MAINE OFFICE OF TOURISM

2026 Summer Visitor Tracking Report

MAY – AUGUST 2026



TABLE OF CONTENTS

03 Summary

04 Seasonal Snapshot

05 In State vs. Out of State Visitors

06 Lodging Metrics

07 Detailed Findings

09 Pre-Visit

20 Traveler Profile

31 Trip Experience

44 Post Trip Evaluation

55 Weather

SUMMARY

Maine welcomed 7,849,400 visitors, a +3.4% increase over Summer 2025.

Growth was driven by out-of-state visitors, who made up 87% of the total. Maine residents fell to 12.6%, from about 20% last summer.

Occupancy rose to 64.3% (+5.2%), Average Daily Rate to $248.45 (+2.5%) and Revenue per Available Room to $159.64 (+7.9%), indicating demand-led growth with measured pricing.

Visitor sentiment remained strong. 96% were satisfied with their trip, 97% would recommend Maine and 94% plan to return.

Key factors that shaped summer season performance

Rebound in Demand: Occupancy grew faster than rates, showing that increased demand, rather than price alone, drove lodging performance. Summer visitors also stayed longer (5.1 nights) and traveled in larger parties (3.6 people).

Drive-Market Strength: 81% of visitors drove to Maine. Elevated fuel prices this spring and summer weighed on travel nationally, but road trips continued to dominate travel, which favors a destination within a day's drive of major population centers.

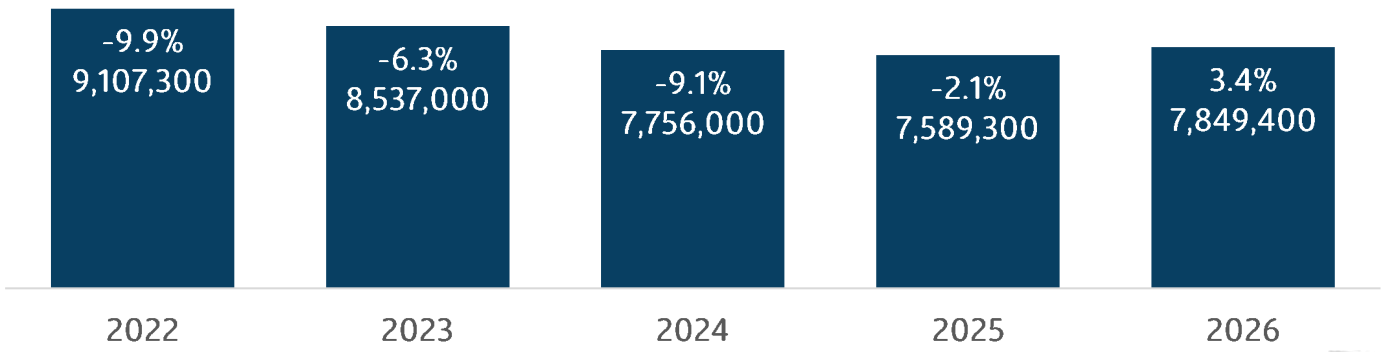
Stronger Draw from Nearby Markets: Massachusetts (19.8%), New York (11.5%) and Texas (3.0%) all gained share, with Boston the top origin market at 22.4%. Out-of-state visitors drove the overall increase.

Loyal, Higher-Income Visitors: Median household income was $118,200, and 36% earned over $150,000 (up from 29%). 46% had visited Maine more than 10 times, while first-time visitors was at 13%.

Continued Softness in Canadian and International Visitation: The share of Canadian visitors fell from 4.0% to 3.3%. Nationally, Canadian travel to the U.S. has been rising from a very low 2025 base but remains well below 2024 levels, and overseas arrivals to the U.S. have also been soft this year.

Evolving Lodging Supply: New hotel development offset part of the decline in vacation rental units, and occupancy still rose 5.2%.

Summer Visitation



SEASONAL SNAPSHOT

Trip Planning

- Typical visitors began planning 65 days out and booked lodging 55 days out; 53% booked more than 3 months ahead.
- Planning sources: friends/family 37%, mapping websites 36%, social media 28%. 15% used no planning sources.

Trip Motivations/Reasons

- About 3 in 5 were motivated by Escape & Relaxation (61%) and Connection & Belonging (59%); half by Discovery & Adventure (50%).
- 70% came for a vacation/leisure trip, 40% to visit friends and relatives, and 38% for natural attractions.
- About 3 in 10 came to relax or see unique local attractions, for outdoor recreation, or sightseeing; 1 in 5 came for the rocky coast and 18% for Acadia National Park or for the beach as a natural attraction.
- About 1 in 5 came for a single reason, while 4 in 5 came for multiple reasons.

Traveler Profile

- 22.4% came from the Boston market. Massachusetts (19.8%) and New York (11.5%) were the top states. Maine residents were 12.6%, down from 20.0%.
- Median household income is $118,200, and 36% earn over $150K (up from 29%).
- About 9 in 10 identified as white (90%, slightly up from 89% last summer). Asian (5%), Hispanic (4%) and Black (3%) visitors.
- 13% were first-time visitors (down from 19%) and 46% had visited more than 10 times.
- The average party was 3.6 people, and 21% traveled with children.

Ad Recall

- Just over half (53%) noticed advertising or promotions before their trip, an increase from 43% last year.
- 26% all of visitors found it somewhat, very or extremely influential in their decision to visit.

Trip Activities

- 73% did food/beverage/culinary activities, including 53% who ate lobster, oysters or other local seafood.
- About 2 in 3 enjoyed outdoor (66%) and scenic/sightseeing (64%) activities; 52% shopped.
- Ocean/rocky-coast views (49%) and beach visits (42%) were top outdoor activities.

Indigenous Travel

- 10% seek out indigenous experiences, 11% are slightly/very familiar with the Wabanaki Nations, and 16% would consider an authentic Wabanaki experience.

Trip Evaluation

- Exceeded expectations: friendliness of people 48%, safe and welcoming 47%, customer service 42%, value for money 30%.

IN STATE VS. OUT OF STATE VISITORS

Visitation[1]	Maine Residents	Out-of-State Visitors	Total
Visitor (#)	990,200	6,859,200	7,849,400
Visitor (%)	13%	87%	100%

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

LODGING METRICS*

Occupancy Rate	Average Daily Rate	Revenue per Available Room
64.3%	**$248.45**	**$159.64**
+ 5.2% from 2025	**+ 2.5% from 2025**	**+7.9% from 2025**

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

DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from May to August 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.



- Planning cycle
- Planning sources
- Trip motivations
- Reasons for visiting
- Other considered destinations
- Exposure to advertising
- Influence of advertising

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

- Visitor transportation
- Nights stayed
- Accommodations
- Booking methods
- In-market trip resources
- Visitor activities
- Visitor spending
- Other areas visited

- Uniqueness of Maine
- Highlight of trip
- Recommending Maine
- Satisfaction with trip
- Likelihood of returning
- Perceptions of Maine

VISITOR JOURNEY: PRE-VISIT

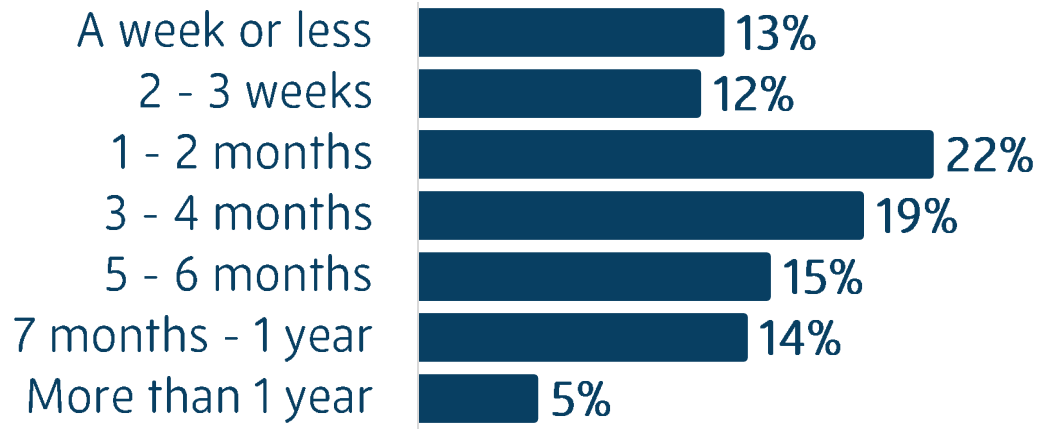
Visitor tracking questionnaire was updated in September 2025. Data reflects responses from the updated survey, which includes revised question wording, combined categories and structural changes. Year over year comparisons should be interpreted with caution as results may not be directly comparable to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



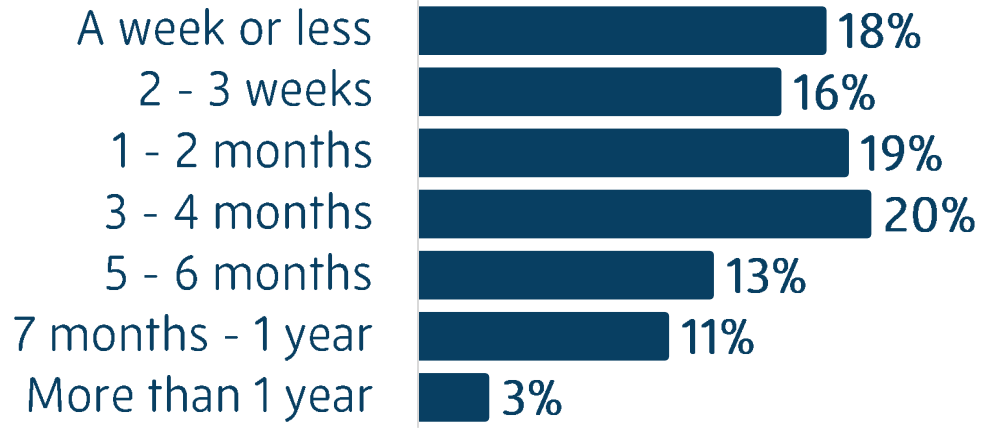
TRIP PLANNING CYCLE

- Typical visitors began planning their trip 65 days in advance
- 75% of visitors started planning their trip a month or more in advance of their trip
- Typical visitors booked their accommodations 55 days in advance
- 53% of visitors have a booking window of more than 3 months

Beginning of Trip Planning Cycle

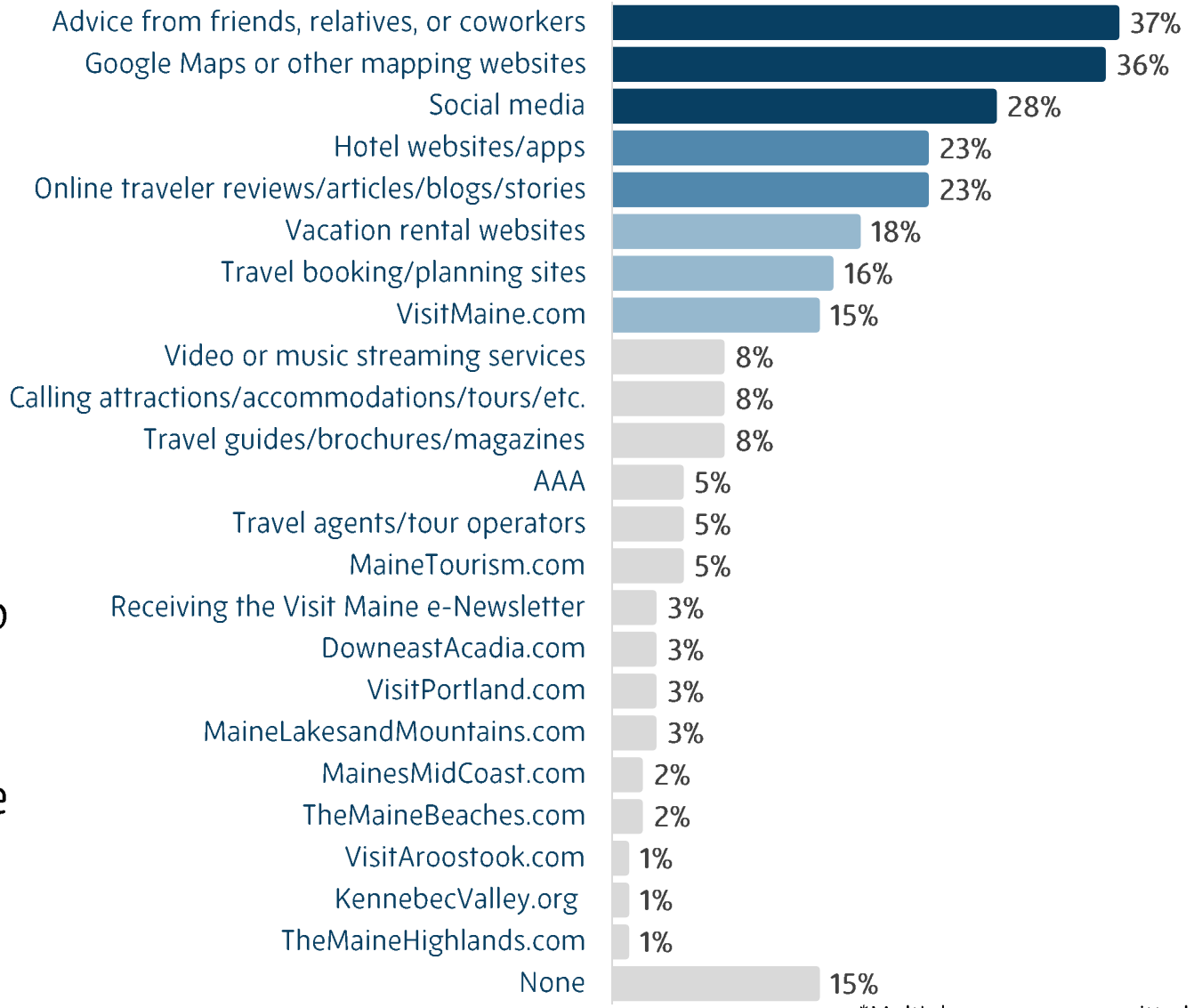


Booked Accommodations/Made Trip Decisions



TRIP PLANNING SOURCES*

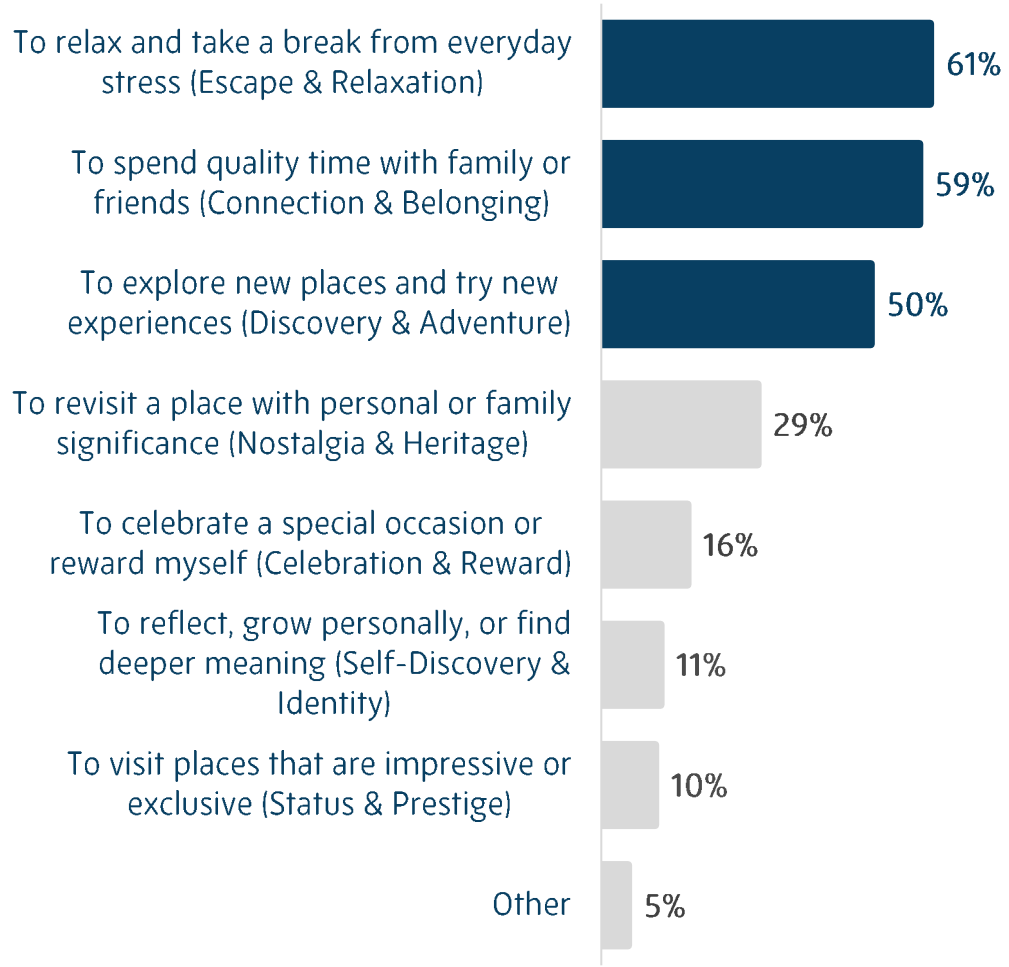
- Over **4 in 5** visitors used one or more resources to help them plan their trip in Maine
- **Nearly 2 in 5** visitors relied on advice from their friends and family or mapping websites to help them plan their trip in Maine
- **Nearly 3 in 10** visitors used social media or mapping websites to help 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*

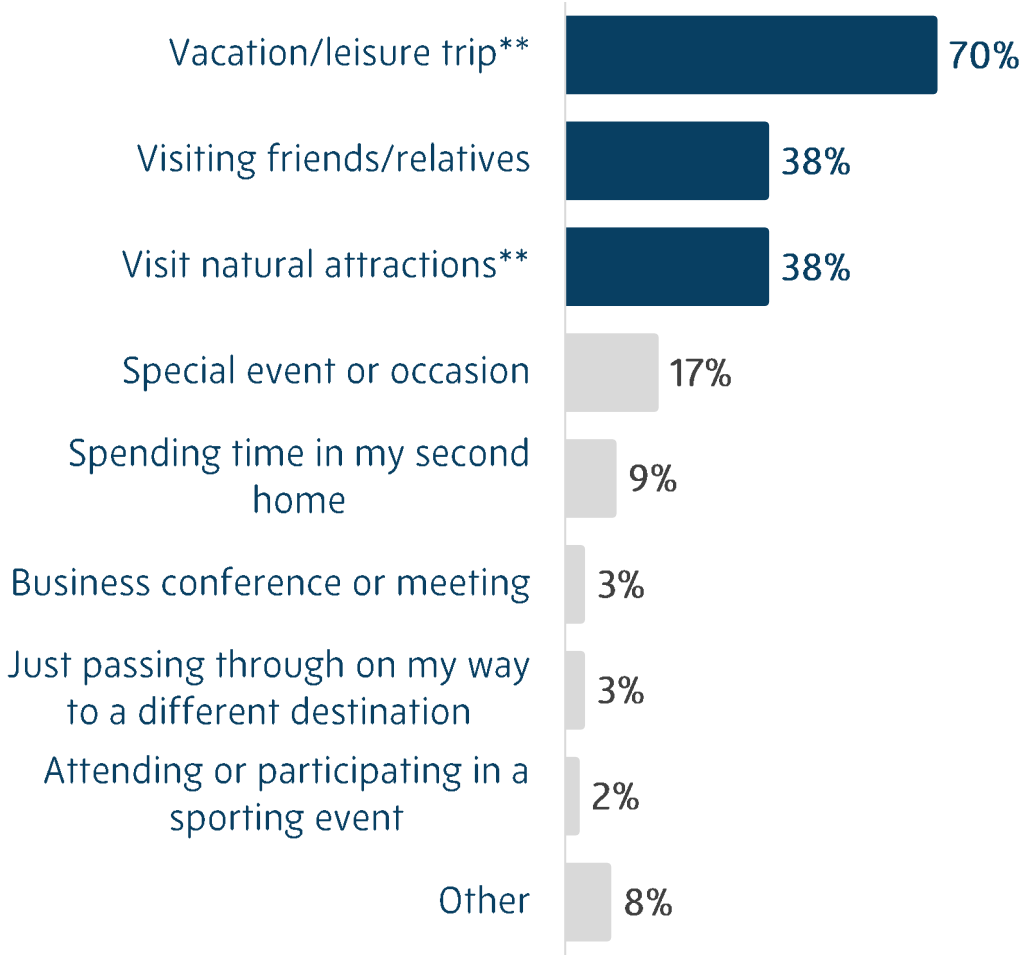
- About 3 in 5 visitors were motivated to travel for Escape & Relaxation and Connection & Belonging
- Half of visitors were motivated to travel for Discovery & Adventure



*Multiple responses permitted.

REASONS FOR VISITING*

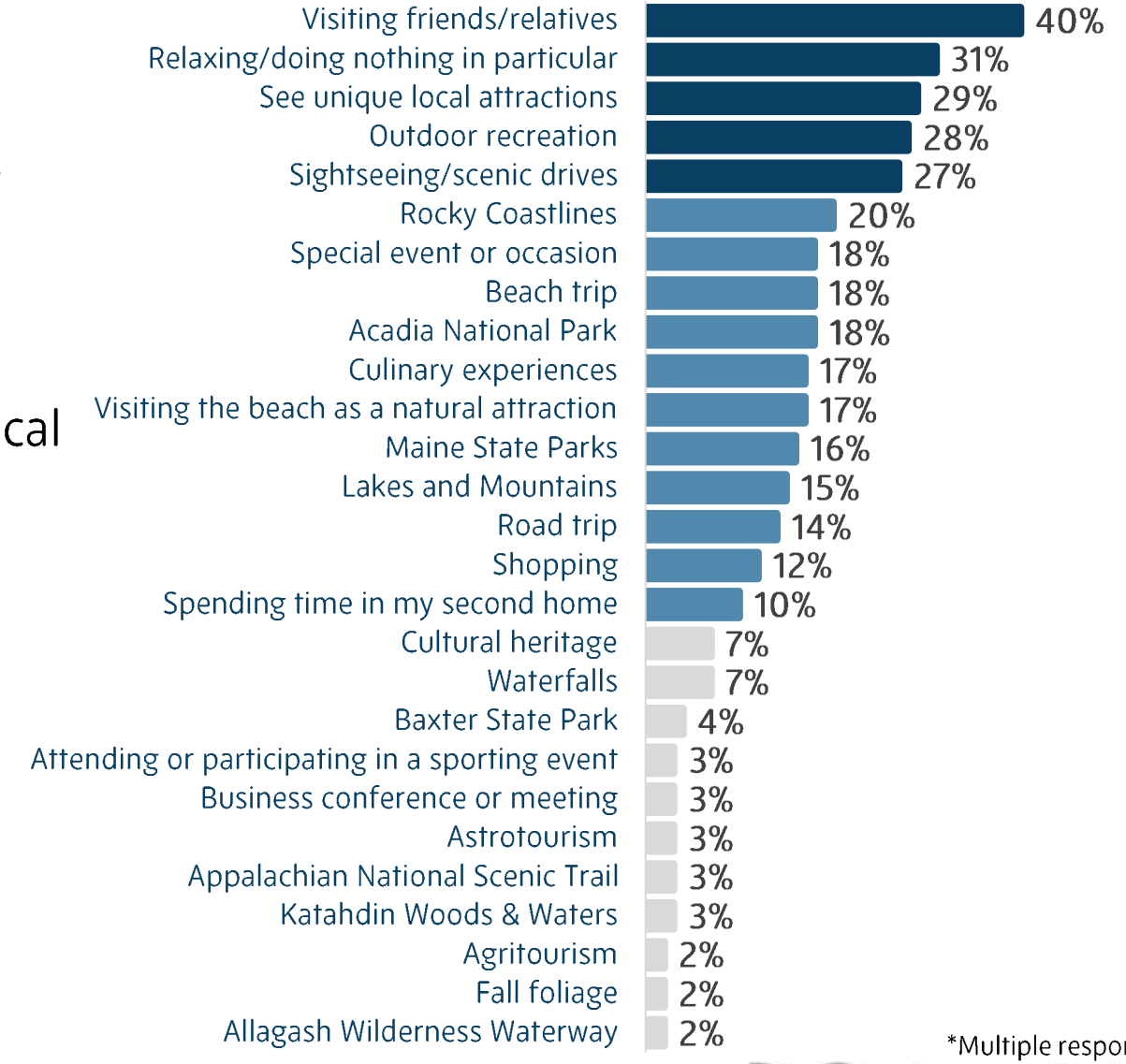
- 7 in 10 visitors came to Maine for a vacation/leisure trip
- Nearly 2 in 5 visitors came to Maine to visit friends/relatives or to see natural attractions



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

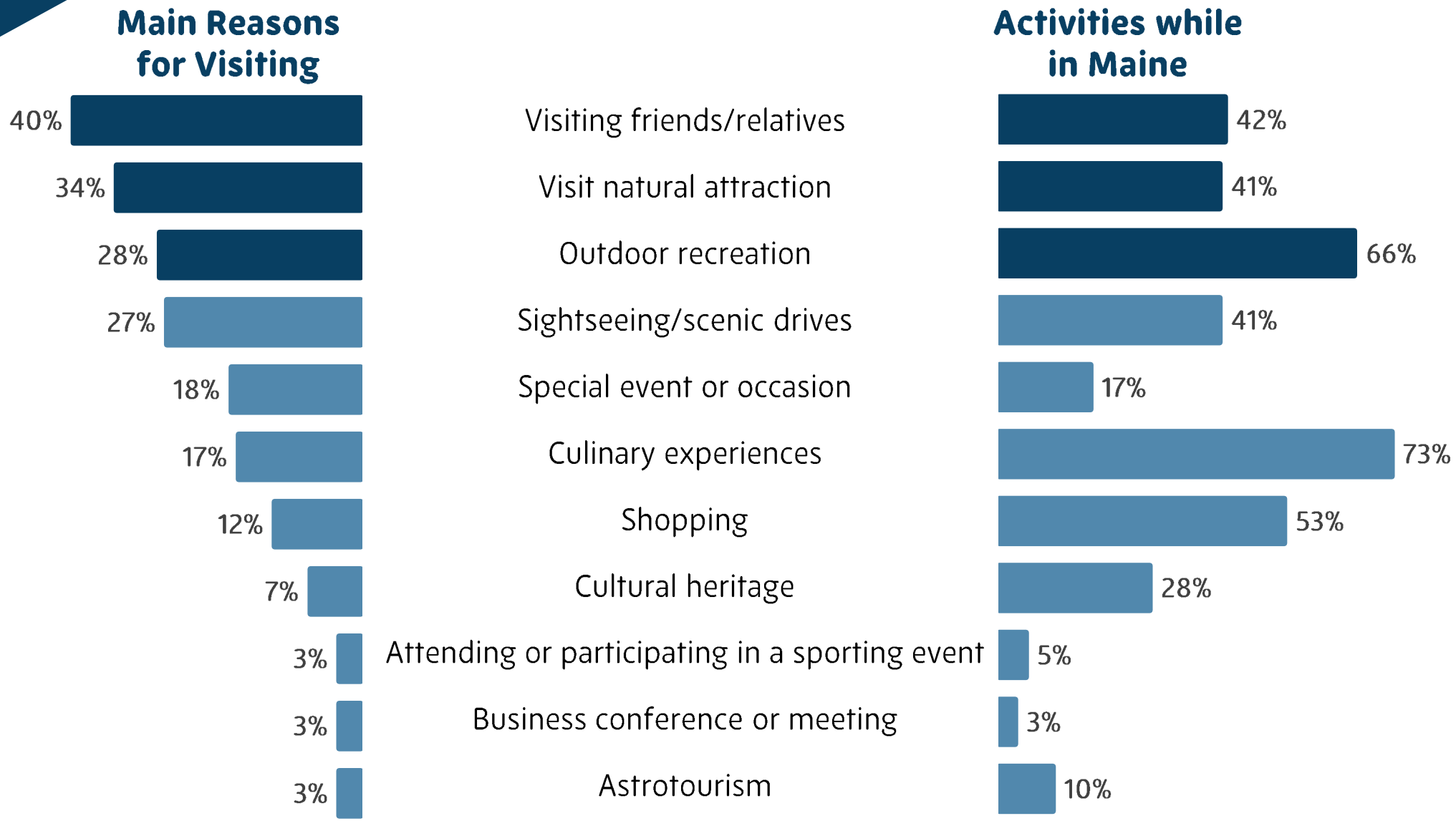
DETAILED REASONS FOR VISITING*

- 2 in 5 visitors came to Maine to visit friends and relatives
- Nearly 3 in 10 visitors came to Maine to relax/do nothing in particular, see unique local attractions, outdoor recreation, and for sightseeing/scenic drives
- About 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



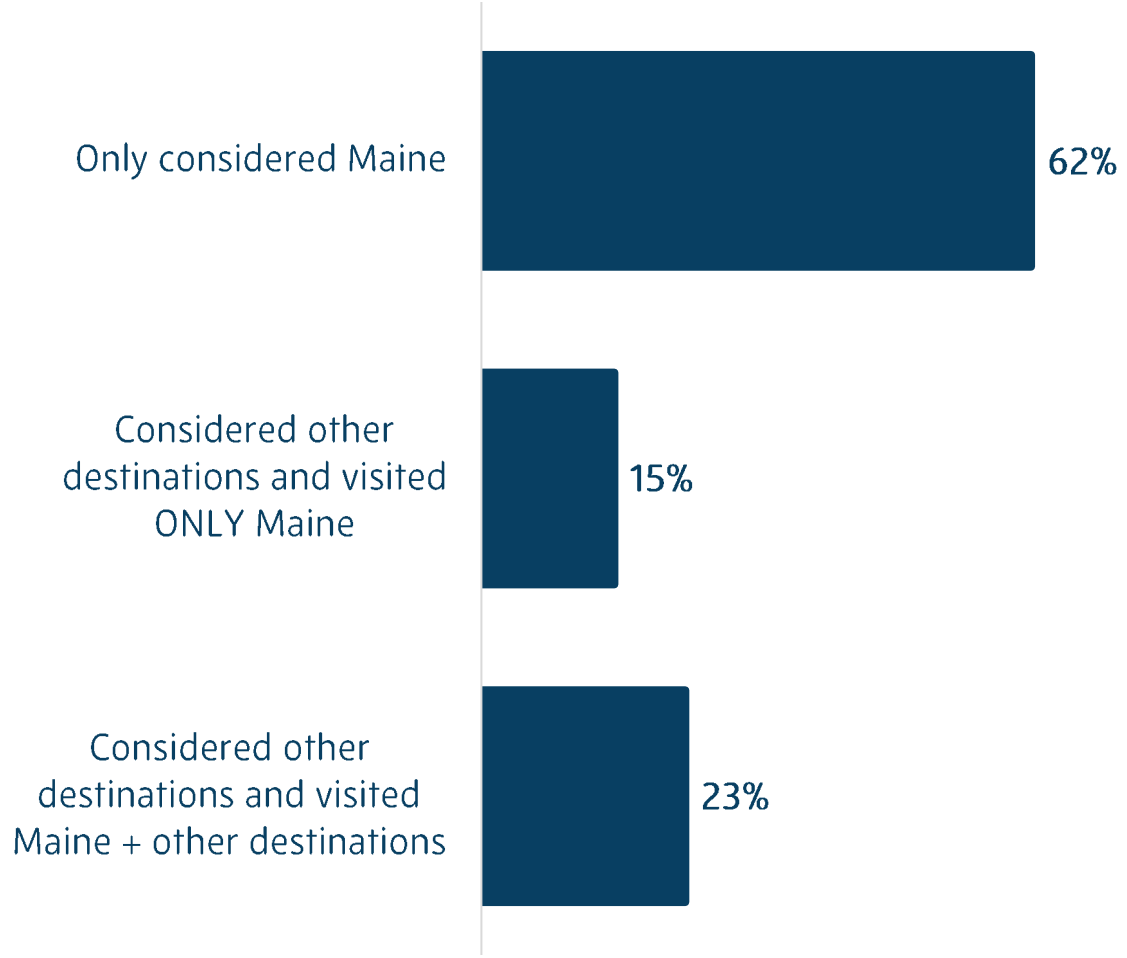
*Multiple responses permitted.

REASONS VS. ACTIVITIES FOR VISIT



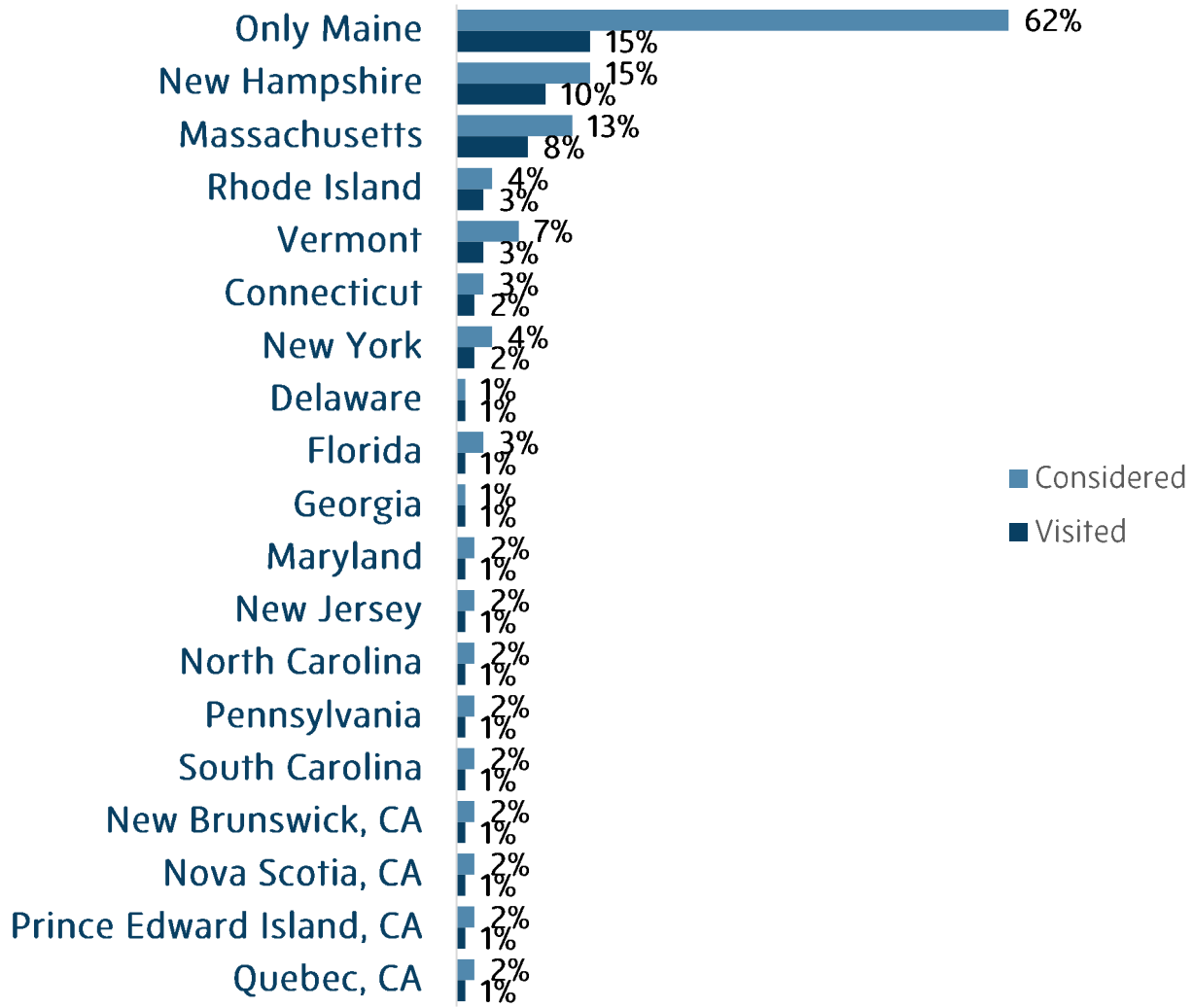
CONSIDERING OTHER DESTINATIONS

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



OTHER STATES & PROVINCES CONSIDERED*

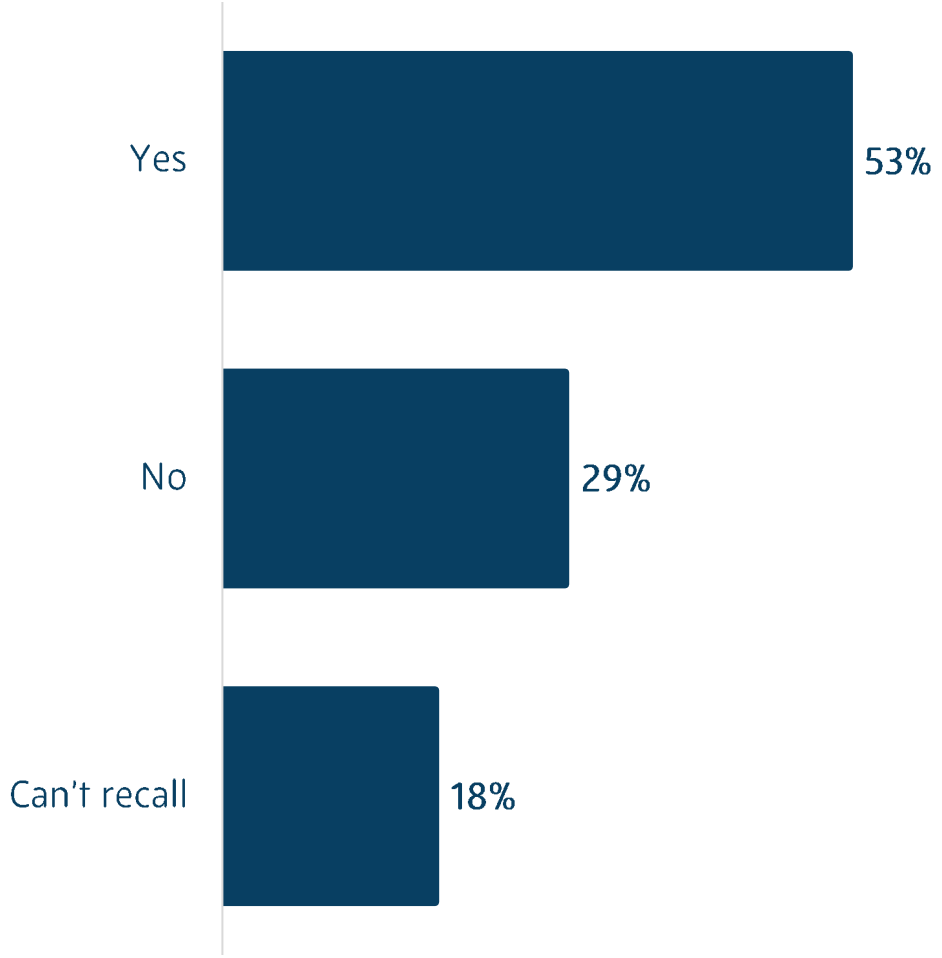
- Over 3 in 5 visitors considered visiting ONLY Maine while planning their trips
- 15% of visitors considered other destinations but visited ONLY Maine
- Visitors who considered other destinations were most likely to include New Hampshire or Massachusetts in their trip to Maine



*Multiple responses permitted.

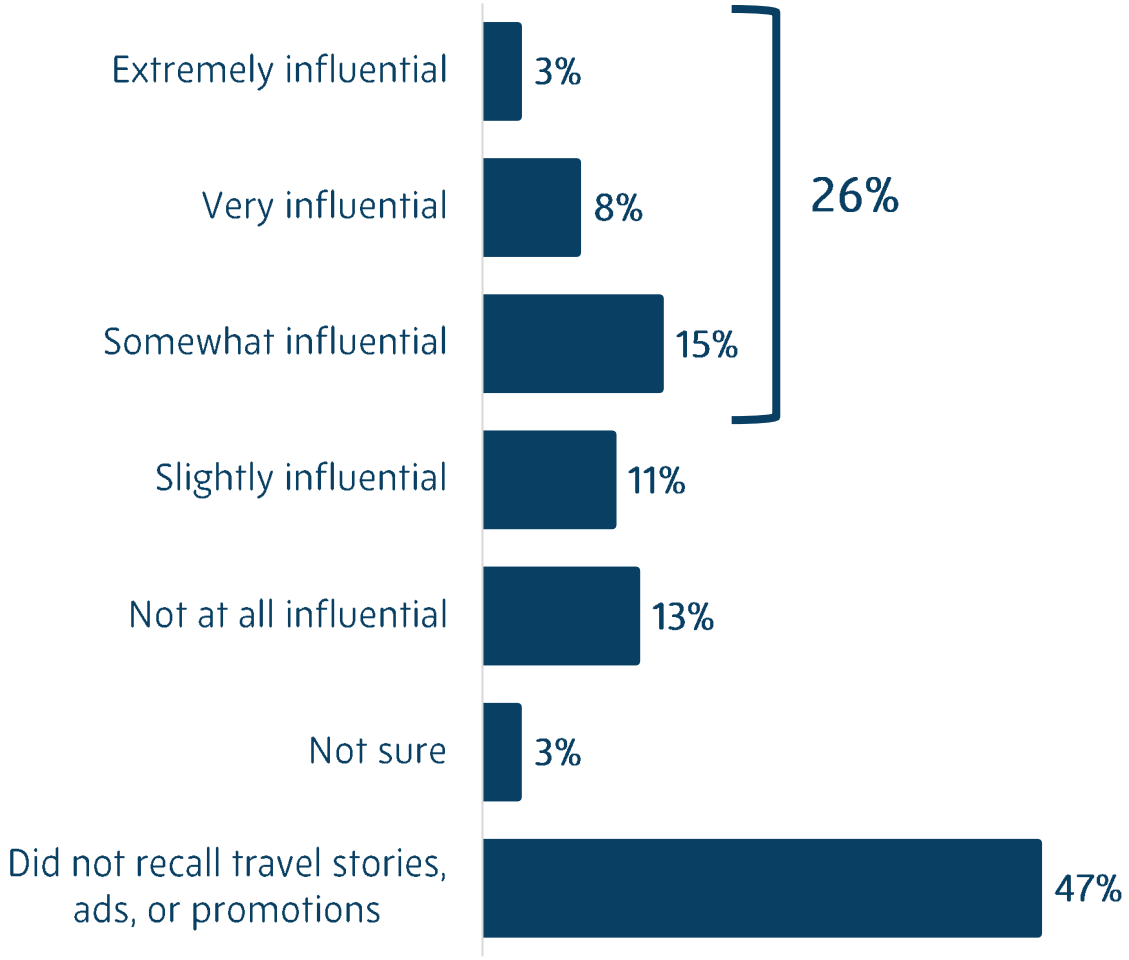
PRE-TRIP RECALL OF ADVERTISING

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



INFLUENCE OF ADVERTISING

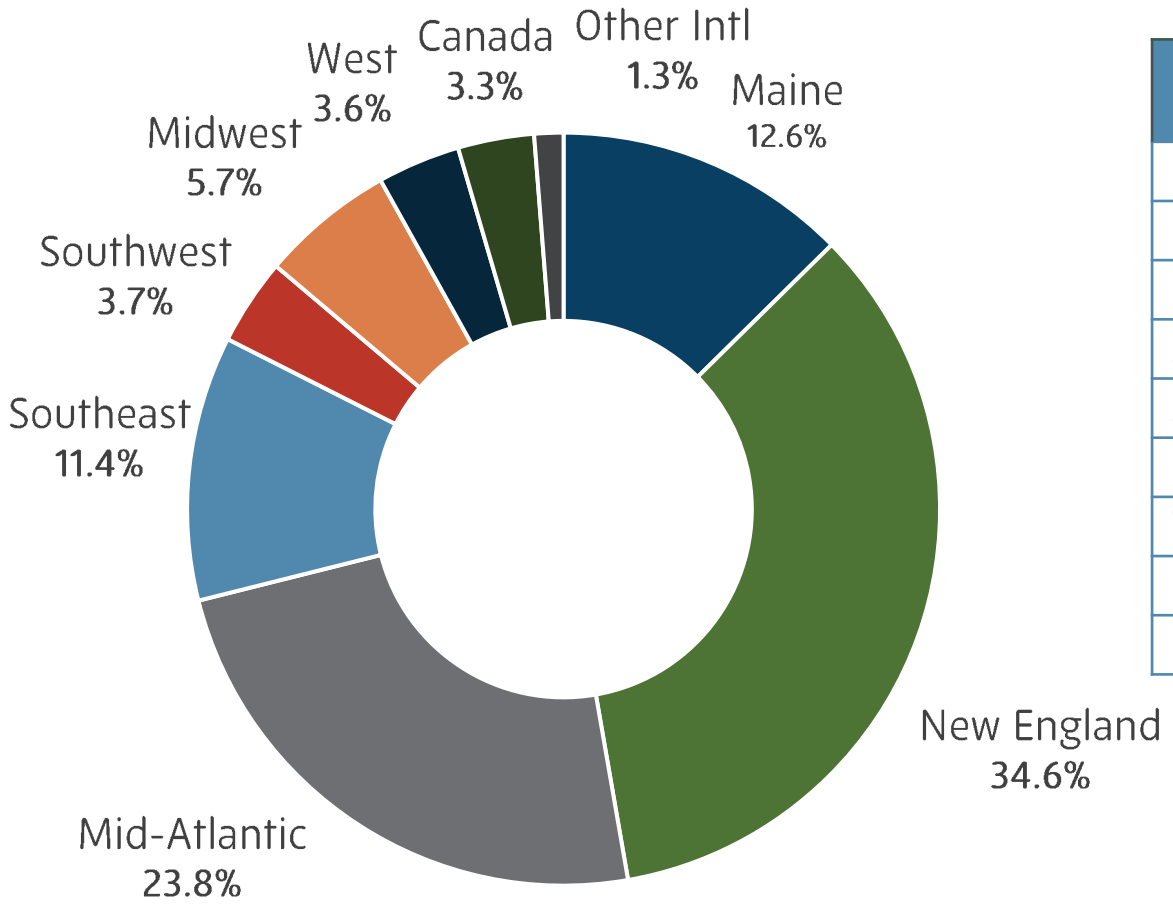
- **Over half** of visitors noticed advertising or promotions for Maine prior to their trip
- **Over 1 in 4** visitors found them to be somewhat, very, or extremely influential in their decision to visit Maine



VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



Regions	Summer 2025	Summer 2026	% Change
Maine	20.0%	12.6%	-36.9%
New England	29.0%	34.6%	+19.5%
Mid-Atlantic	21.0%	23.8%	+13.5%
Southeast	11.0%	11.4%	+3.3%
Southwest	3.0%	3.7%	+23.8%
Midwest	7.0%	5.7%	-17.9%
West	4.0%	3.6%	-11.0%
Canada*	4.0%	3.3%	-18.2%
Other International	1.0%	1.3%	+25.1%

*New Brunswick, Nova Scotia, and Quebec are the top Canadian provinces at 2.5%.

TOP ORIGIN STATES & PROVINCES

- 86.5% of visitors traveled to/within Maine from these 19 U.S. states and Canadian provinces
- 12.6% of visitors were residents of Maine traveling throughout the state

State	Summer 2025	Summer 2026	% Change
Massachusetts	14.3%	19.8%	+38.3%
Maine	20.0%	12.6%	-37.0%
New York	7.0%	11.5%	+63.3%
New Hampshire	6.0%	6.6%	+10.6%
Florida	5.0%	6.1%	+20.6%
Connecticut	4.2%	5.4%	+28.8%
Pennsylvania	4.3%	4.9%	+12.7%
New Jersey	4.2%	3.8%	-9.7%
Texas	2.0%	3.0%	+46.9%
Virginia	2.2%	1.6%	-25.3%
Vermont	2.5%	1.5%	-40.0%
Georgia	1.5%	1.4%	-7.3%
Rhode Island	1.6%	1.4%	-11.9%
Maryland	2.0%	1.4%	-31.9%
California	1.6%	1.2%	-20.9%
Michigan	1.0%	1.2%	+20.4%
New Brunswick	0.7%	1.1%	+47.2%
North Carolina	1.3%	1.1%	-19.2%
Ohio	1.6%	1.0%	-36.4%

TOP ORIGIN MARKETS*

- 73.2% of visitors traveled from these 21 U.S. and Canadian markets
- 22.4% of visitors traveled to Maine from Boston

Market	Percent
Boston[1]	22.4%
New York[2]	9.1%
Portland-Auburn[3]	8.4%
Hartford-New Haven	4.4%
Philadelphia	3.5%
Bangor	3.3%
Albany-Schenectady-troy	2.9%
Providence-New Bedford	2.8%
Burlington-Plattsburgh	2.3%
Washington, DC-Hagerstown[4]	1.9%
Springfield-Holyoke	1.5%
Tampa-St. Petersburg	1.5%
Presque Isle	1.3%
Orlando-Daytona Beach-Melbourne	1.2%
Atlanta	1.1%
New Brunswick	1.1%
Syracuse	1.0%
Houston	1.0%

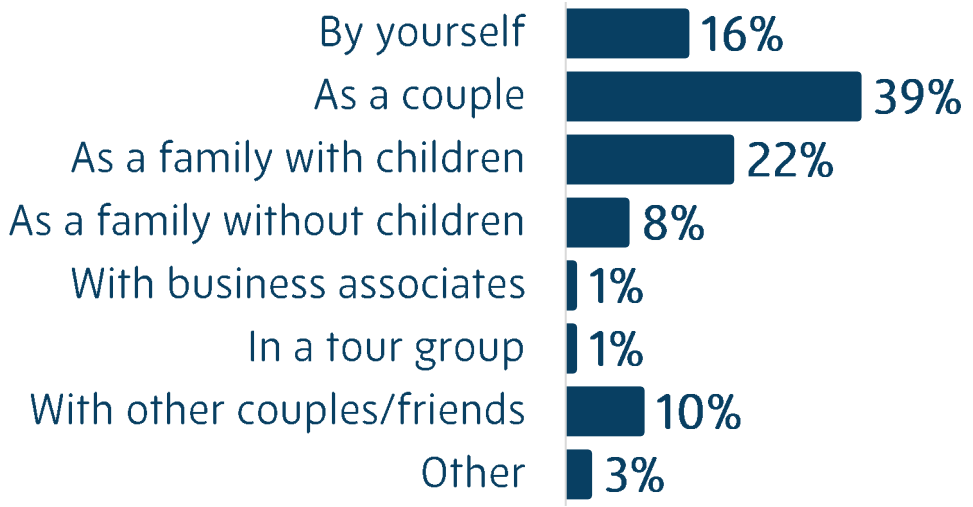
*Markets [illegible] ears.

[1] Includes some markets in New Hampshire and Vermont.
[2] Includes some markets in New Jersey, Pennsylvania, and Connecticut.
[3] Includes some markets in New Hampshire and Vermont.
[4] Includes some markets in Maryland, Virginia, and West Virginia.

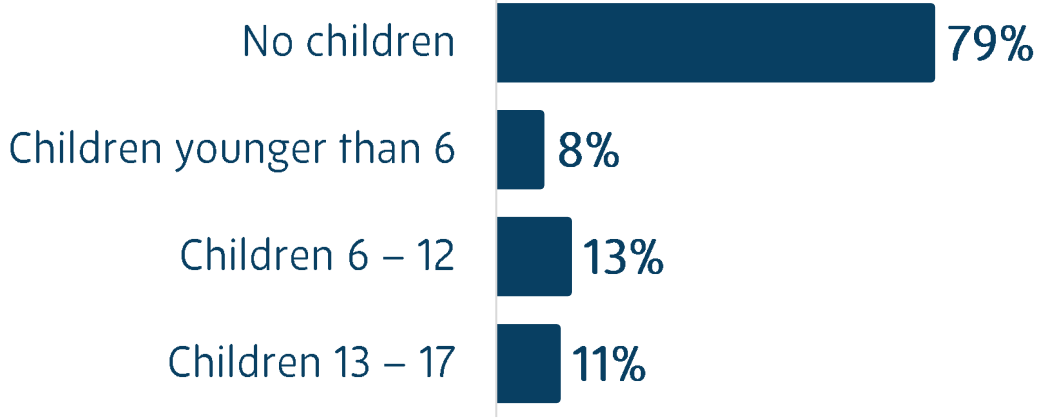
TRAVEL PARTIES

- Typical visitors traveled to Maine in parties of 3.6 people
- Nearly 2 in 5 visitors traveled as a couple
- Nearly 1 in 5 visitors traveled by themselves
- 3 in 10 traveled as a family
- 21% of visitors traveled with one or more children in their travel party, and slight decrease from 23% last year

Travel Party Composition



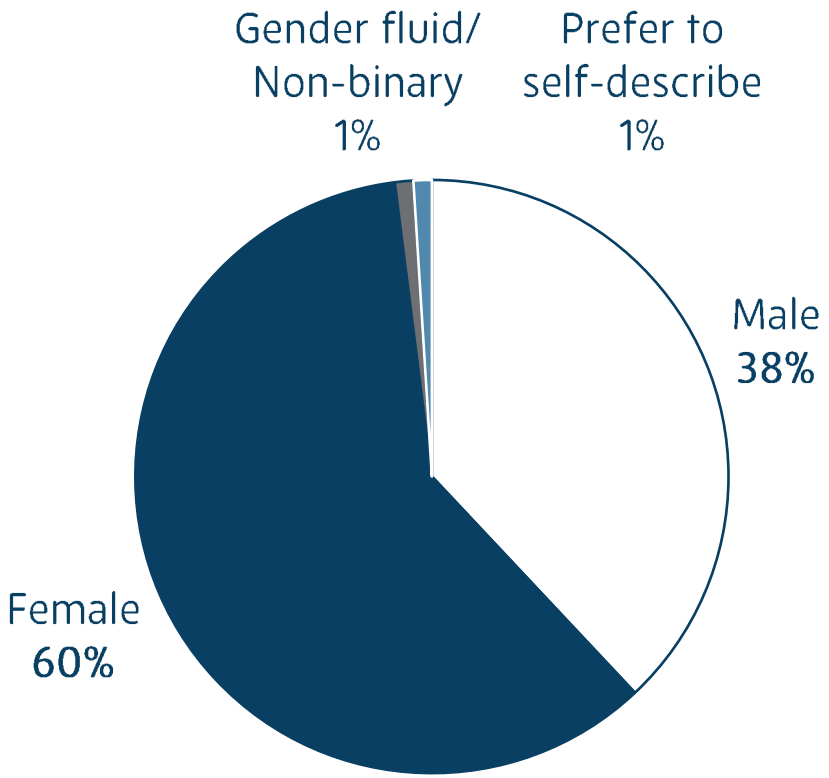
Children in Travel Party*



*Multiple responses permitted.

GENDER*

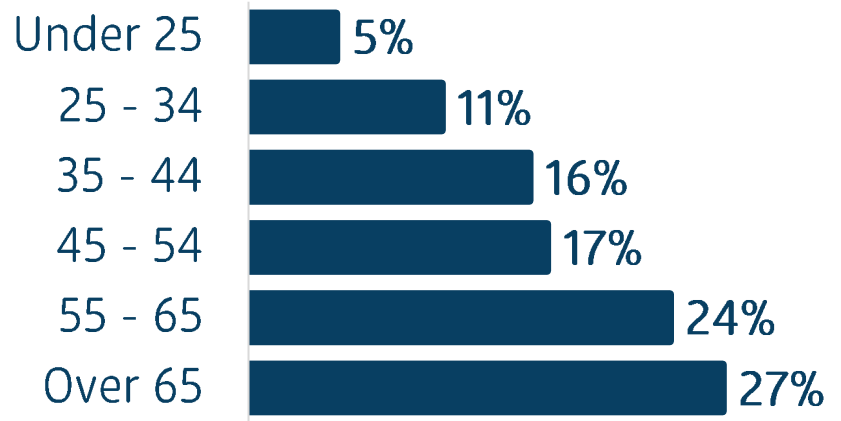
» 3 in 5 visitors to Maine interviewed were females



*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*

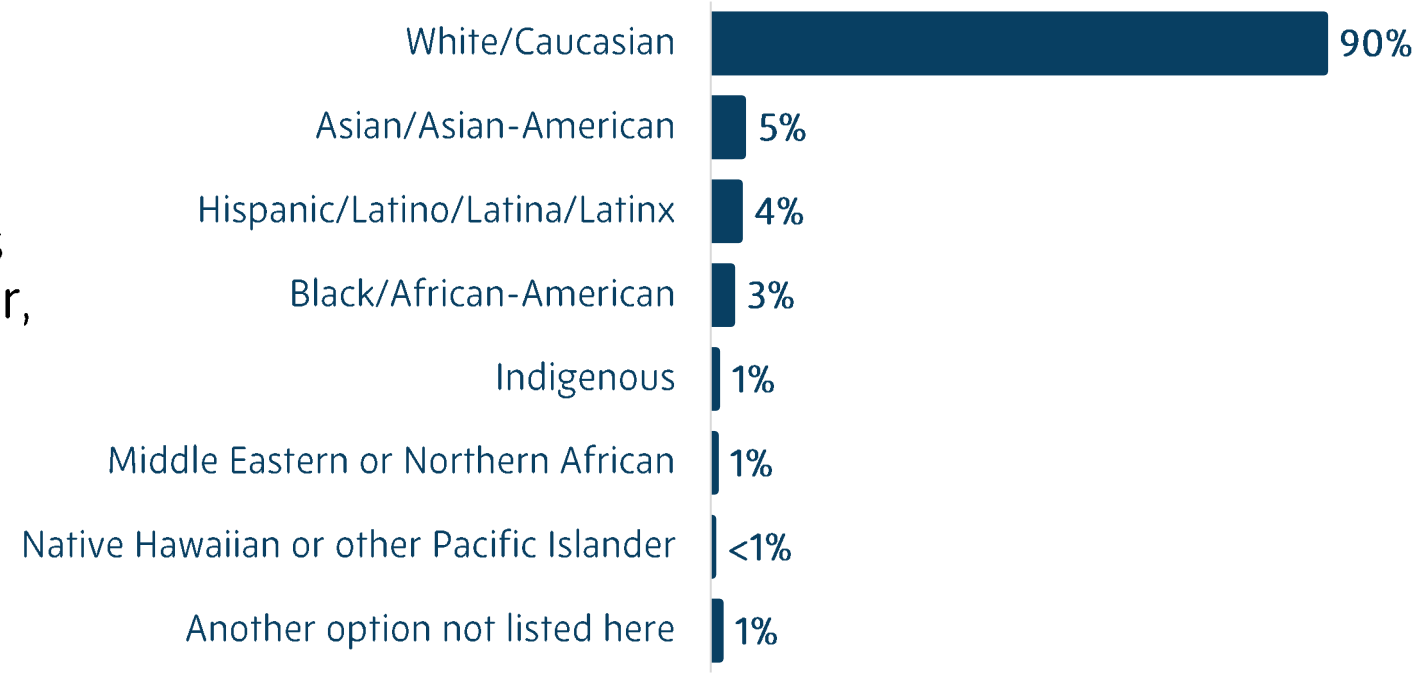
- The median age of visitors to Maine is 55 years old



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

RACE & ETHNICITY*

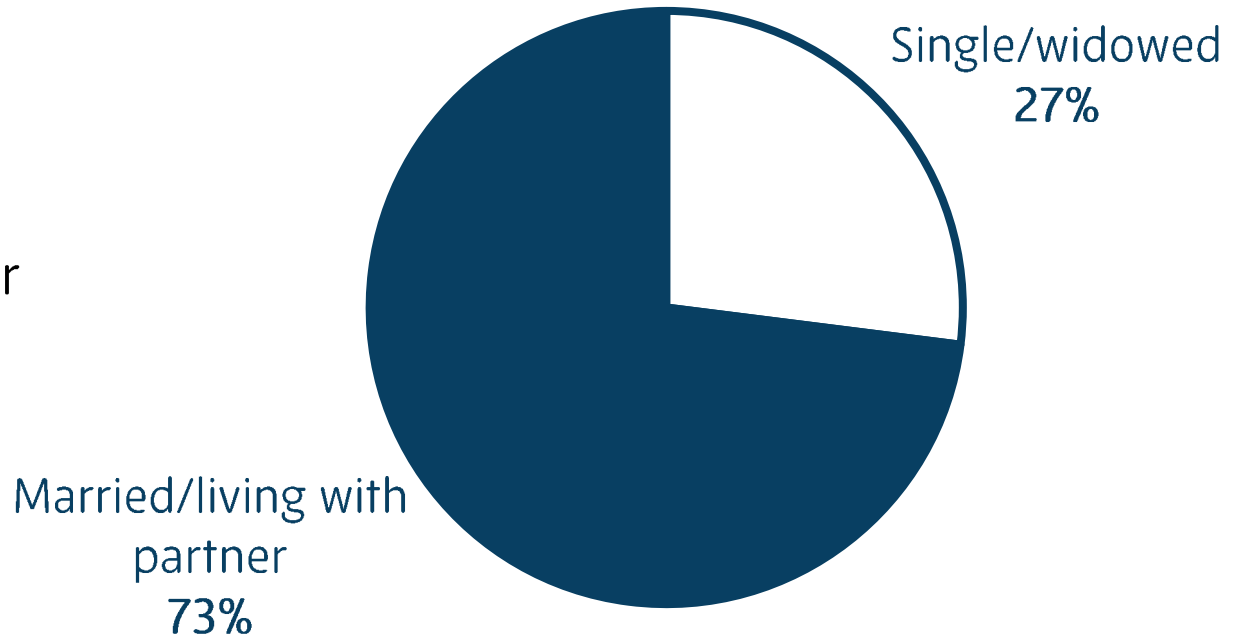
» Over 4 in 5 visitors to Maine identified as white, a slight increase from 89% last year, while about 3%-5% identified as Asian, Hispanic, or Black



*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*

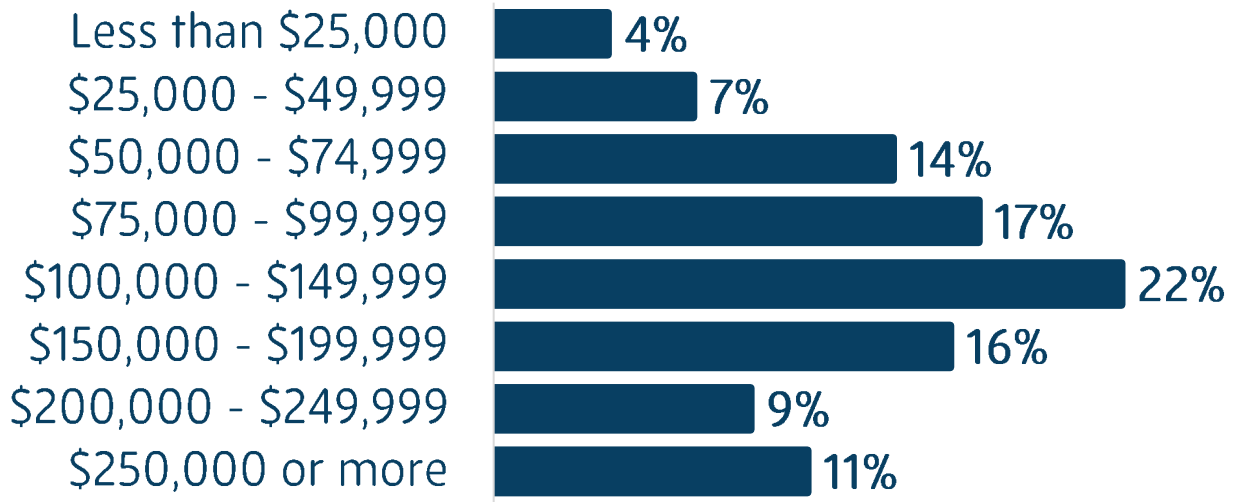
» Over 7 in 10 visitors to Maine were married or living with their partner



*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

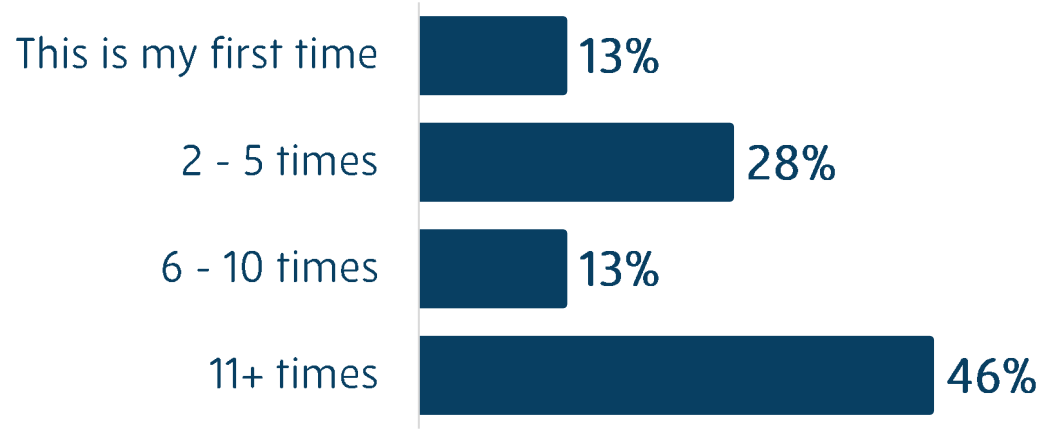
- The median household income of visitors to Maine is **$118,200** per year
- **36%** of visitors to Maine earned more than $150,000 per year, an increase from 29% last year



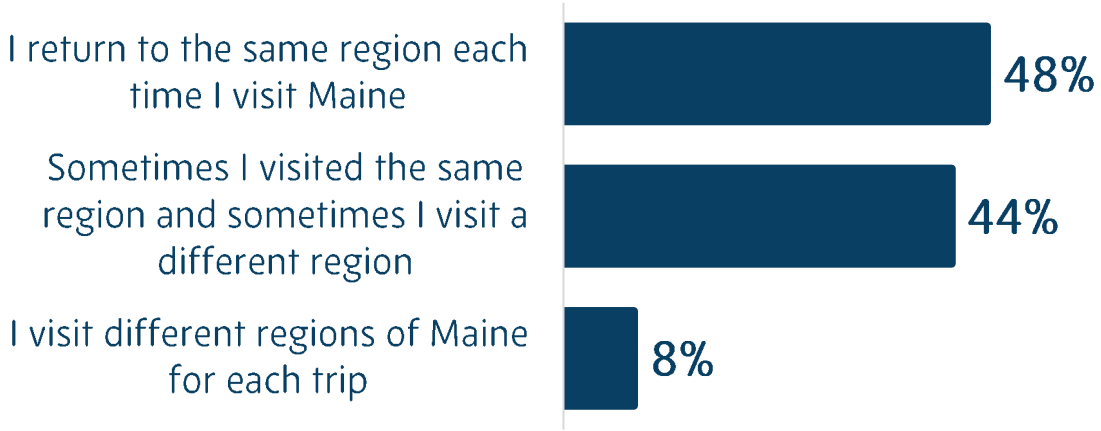
NEW & RETURNING VISITORS

- 13% of visitors were traveling in Maine for the first time, a decrease from 19% last year
- Maine has high repeat and loyal visitors, as 46% 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 8% of those say they visit different region of Maine each trip

Number of Times Visited



Returning to Familiar or Different Regions*



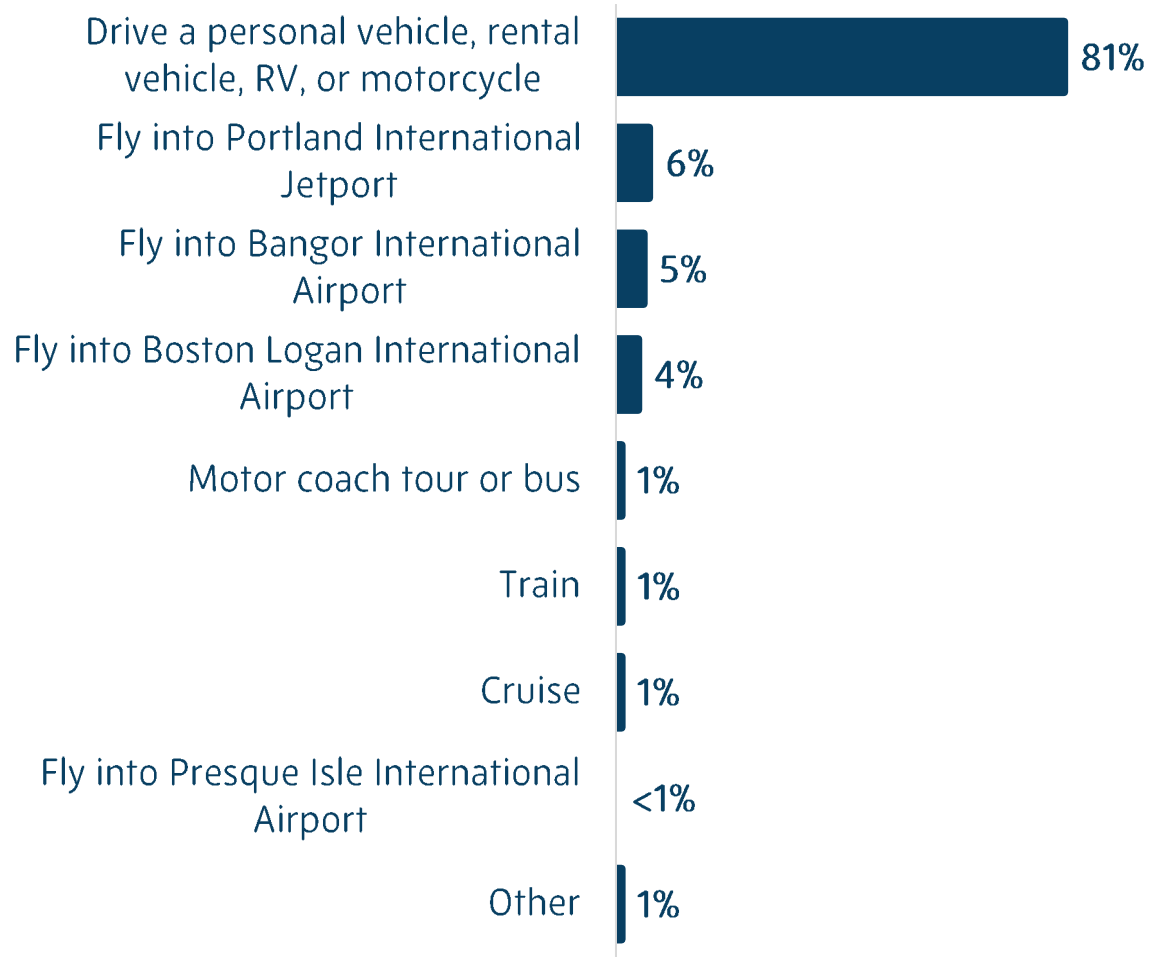
*Only asked to those who have visited Maine 11+ times.

VISITOR JOURNEY : TRIP EXPERIENCE



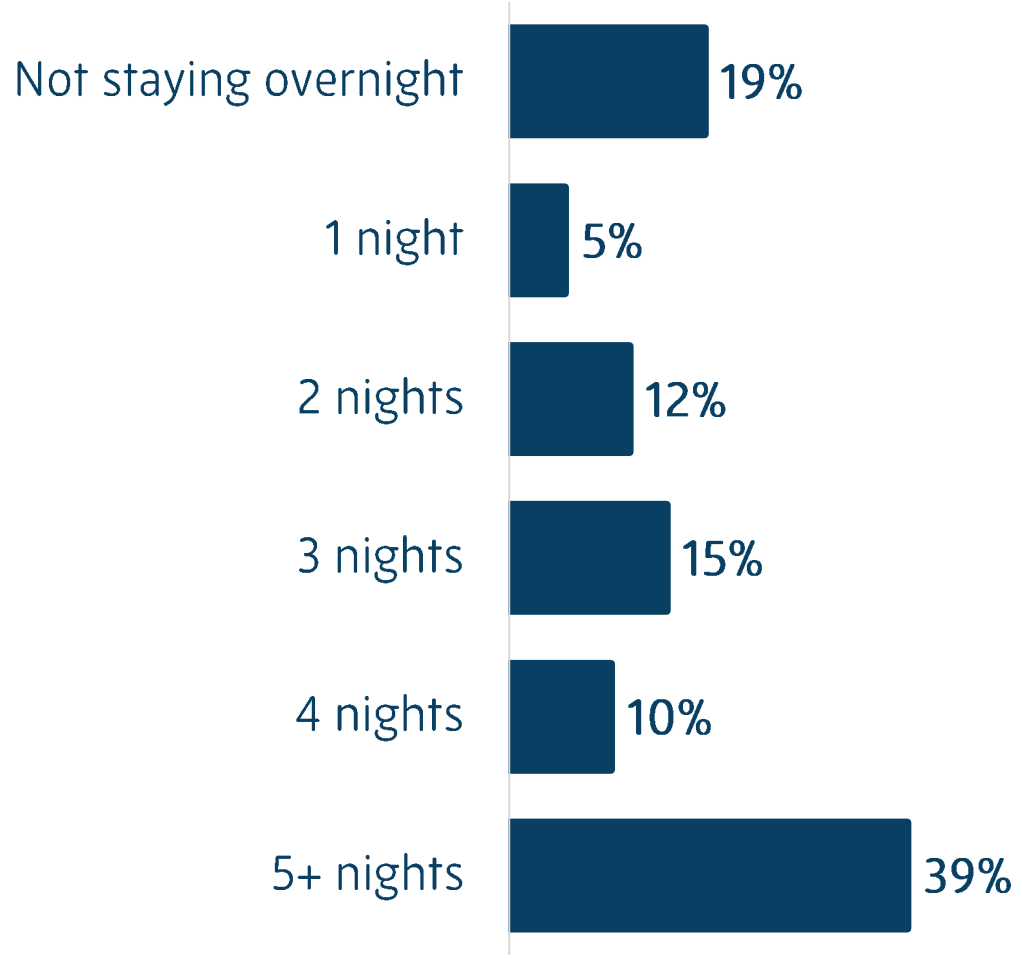
MODES OF TRANSPORTATION

- Maine is a drive-market for most visitors, with **81%** 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

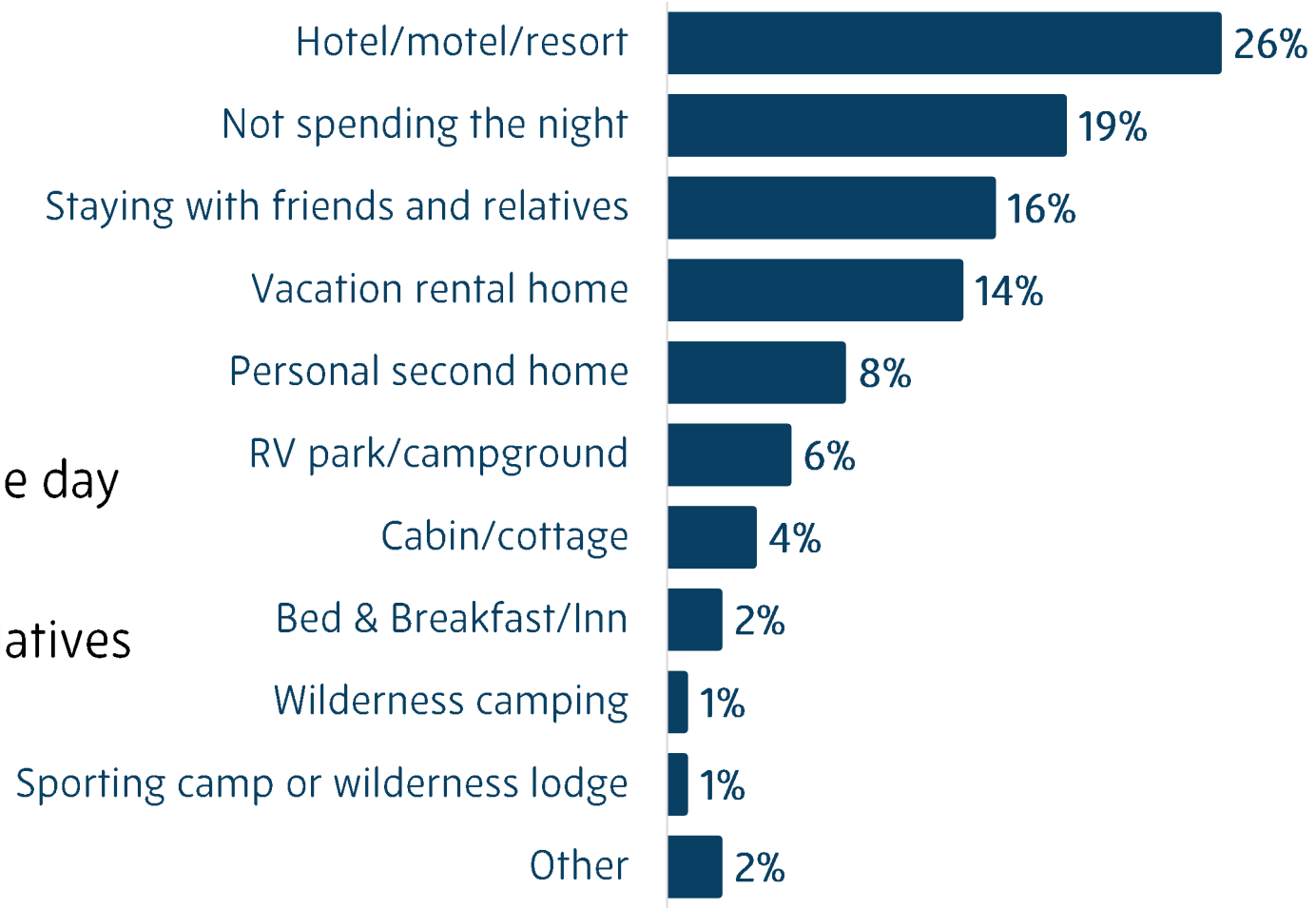
- 90% of visitors stayed one or more nights in Maine on their trip
- Typical visitors stayed 5.1* nights in Maine on their trips
- Typical visitors staying overnight in paid accommodations stayed 5.1 nights in Maine on their trips



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

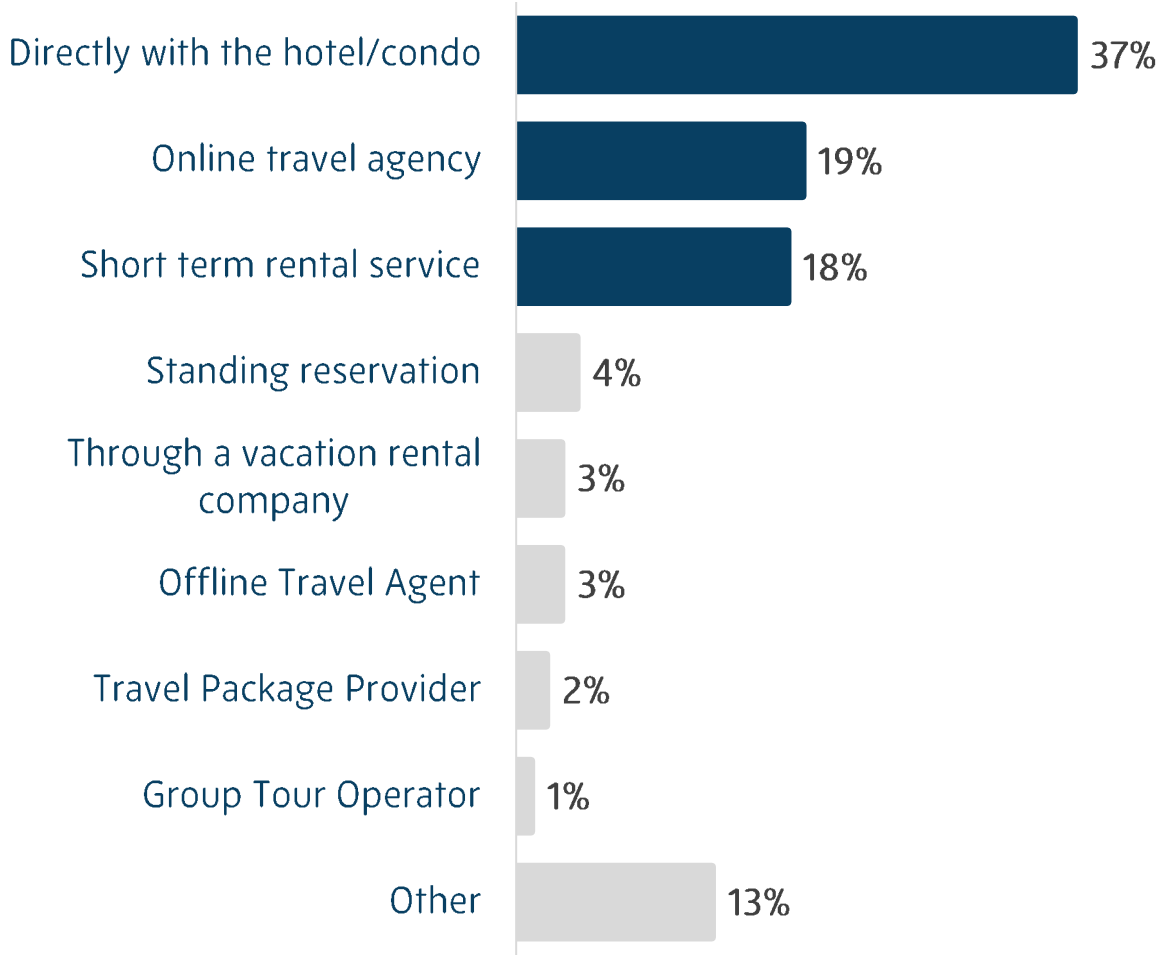
ACCOMMODATIONS

- Over **1 in 4** visitors stayed overnight at a hotel/motel/resort
- Nearly **1 in 5** visitor are coming just for the day
- **16%** of visitors stayed with friends and relatives



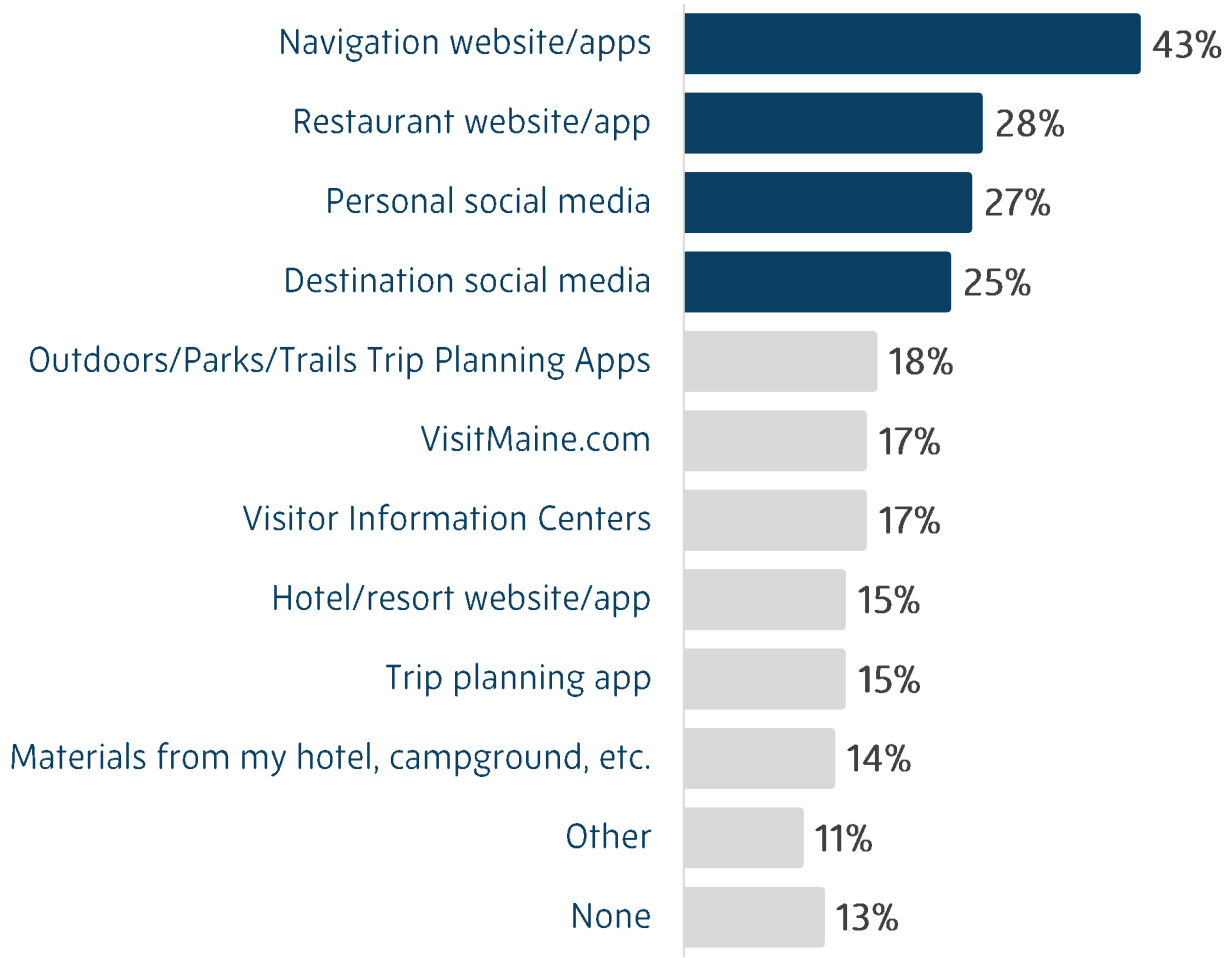
BOOKING METHODS

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



IN-MARKET VISITOR RESOURCES*

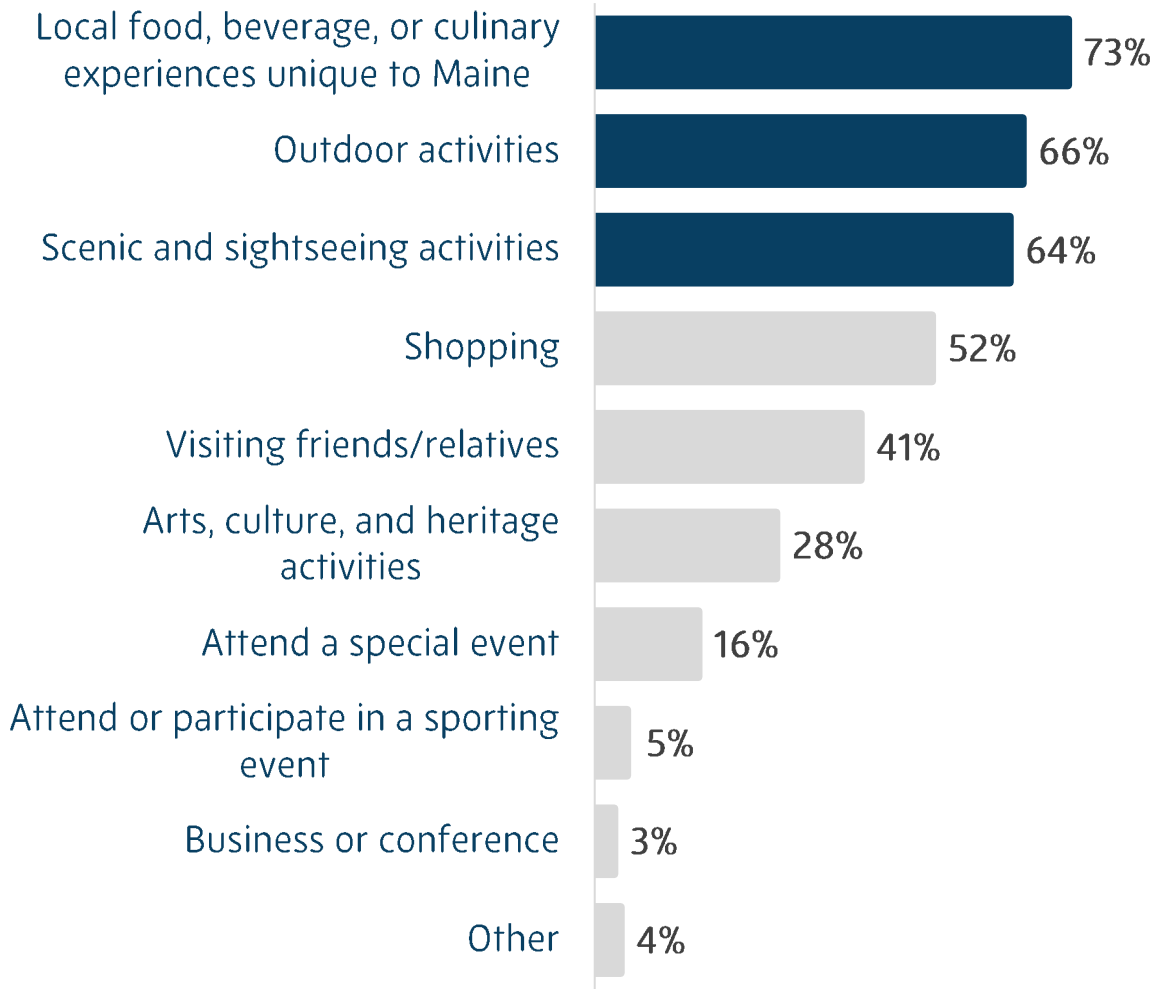
- Visitors were most likely to rely on navigation websites/apps (Google maps, Apple maps, etc.) to plan activities in–market
- Nearly 3 in 10 used restaurant websites/apps or their personal social media
- Around 1 in 4 used destination social media
- 13% of visitors did not use any resources to plan activities while they were in-market



*Multiple responses permitted.

VISITOR ACTIVITIES*

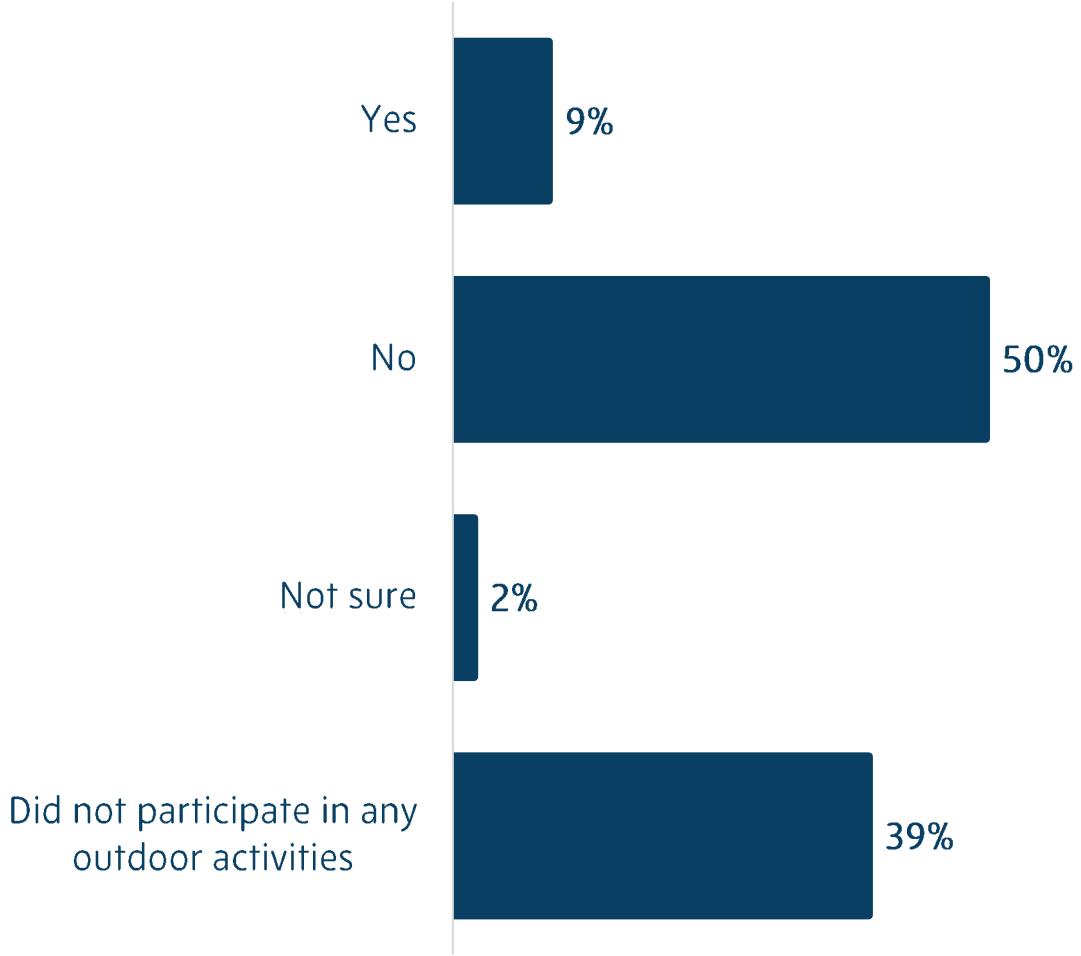
- 73% of visitors engaged in food/beverage/culinary activities during their trip to Maine
- About 2 in 3 visitors enjoyed outdoor and scenic/sightseeing activities



*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*

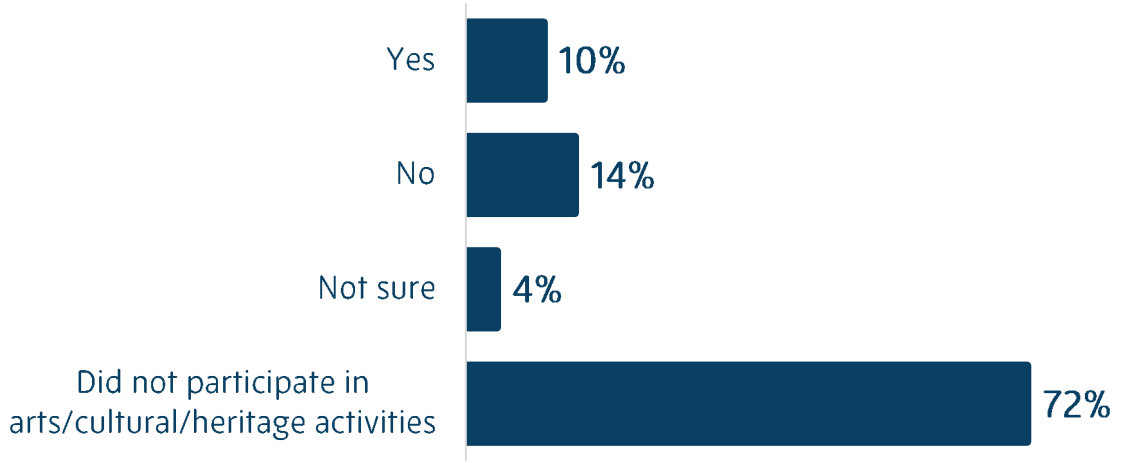
Activity	%	Activity	%	Activity	%
Shopping	53%	Visited an attraction	21%	Biking	8%
Ate lobster, oysters and other local seafood	53%	Wildlife/bird-watching	19%	Festival	6%
Enjoying the ocean views/rocky coast	49%	Arts & culture	19%	Attend or participate in a sporting event	5%
Visiting friends/relatives	42%	Kayaking, paddleboarding, canoeing	17%	Fall foliage	5%
Casual/laid-back dining options	42%	Enjoyed high-end cuisine or award-winning restaurants	16%	Golfing	5%
Going to the beach	42%	Historical sites/historical downtowns	16%	Guest at a Wedding	4%
Enjoyed unique Maine food or beverages	41%	Farm tours/farmer's market	15%	Family or school reunion	4%
Scenic drives/Sightseeing/Scenic byways	41%	Sailing, boating	15%	Business or conference	3%
Visit a scenic outdoor location	41%	Ate farm-to-table or organic cuisine	14%	Riding all-terrain vehicles (ATV)	3%
Quaint/charming downtowns	38%	Fishing	12%	Skiing/snowboarding	2%
Visit a national/state/local park	34%	Camping	12%	Hunting	2%
Going to local brew pubs/craft breweries/distilleries	31%	Astrotourism	10%	White water rafting	2%
Hiking/climbing/backpacking	30%	Food related festival or event	9%	Snowmobiling	1%
Enjoying the mountain views	26%	Get to know the local people and/or culture	9%	Getting/got married or on honeymoon	1%

*Multiple responses permitted.

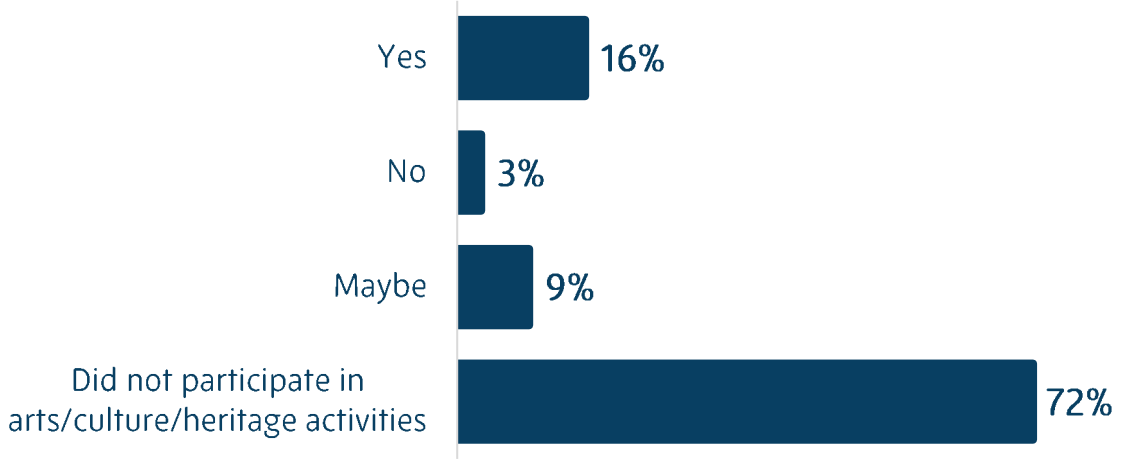
INDIGENOUS TRAVEL*

- 10% of visitors said they seek out indigenous experiences when they travel
- 11% of visitors said they were slightly/very familiar with the Wabanaki Nations
- 16% of visitors said they would consider incorporating authentic Wabanaki cultural experiences into their Maine itinerary

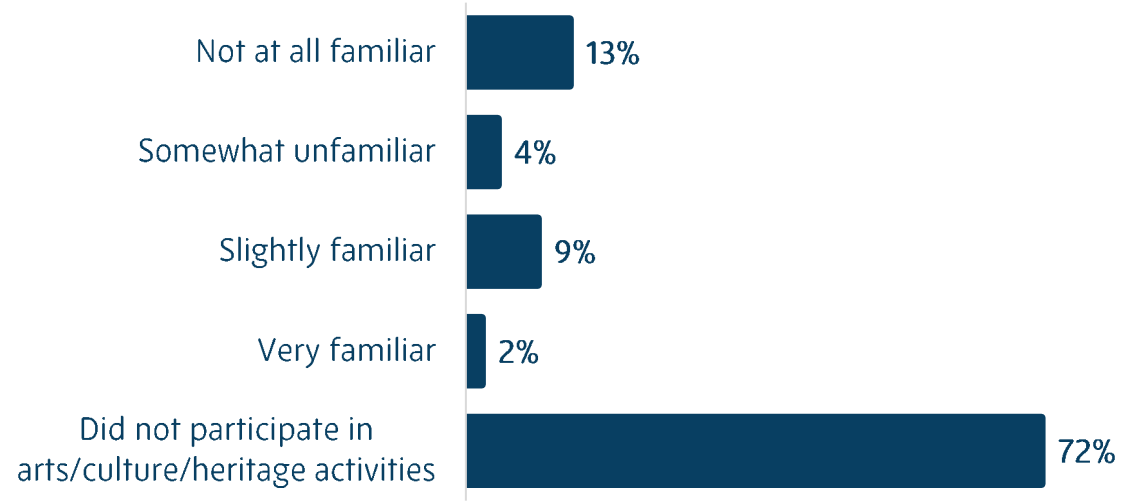
Do you seek out indigenous experiences when you travel?



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

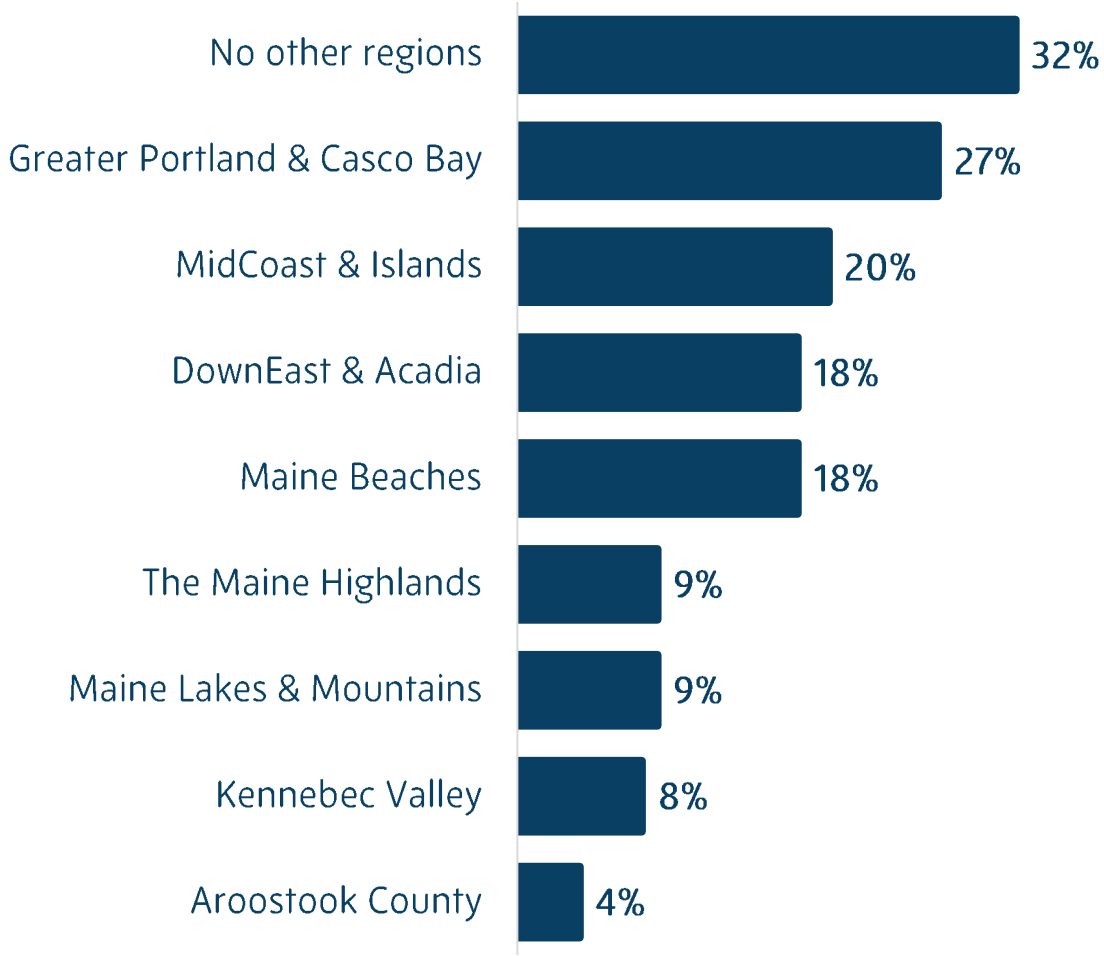
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$248	$0	$0
Restaurants	$153	$106	$83
Groceries	$45	$58	$16
Shopping	$108	$89	$81
Entertainment	$82	$53	$40
Transportation	$57	$51	$31
Other	$19	$15	$8
Daily Spending	**$712**	**$372**	**$259**

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$1,265	$0	$0
Restaurants	$780	$859	$83
Groceries	$230	$470	$16
Shopping	$551	$721	$81
Entertainment	$418	$429	$40
Transportation	$291	$413	$31
Other	$97	$122	$8
Trip Spending	**$3,632**	**$3,014**	**$259**

TRAVELING WITHIN MAINE*

- 32% of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- Over 1 in 4 visitors went to Greater Portland & Casco Bay



*Multiple responses permitted.

VISITOR JOURNEY : POST-TRIP EVALUATION



UNIQUENESS

"We just love everything there is about Maine. We love the quaint little villages. We love the state parks and lighthouse."





"Unique blend of coast and woods, cooler temps, available sailing, small towns, no excessive commercialism."

"The slow, quiet environment that Maine offers is truly unbeatable. The people in Maine are so kind and the air is so fresh."



UNIQUENESS

"The rugged coastline feels much more wild and untouched than a lot of other coastal destinations."





"The expansive forests and mountain butting right up against the gorgeous sapphire blue ocean fronts."





"Spectacular scenery, beautiful rocky coast and great seafood."



HIGHLIGHTS

"We enjoyed spending the weekend in Ogunquit, going to the beach, shopping in the quaint stores, and eating a ton of lobster and oysters."





"We liked the walking culinary food tour because we got to taste local food and enjoy the history of the area."

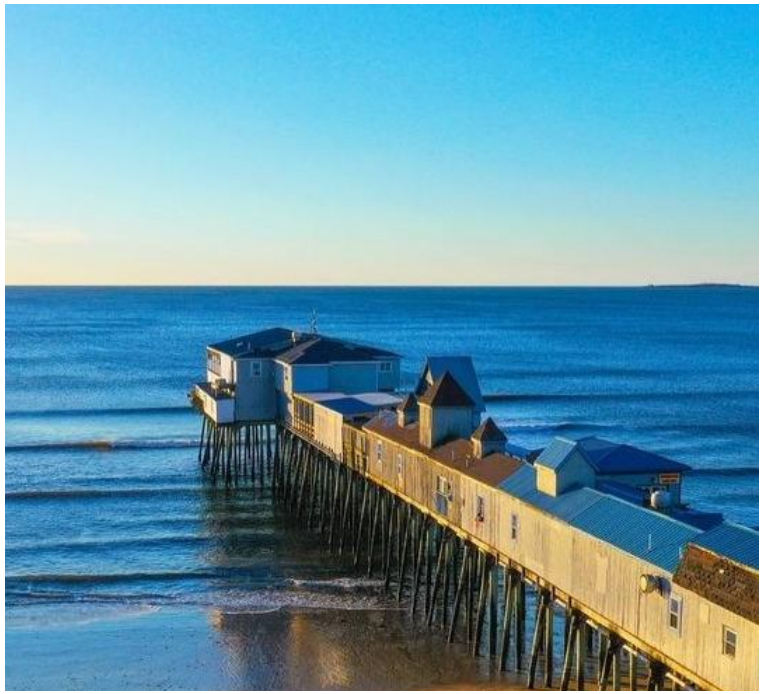




"Visiting all of the lighthouses, taking nature walks, exploring the state of Maine for the first time. Seashore Trolley Museum was very interesting as well!"



HIGHLIGHTS



"The natural scenery in the lakes and mountains area was the highlight. It was beautiful and relaxing."





"The highlight was watching the sunrise at Acadia National Park, I woke up at 4 a.m. with my grandkids and it was the first time in my life I felt that kind of peace."





"The food culture is out of this world and as a seafood lover, I couldn't get enough of the lobsters. Just watching the waves hit the rocks while devouring a nice lobster dish with a bottle of wine will have to be the highlight of this trip for me."

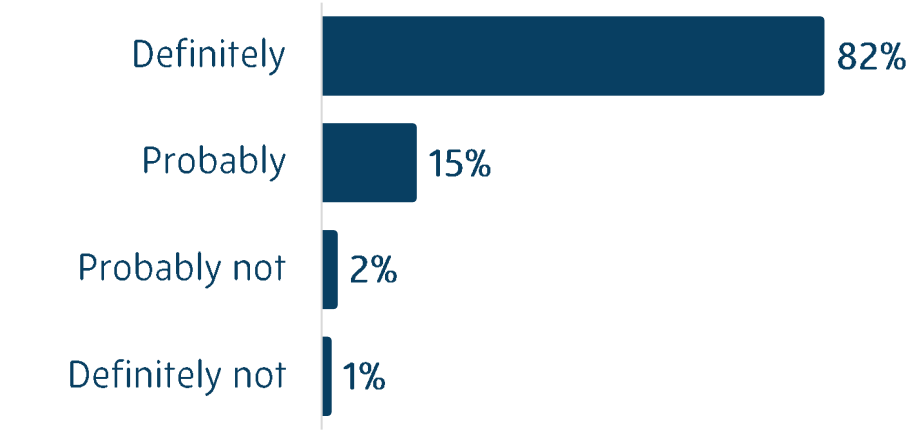


RECOMMENDING MAINE & ITS REGIONS

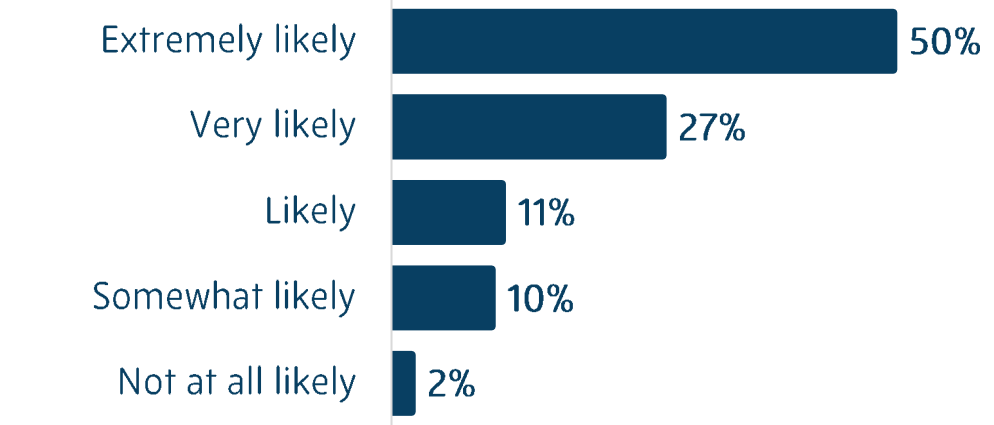
- 97% of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation

- 88% 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

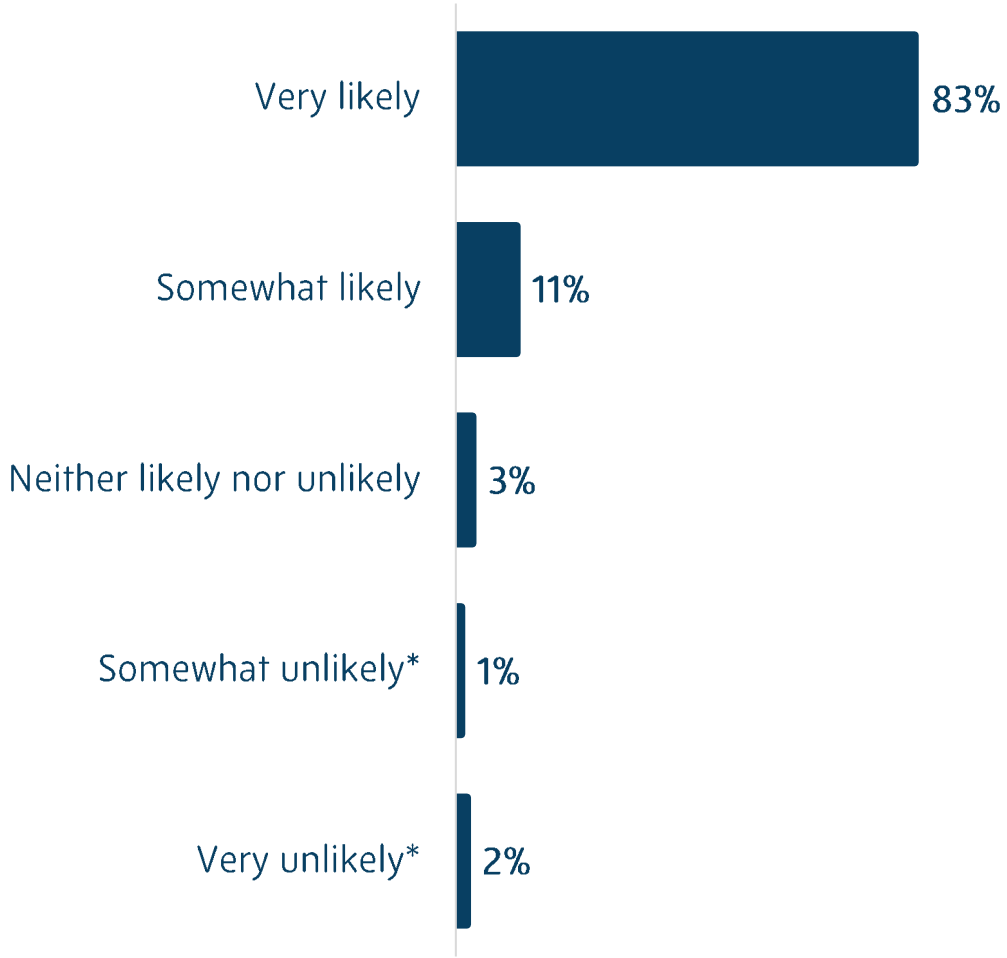


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

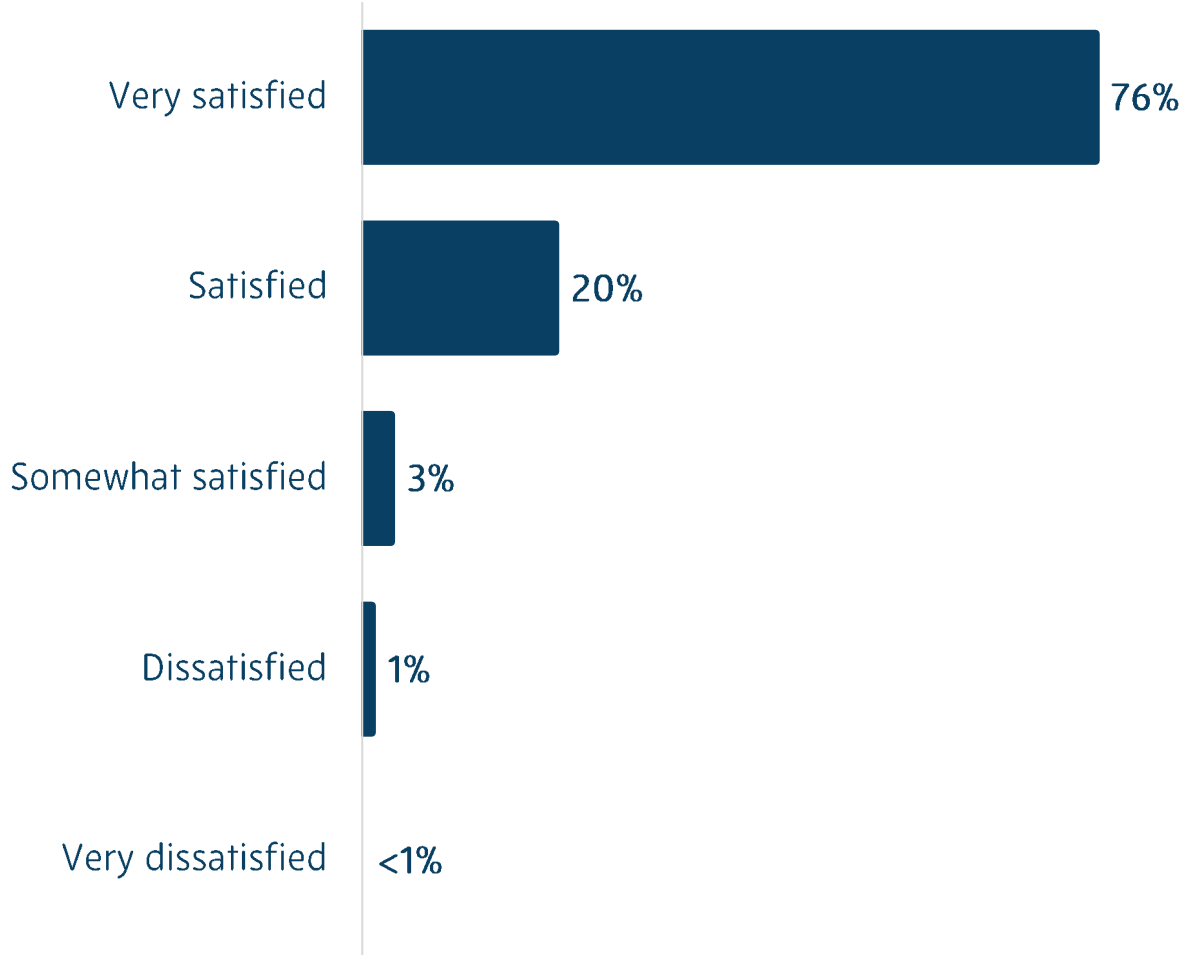
» **94%** of visitors will return to Maine for a future visit or vacation



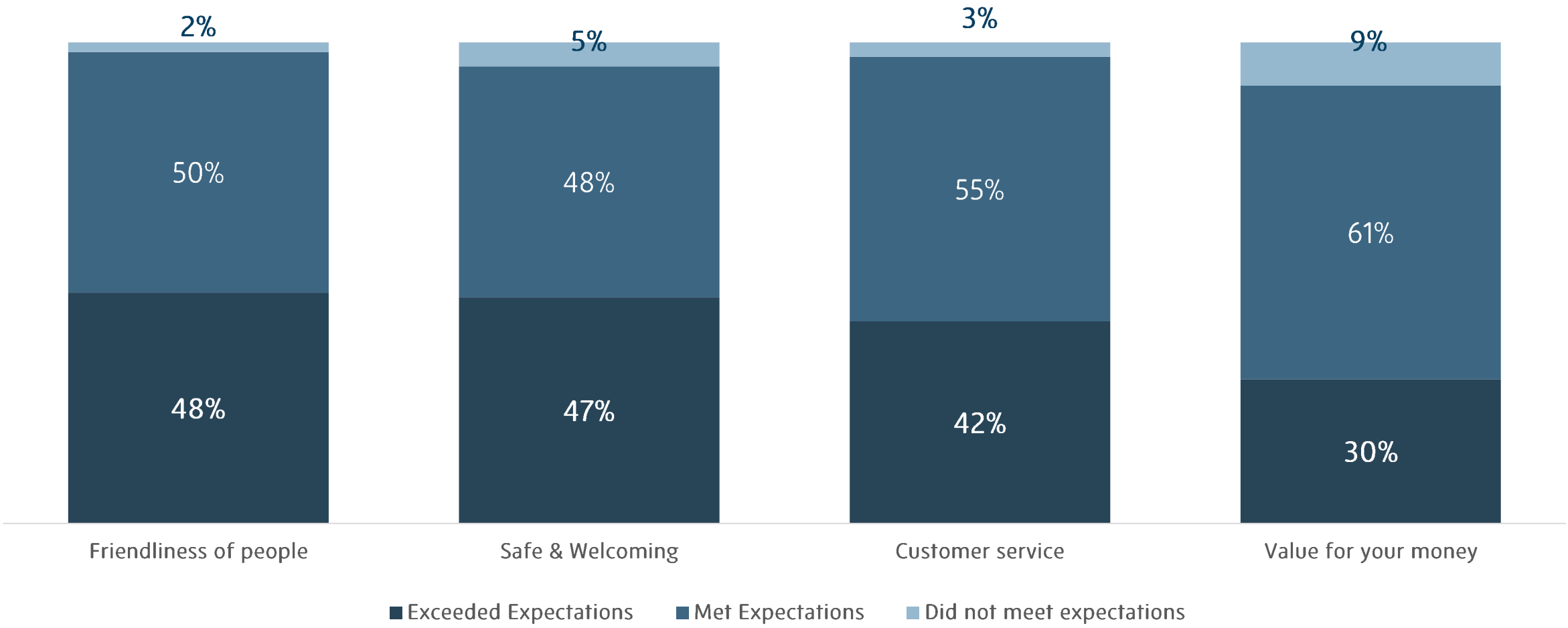
*Only 3% of visitors are not sure if they will return to Maine for the following reasons:
1. Too expensive for what you get 2. Prefer a variety of destinations.

SATISFACTION

- 96% of visitors were satisfied with their trip to Maine
- Over 3 in 4 visitors were very satisfied with their trip to Maine



TRIP RATINGS



PERCEPTIONS

"There is plenty to do if you like to go fishing, hiking, camping. A lot of different mountains, parks, waterfalls to visit! It is a beautiful state."





"The best place with the best people, everybody is so laid-back and friendly, and the beaches are the best on the East Coast, crystal clear the water is crystal clear and the food is fantastic."

"Rugged, natural, wild, quaint. Not overly developed or touristy."



PERCEPTIONS

"Maine is my happy place. I love the coasts. The smell of salty sea air reminds me of the vacations of my youth. I love the mountains and the lakes. Spending time on the lakes in my kayak is one of the best ways to spend a day."





"Maine is all about rugged coastline, fresh lobster rolls, and peaceful small towns. Perfect if you want to escape the city for a bit."



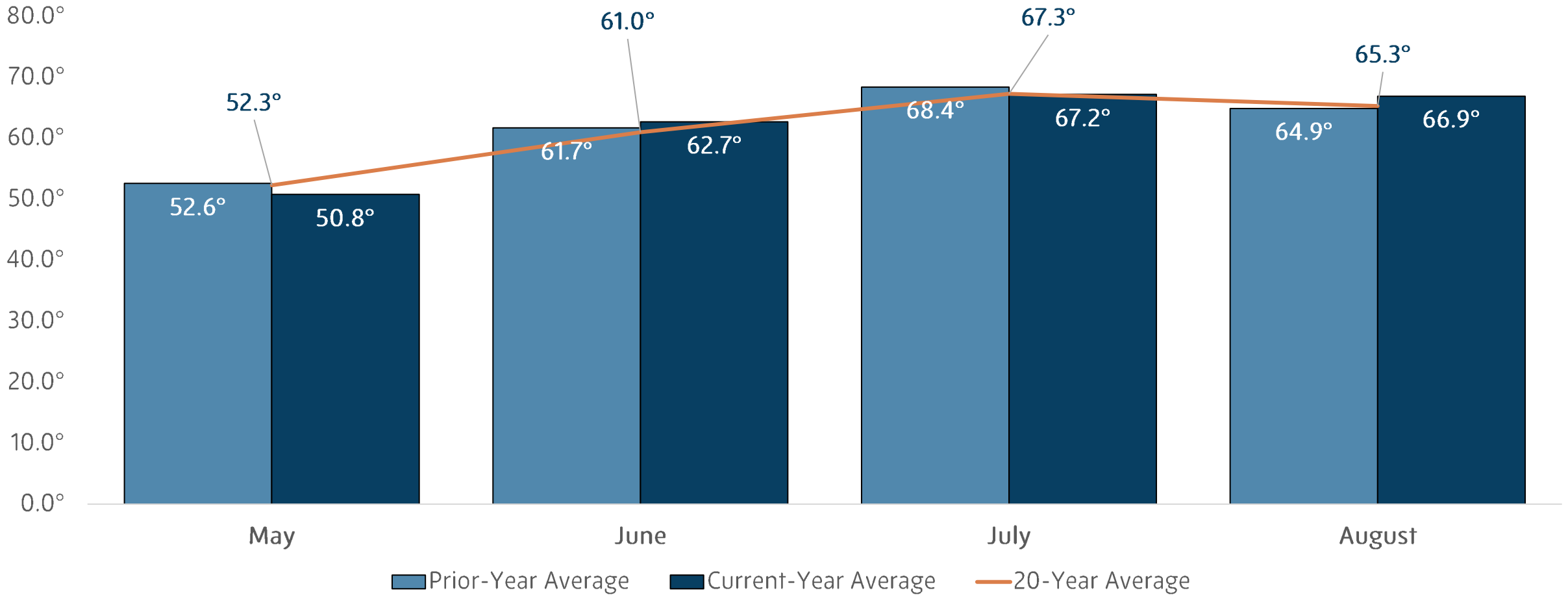
"Maine is a must-visit for nature lovers, combining charming coastal towns with vast wilderness. You truly feel like you are away from it all here."



WEATHER

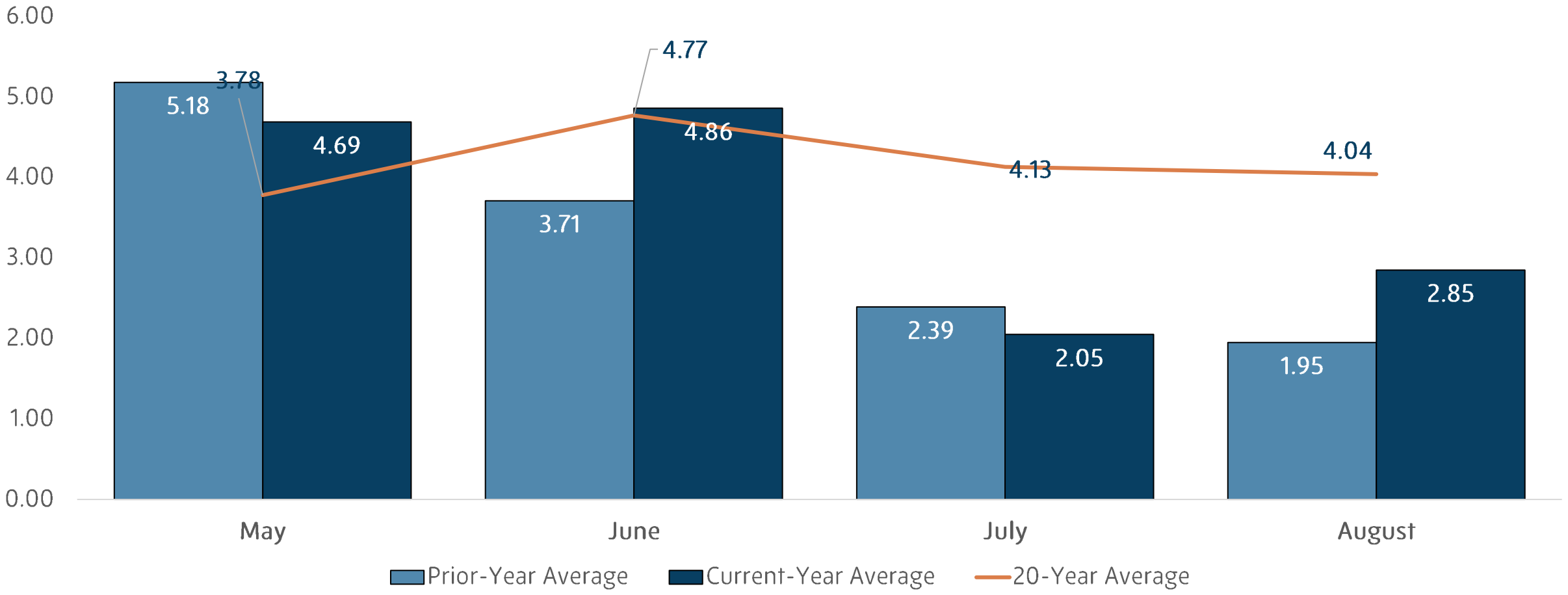


TEMPERATURE



Source: NOAA National Centers for Environmental information, Climate at a Glance: Statewide Time Series, published December 2025, retrieved on October 3, 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 October 3, 2026 from https://www.ncei.noaa.gov/access/monitoring/climate-at-a-glance/statewide/time-series.

STUDY METHODS



METHODOLOGY



Visitor Tracking

2,644 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 May 1st and August 31st, 2026.

MAINE OFFICE OF TOURISM

2026 Summer Visitor Tracking Report

May – August 2026

Downs & St. Germain Research
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