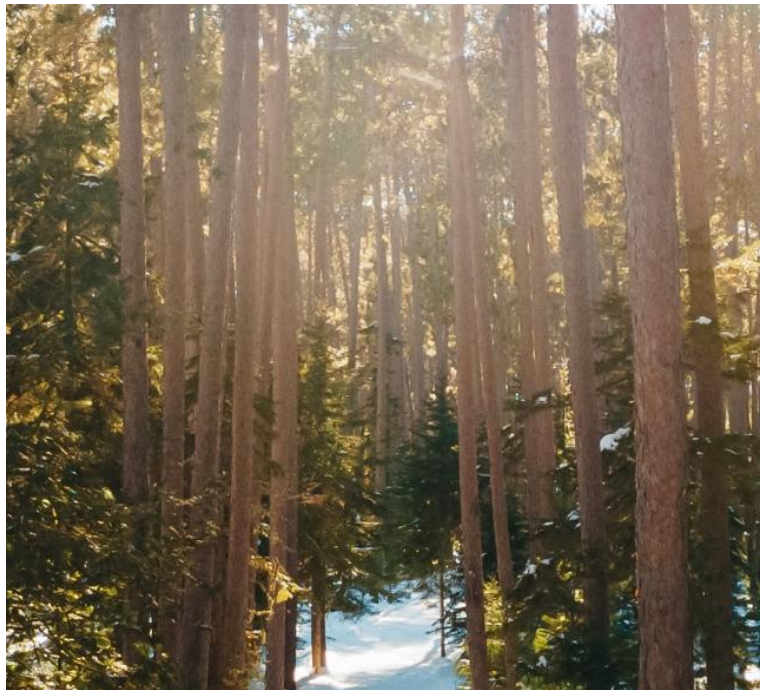
"The highlight of my trip was exploring a beautiful natural landmark, where I had the chance to connect with nature and enjoy some peaceful time outdoors. The stunning views and sense of adventure made it an unforgettable experience."





"The beautiful scenic views of the coast and the local gourmet food we have enjoyed so far."





"Spending New Year's Eve with friends next to the wood stove in my cabin."

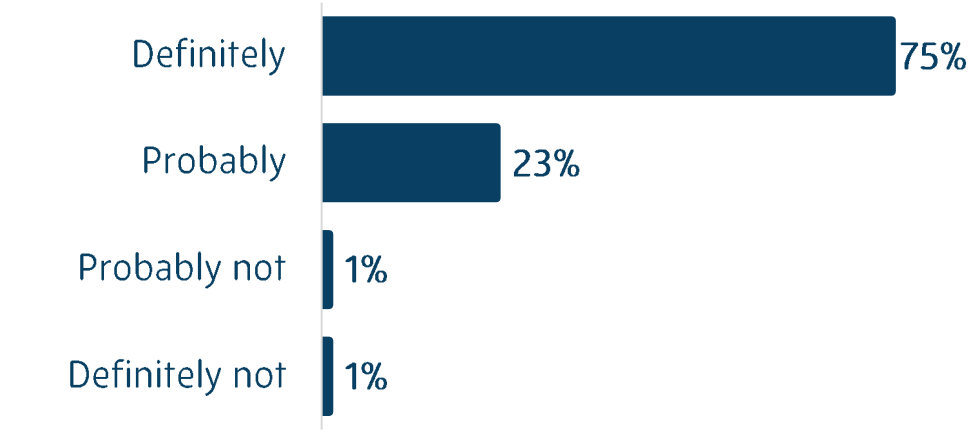


RECOMMENDING MAINE & ITS REGIONS

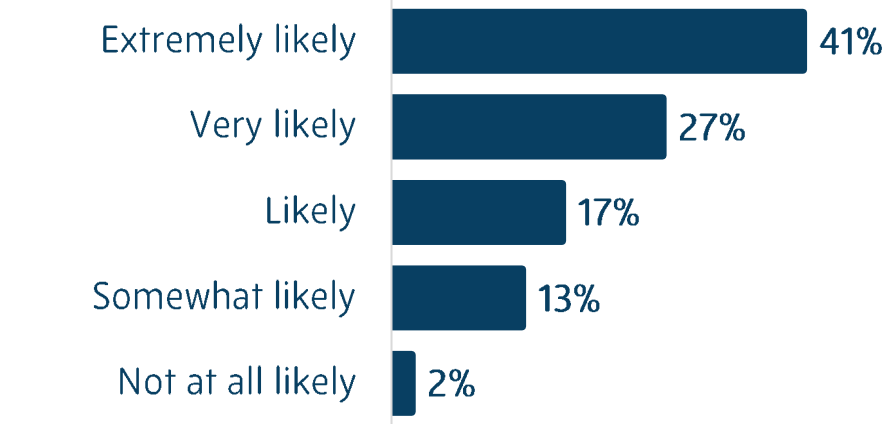
- 98% of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation

- 85% 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

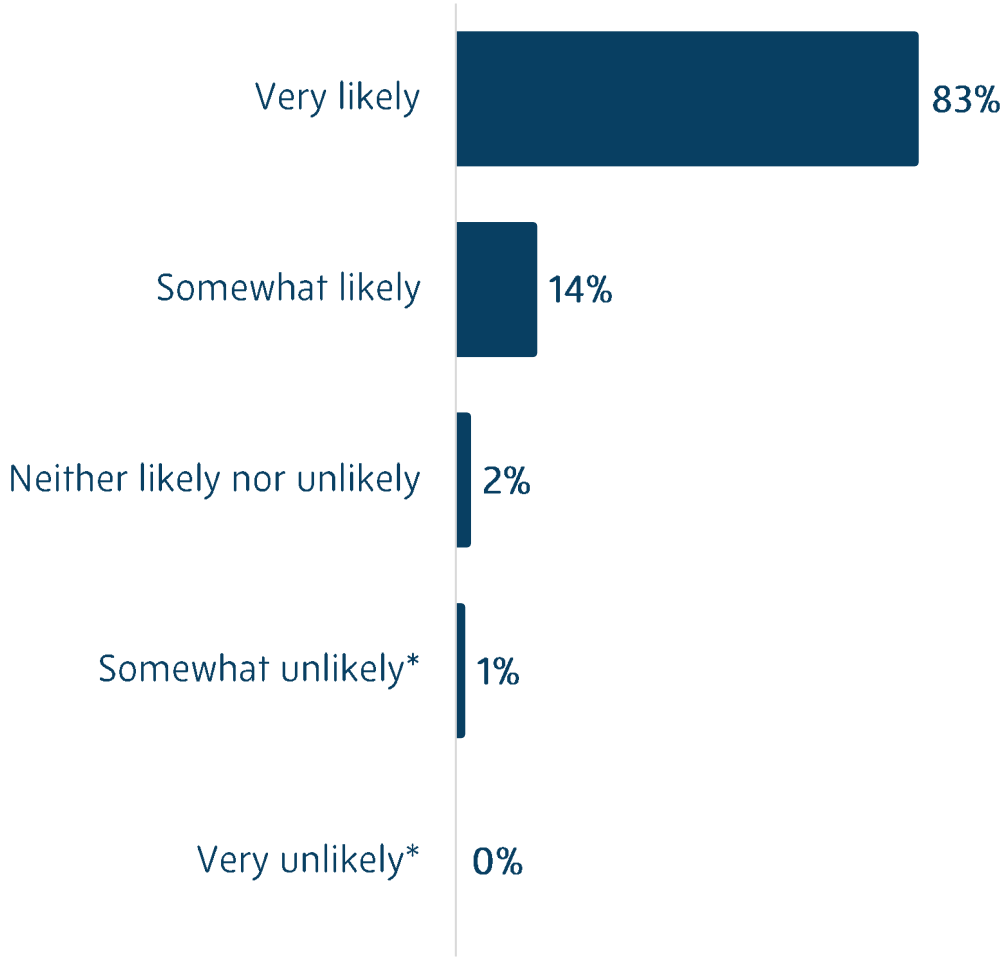


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

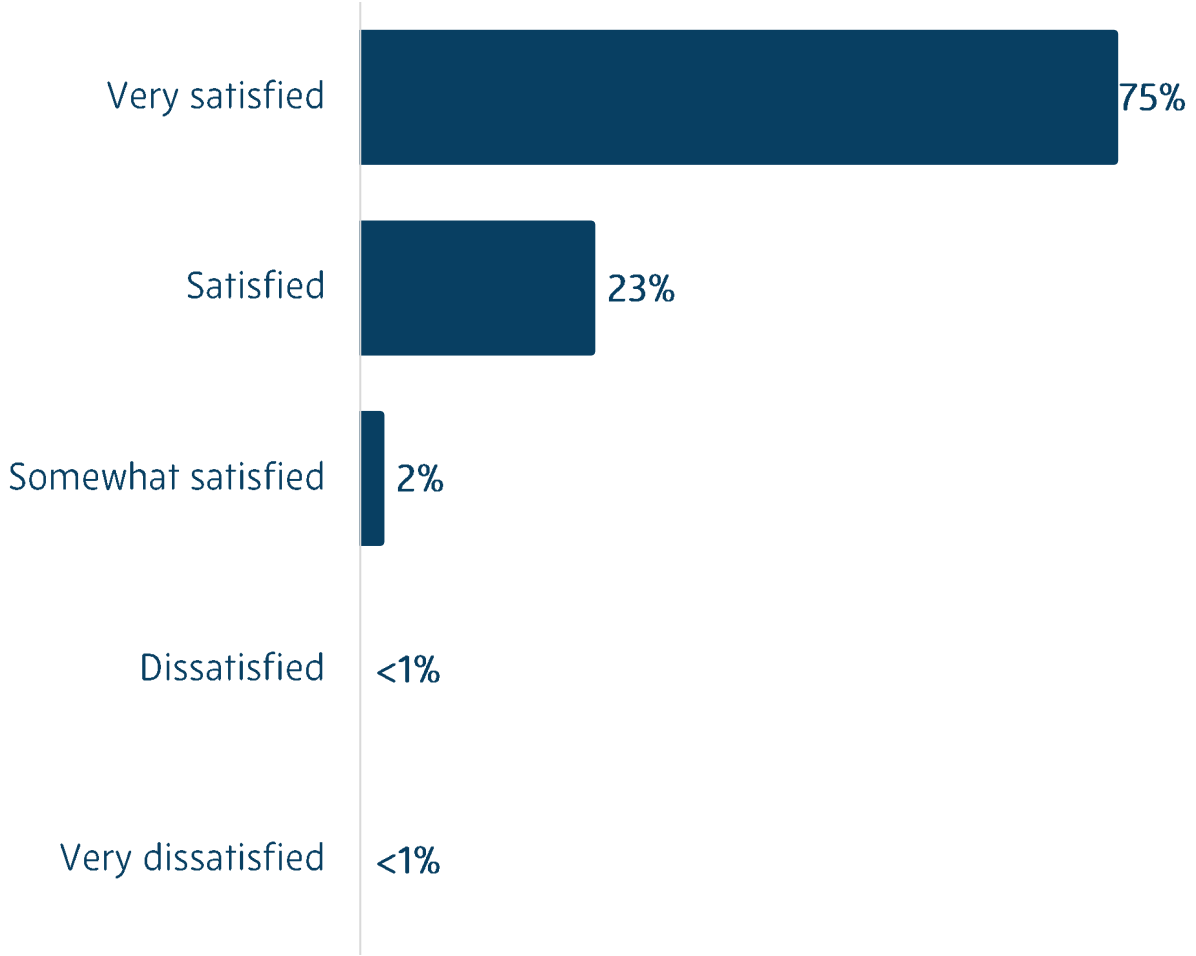
» **97%** of visitors will return to Maine for a future visit or vacation



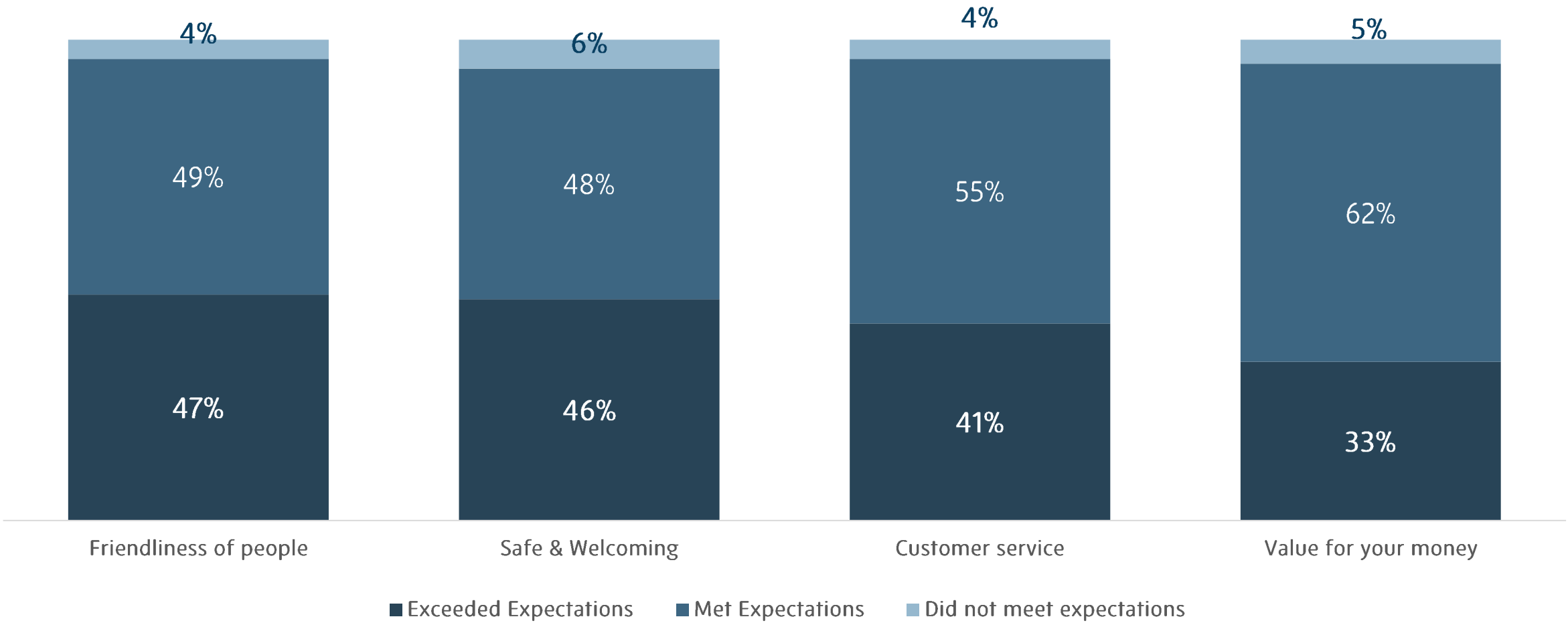
*1% of all visitors are not sure if they will return to Maine for the following reasons:
1. Lack of activities and attractions.

SATISFACTION

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



TRIP RATINGS



PERCEPTIONS

"There are so many opportunities for outdoor recreation in Maine. We love driving up here for kayaking in the summer and skiing during colder months."





"The views are out of a magazine, and it is a peaceful escape."





"It's beautiful, the weather is just perfect. The outdoor and the scenic adventures there's so much to do. The food is excellent...the people are friendly; it's just a beautiful place."

PERCEPTIONS

"It has a certain power that unlocks parts of you, you never knew. The island brings unique experiences and provides calm I've never felt before."





"I would describe Maine as a place that offers a quiet and peaceful visit, with the healing of nature and raw beauty at its core."





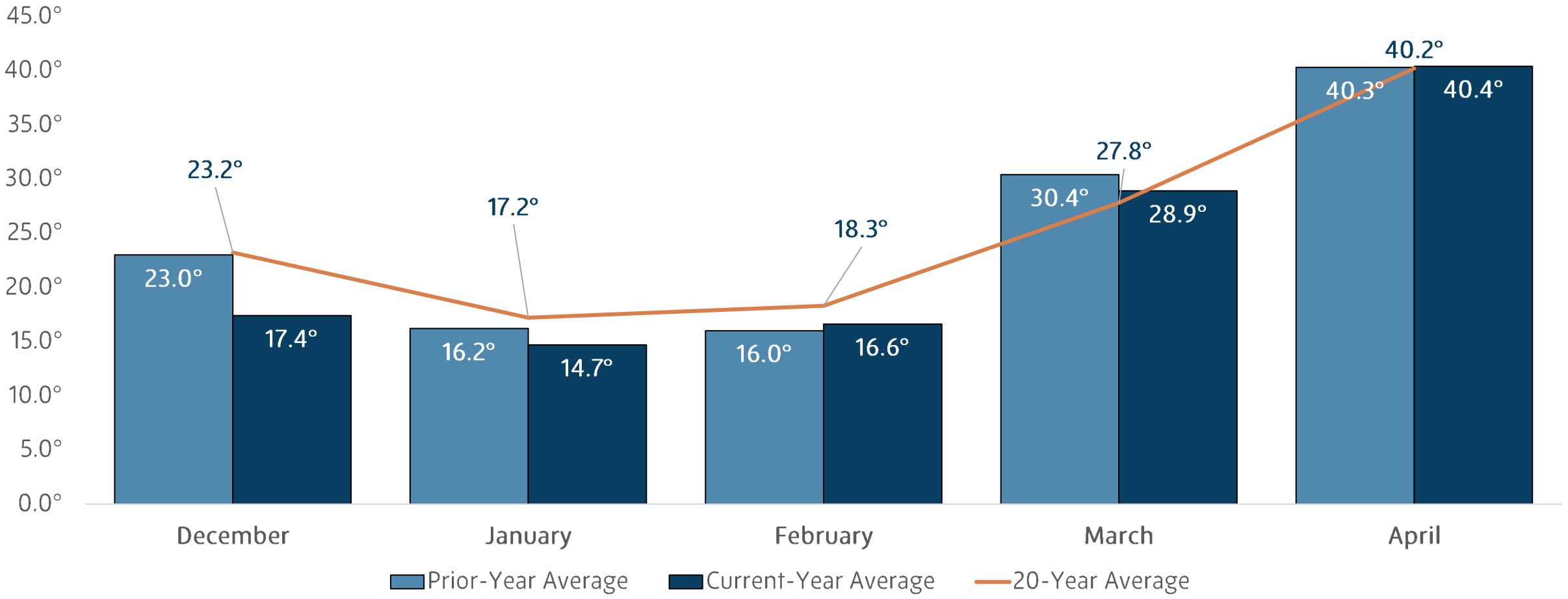
"Gorgeous, clean, rocky, I try, but struggle to explain what is so magical about Maine. Part of it is you feel like you've stepped back in time. You don't need devices. Some of our best times are on the water."



WEATHER

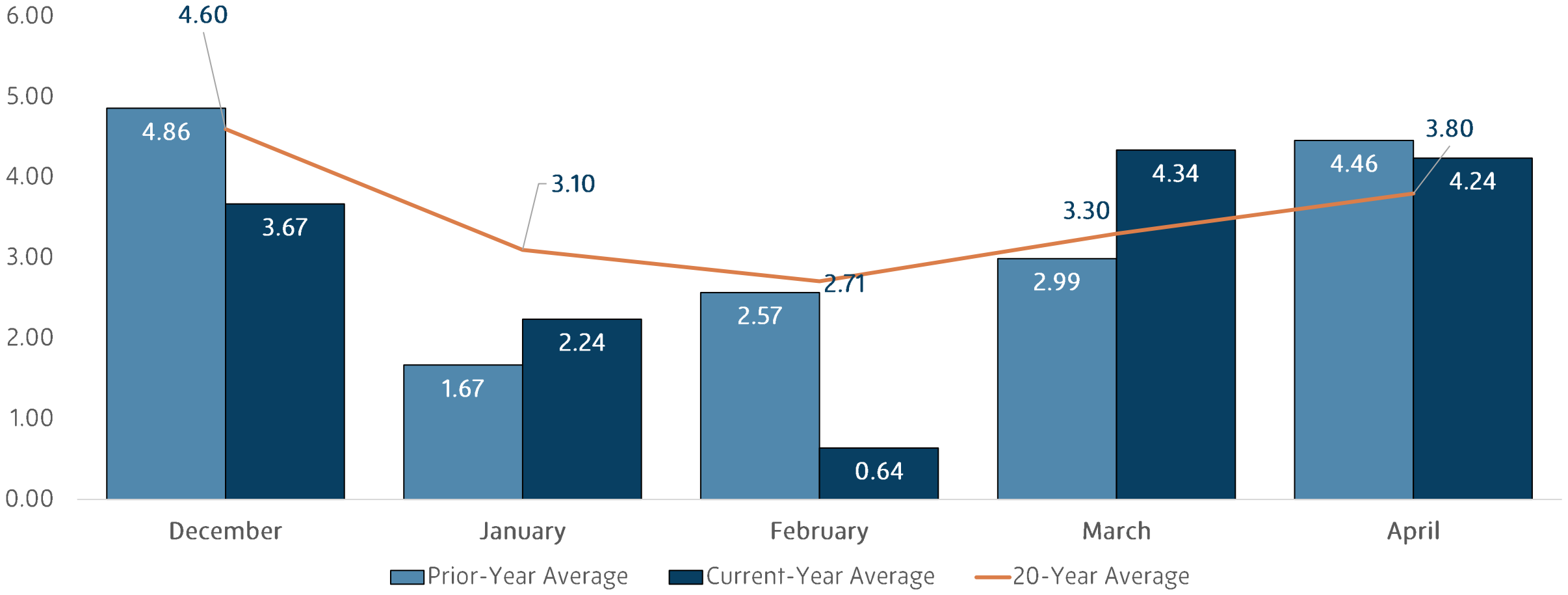


TEMPERATURE



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 METHODS



METHODOLOGY



Visitor Tracking

1,399 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 December 1st, 2025 and April 30th, 2026.

MAINE OFFICE OF TOURISM

2026 Winter Visitor Tracking Report

December 2025 – April 2026

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

