

THE MAINE BEACHES

2021 Economic Impact & Visitor Tracking Report



INTRODUCTION



STUDY OBJECTIVES – VISITOR JOURNEY

The objective of this study is to examine visitors' journeys in their trips to Maine and the subsequent economic impact of these journeys. This report examines trips to the **Maine Beaches** region.



METHODOLOGY



Visitor Tracking

932 interviews were completed with visitors to the Maine Beaches online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1st, 2020, and November 30th, 2021.*

Economic Impact

Total economic impact of tourism on the Maine Beaches is a function of direct spending by visitors to the region, 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 calculate the multiplier 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.

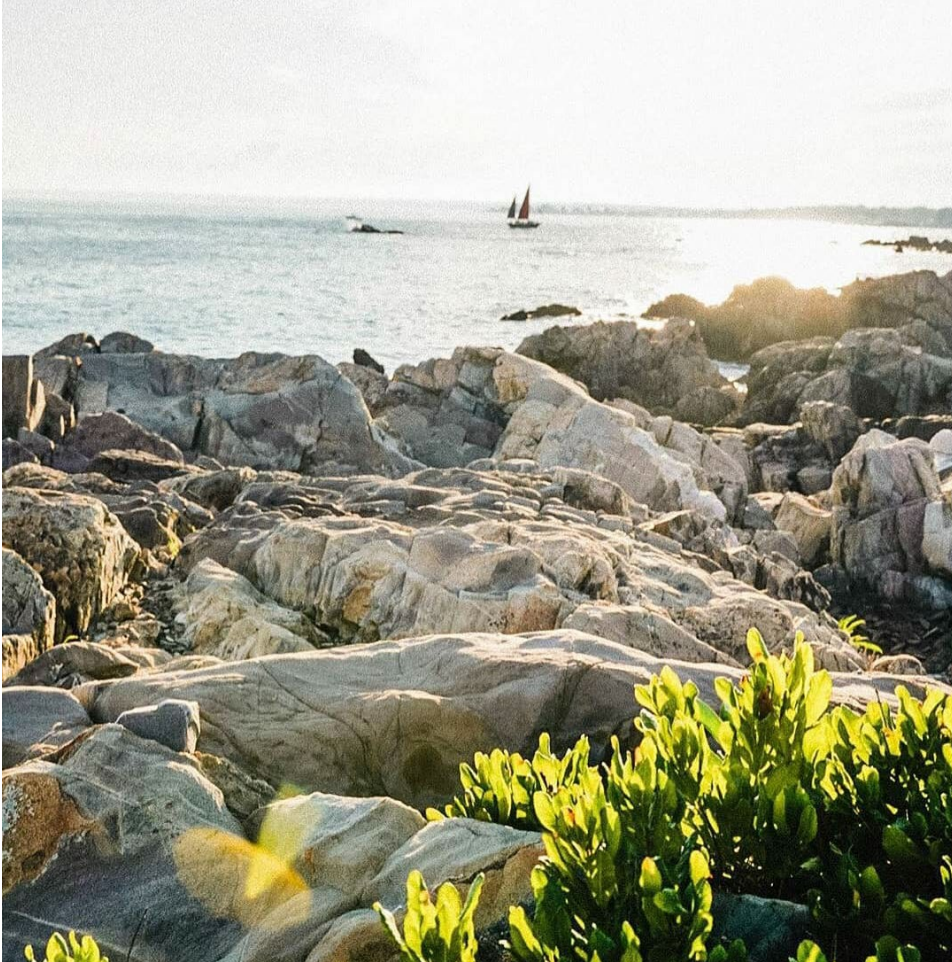
*This annual report runs from Dec 2020 – Nov 2021 in order to align with the Maine Office of Tourism's seasons.
(Winter/Spring: Dec – Apr, Summer: May – Aug, Fall: Sept – Nov)

PRESENTATION VERSION

This section of the report includes **topline results** from the 2021 Economic Impact and Visitor Tracking Study. It provides a visually pleasing, easy-to-read overview of key findings, and is typically used to present the data to government officials, media, etc.



MAINE BEACHES



Compared to visitors to other regions, visitors to The Maine Beaches region are more likely to:

- » Utilize the following online sources when planning their trip:
 - » MaineTourism.com
 - » [TripAdvisor](https://www.tripadvisor.com)
- » Visit Maine for the following primary purposes:
 - » To relax and unwind
 - » To visit the beach
- » Travel from New England states
- » Travel as a couple
- » Book their accommodations via an online travel agency
- » Utilize Visitor Information Centers during their trip

TRIP PLANNING CYCLE : IMPACT OF TOURISM



ECONOMIC IMPACT

Visitor spending in 2021 generated

\$3,505,952,700

in economic impact to the Maine Beaches
region



DIRECT SPENDING

Visitors who took a trip to the Maine
Beaches in 2021 spent

\$2,320,999,900

in the region on accommodations,
restaurants, groceries, transportation,
attractions, entertainment, and shopping



VISITORS

The Maine Beaches attracted

4,954,000

visitors in 2021



ROOM NIGHTS

Visitors to the Maine Beaches
generated

2,686,000

room nights in paid accommodations
in 2021



JOBS SUPPORTED

Visitors' direct spending in Maine
Beaches supported

27,900

jobs, while the total economic
impact of tourism supported

36,600

jobs in the region in 2021



WAGES SUPPORTED

Visitors' direct spending in Maine Beaches supported

\$900,636,100

in wages and salaries, while the total economic impact of tourism in the region supported

\$1,250,455,700

in wages and salaries in 2021



VISITORS CREATE JOBS

A Maine Beaches job is supported by every

135

visitors



HOUSEHOLD SAVINGS

Visitors to the Maine Beaches
saved local residents

\$3,448

in taxes per household in 2021



LODGING METRICS

<i>Lodging Metrics¹</i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Occupancy (%)</i>	<i>35.1%</i>	<i>49.1%</i>	<i>+ 39.9%</i>
<i>Average Daily Rate</i>	<i>\$136.70</i>	<i>\$155.50</i>	<i>+ 13.8%</i>
<i>Revenue per Available Room</i>	<i>\$47.98</i>	<i>\$76.35</i>	<i>+ 59.1%</i>
<i>Total Accommodations Revenue</i>	<i>\$301,743,100</i>	<i>\$574,420,400</i>	<i>+ 90.4%</i>

TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

- » **37%** of visitors started planning their trip to the Maine Beaches less than a month in advance
- » **43%** of visitors booked their trip/decided to visit the Maine Beaches less than a month in advance



TOP ONLINE TRIP PLANNING SOURCES*



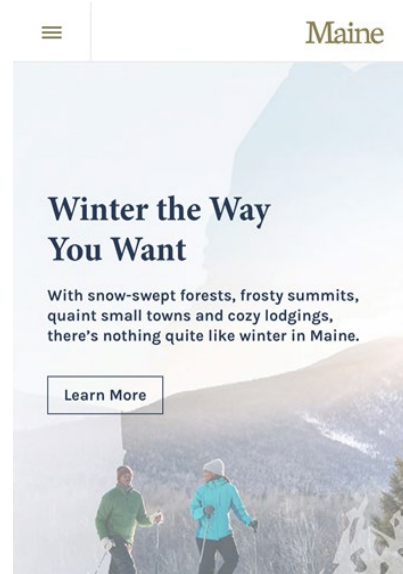
38% Online search engines



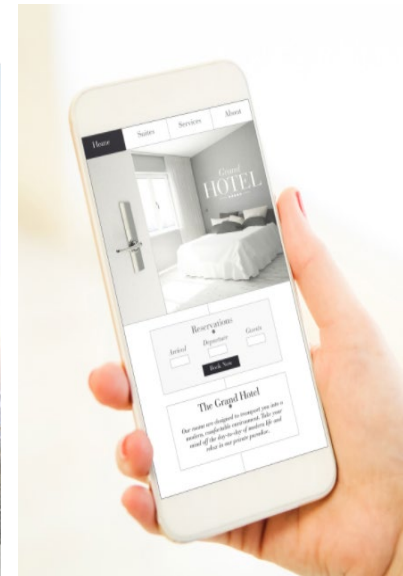
19% TripAdvisor



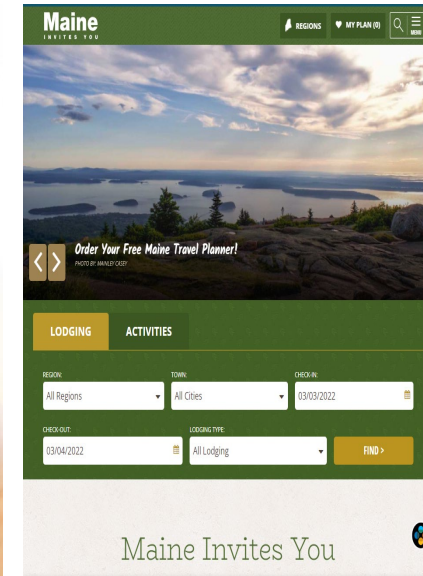
18% Online travel agency



15% VisitMaine.com



15% Hotel websites



15% MaineTourism.com

*Multiple responses permitted.

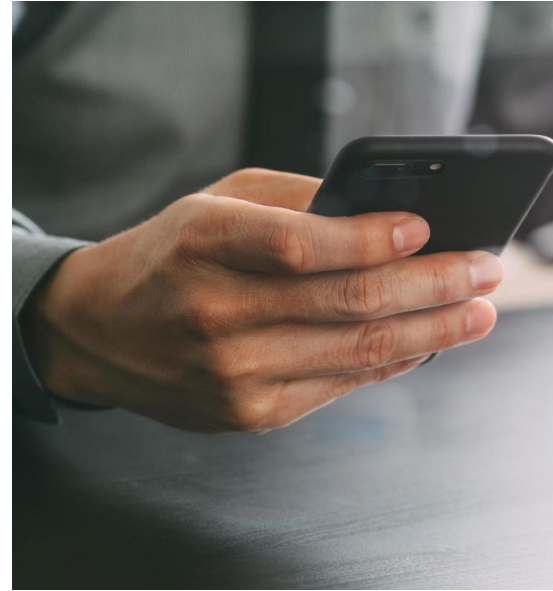
TOP OFFLINE TRIP PLANNING SOURCES*



25% Advice from friends/family



14% Travel guides/brochures



10% Called the Maine Office of Tourism



10% Travel books & magazines

*Multiple responses permitted.

TOP REASONS FOR VISITING*



50% Relax and unwind



40% Sightseeing and tours



24% Beach



19% Nature and bird watching

*Up to three responses permitted.

CONSIDERING MAINE AS A DESTINATION

- » **70%** of visitors to the Maine Beaches did not consider visiting any U.S. state or Canadian province other than Maine while planning their trip



PRE-TRIP EXPOSURE TO ADVERTISING

- » **34%** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip to the Maine Beaches



TOP SOURCES OF ADVERTISING EXPOSURE*

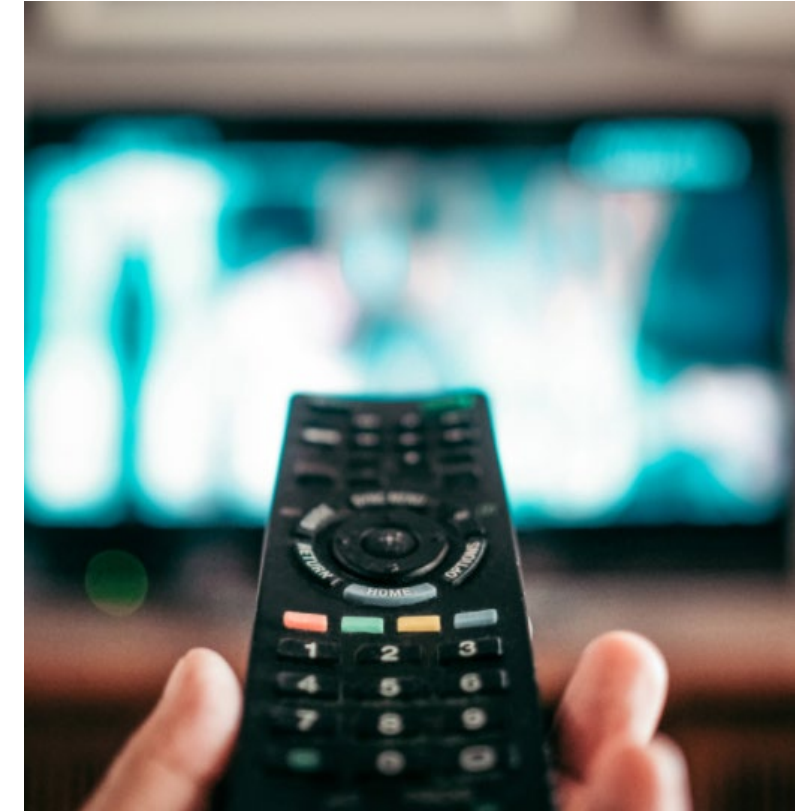
Base = 34% who noticed advertising



34% Internet



30% Social media



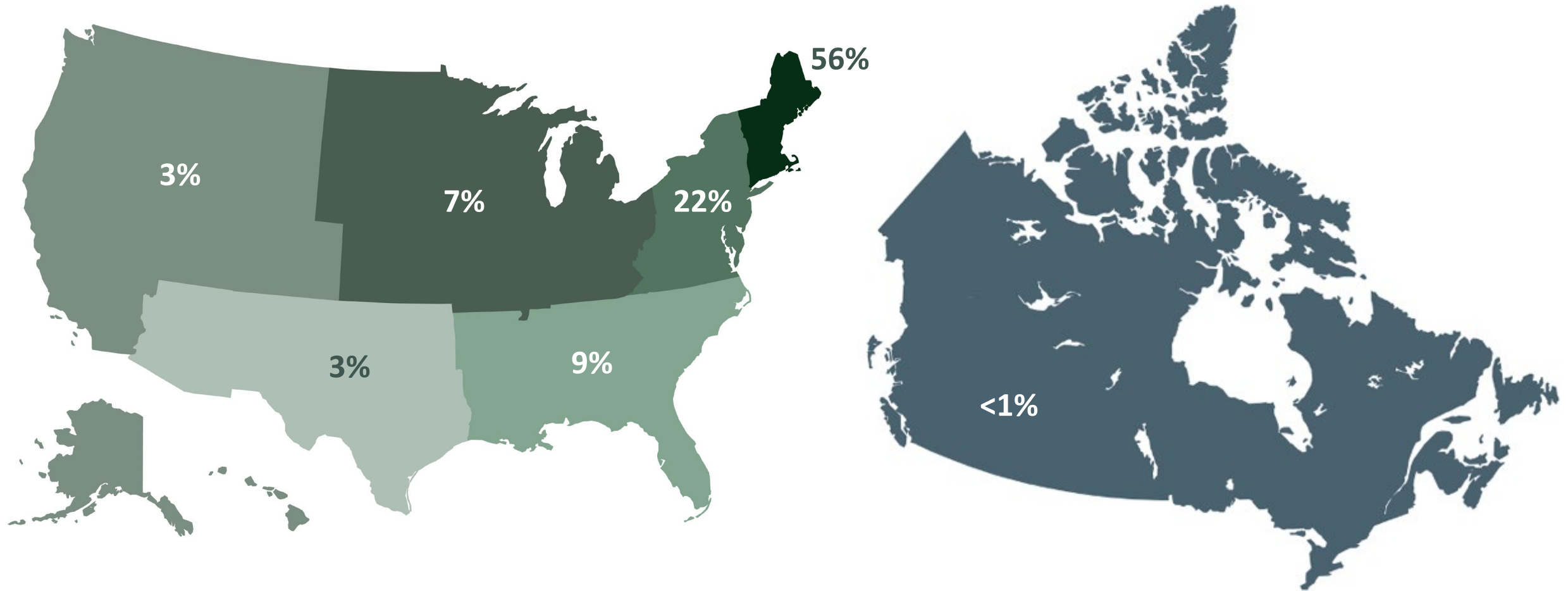
28% Cable or satellite television

*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE



REGIONS OF ORIGIN



<1% of visitors traveled to Maine Beaches from outside of the U.S. and Canada.

TOP ORIGIN STATES & PROVINCES



63%

of visitors to the Maine Beaches traveled from 6 U.S. states, including from other regions of Maine.



Massachusetts (18%)



New Hampshire (14%)



New York (12%)



Maine (8%)



Connecticut (7%)



Florida (4%)

TOP ORIGIN MARKETS



10% New York City¹



10% Boston, MA



4% Augusta, ME

¹ Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

TRAVEL PARTIES

The typical visitor to the Maine Beaches traveled with **2.7** people in their visitor party



19% of visitors traveled with at least one person under the age of 18 in their travel party



DEMOGRAPHIC PROFILE



50 Years old¹



55% Female*



90% White/Caucasian

*Of visitors interviewed.
¹Median age.

LIFESTYLE PROFILE



79% Married/domestic partnership



67% Employed



\$88,900 Annual household income¹



77% College graduate

¹ Median household income.

NEW & RETURNING VISITORS

- » **22%** of visitors to the Maine Beaches were traveling in Maine for the first time
- » **Over 2 in 5** visitors to the Maine Beaches had previously traveled in Maine more than 10 times



TRIP PLANNING CYCLE : TRIP EXPERIENCE



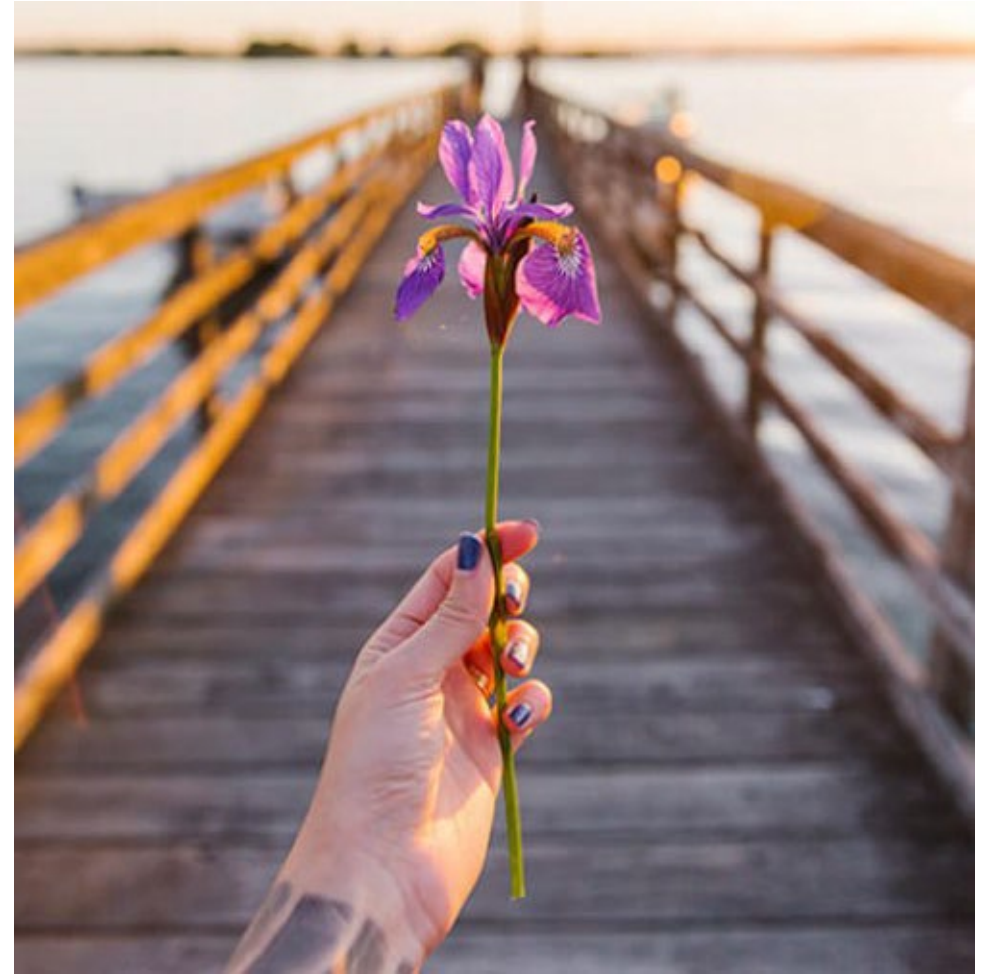
TRANSPORTATION

- » **85%** of visitors drove to the Maine Beaches
- » **11%** of visitors to the Maine Beaches flew into Boston Logan International Airport and **2%** of visitors flew into Portland International Jetport



NIGHTS STAYED

- » **7 in 10** visitors to the Maine Beaches spent one or more nights in Maine
- » Typical visitors to the Maine Beaches stayed **4.6** nights in Maine



TOP ACCOMMODATIONS



38% Hotel/motel/resort



31% Did not stay overnight



7% Friends/family home

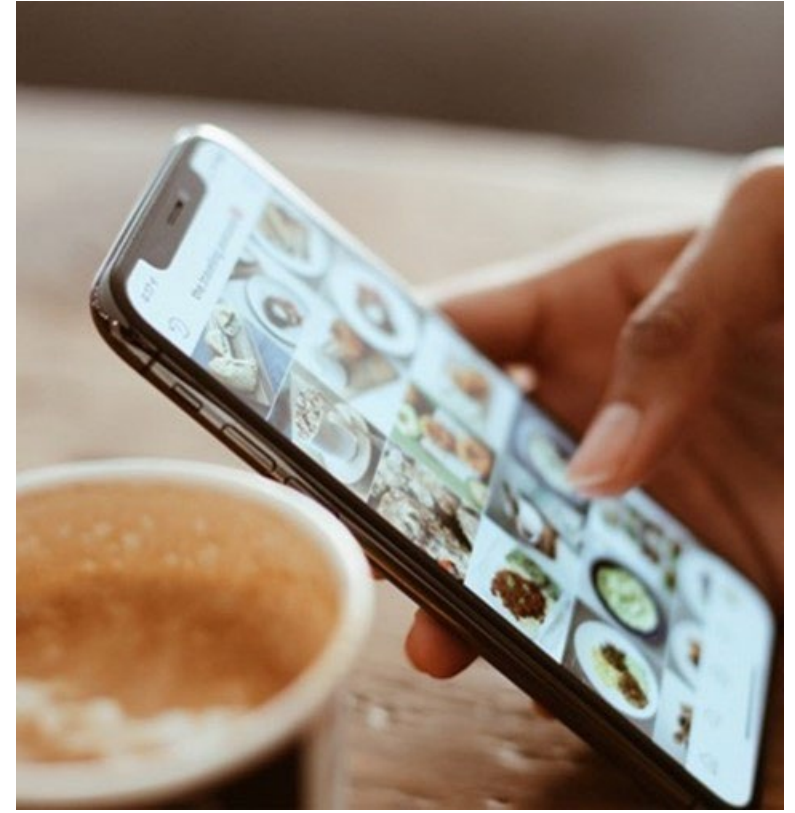
TOP IN-MARKET VISITOR RESOURCES*



44% Navigation websites/apps



40% Visitor Information Centers



25% Hotel/resort website/app

*Multiple responses permitted.

TOP VISITOR ACTIVITIES*



74% Food/
beverage/culinary



65% Touring/
sightseeing



49% Shopping



32% Active outdoor
activities



28% Water activities

*Multiple responses permitted.

VISITING OTHER STATES & PROVINCES

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



TRAVELING WITHIN MAINE

- » **3 in 5** visitors traveled to regions other than Maine Beaches during their trip
- » **1 in 3** visitors to the Maine Beaches also visited Greater Portland & Casco Bay during their trip



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors to the Maine Beaches would recommend the state of Maine to a friend or relative as a vacation destination
- » **97%** of visitors would recommend the Maine Beaches region as a place to visit or vacation (**84%** definitely would recommend The Maine Beaches)



LIKELIHOOD OF RETURNING TO MAINE

- » **95%** of visitors to the Maine Beaches will likely return to Maine for a future visit or vacation
- » **79%** of visitors “definitely will return” to Maine for a vacation in the future



DETAILED FINDINGS

This section of the report includes **detailed results** from the 2021 Economic Impact and Visitor Tracking Study and can be used to take a deeper dive into the data.



TRIP PLANNING CYCLE : IMPACT OF TOURISM



ECONOMIC IMPACT INDICATORS

<i>Economic Impact</i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Visitors</i>	<i>3,994,700</i>	<i>4,954,000</i>	<i>+ 24.0%</i>
<i>Room nights generated</i>	<i>2,207,400</i>	<i>2,686,000</i>	<i>+ 21.7%</i>
<i>Direct expenditures</i>	<i>\$1,606,673,600</i>	<i>\$2,320,999,900</i>	<i>+ 44.5%</i>
<i>Total economic impact</i>	<i>\$2,458,210,600</i>	<i>\$3,505,952,700</i>	<i>+ 42.6%</i>

IMPACT OF TOURISM

<i>Maine Jobs</i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Jobs generated (direct)</i>	<i>20,700</i>	<i>27,900</i>	<i>+ 34.8%</i>
<i>Total impact of tourism on Maine jobs</i>	<i>27,200</i>	<i>36,600</i>	<i>+ 34.6%</i>

<i>Maine Wages</i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Wages paid (direct)</i>	<i>\$646,638,700</i>	<i>\$900,636,100</i>	<i>+ 39.3%</i>
<i>Total impact of tourism on Maine wages</i>	<i>\$903,952,700</i>	<i>\$1,250,455,700</i>	<i>+ 38.3%</i>

IMPACT OF TOURISM

<i>Return on Investment</i>	<i>2020</i>	<i>2021</i>
<i>Visitors per job supported</i>	<i>147</i>	<i>135</i>
<i>State & local taxes supported</i>	<i>\$243,682,000</i>	<i>\$294,129,300</i>
<i>Tax savings per household</i>	<i>\$2,856</i>	<i>\$3,448</i>

LODGING METRICS

<i>Lodging Metrics¹</i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Occupancy (%)</i>	<i>35.1%</i>	<i>49.1%</i>	<i>+ 39.9%</i>
<i>Average Daily Rate</i>	<i>\$136.70</i>	<i>\$155.50</i>	<i>+ 13.8%</i>
<i>Revenue per Available Room</i>	<i>\$47.98</i>	<i>\$76.35</i>	<i>+ 59.1%</i>
<i>Total Accommodations Revenue</i>	<i>\$301,743,100</i>	<i>\$574,420,400</i>	<i>+ 90.4%</i>

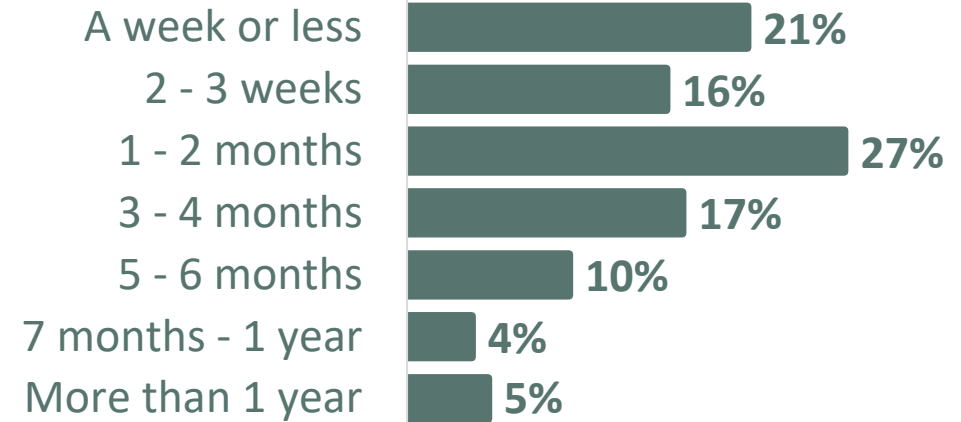
TRIP PLANNING CYCLE : PRE-VISIT



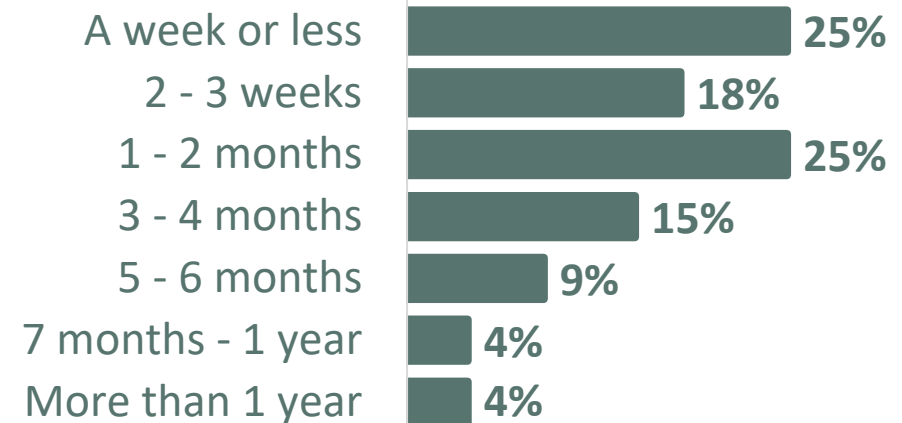
TRIP PLANNING CYCLE

- » **37%** of visitors to the Maine Beaches started planning their trip within a month of their trip
- » Very few visitors (**19%**) have planning windows longer than 4 months
- » **43%** of visitors have a booking window of less than 1 month
- » Very few visitors (**17%**) booked accommodations 5+ months in advance

Beginning of Trip Planning Cycle

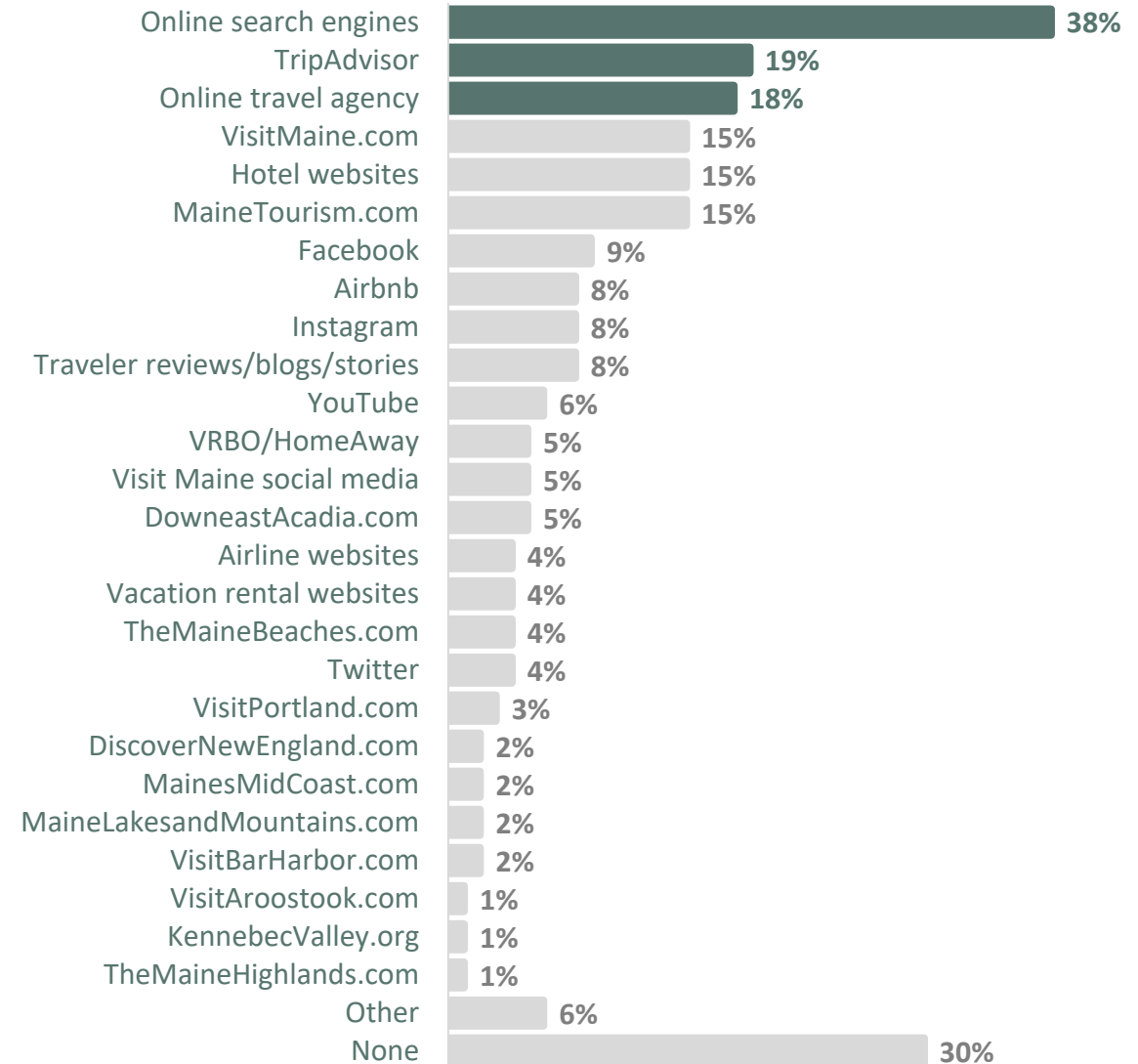


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

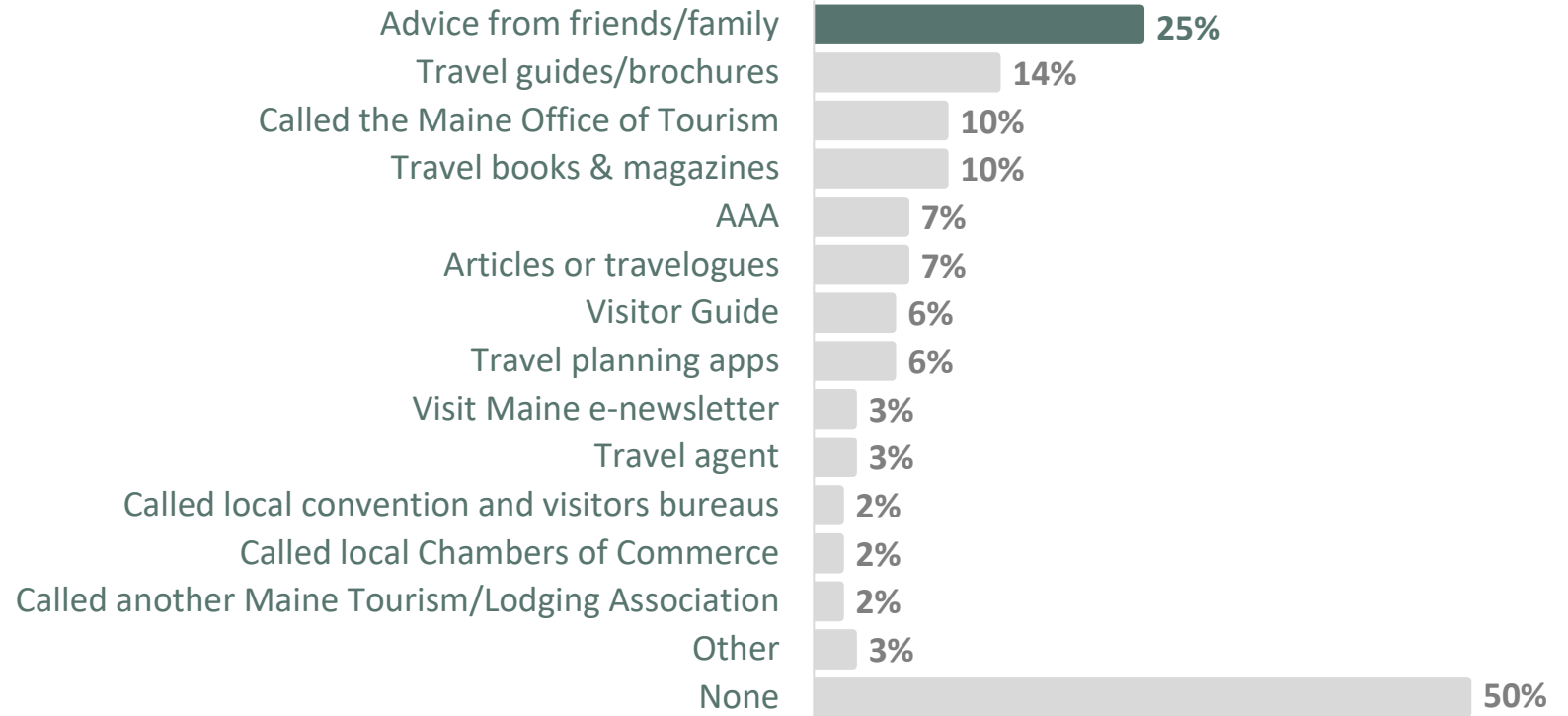
- » **70%** of visitors used one or more online resources to help them plan their trip to the Maine Beaches
- » **38%** of visitors used an online search engine, such as Google, to help them plan their trip to the Maine Beaches
- » **15%** of visitors used VisitMaine.com, and **15%** used MaineTourism.com



*Multiple responses permitted.

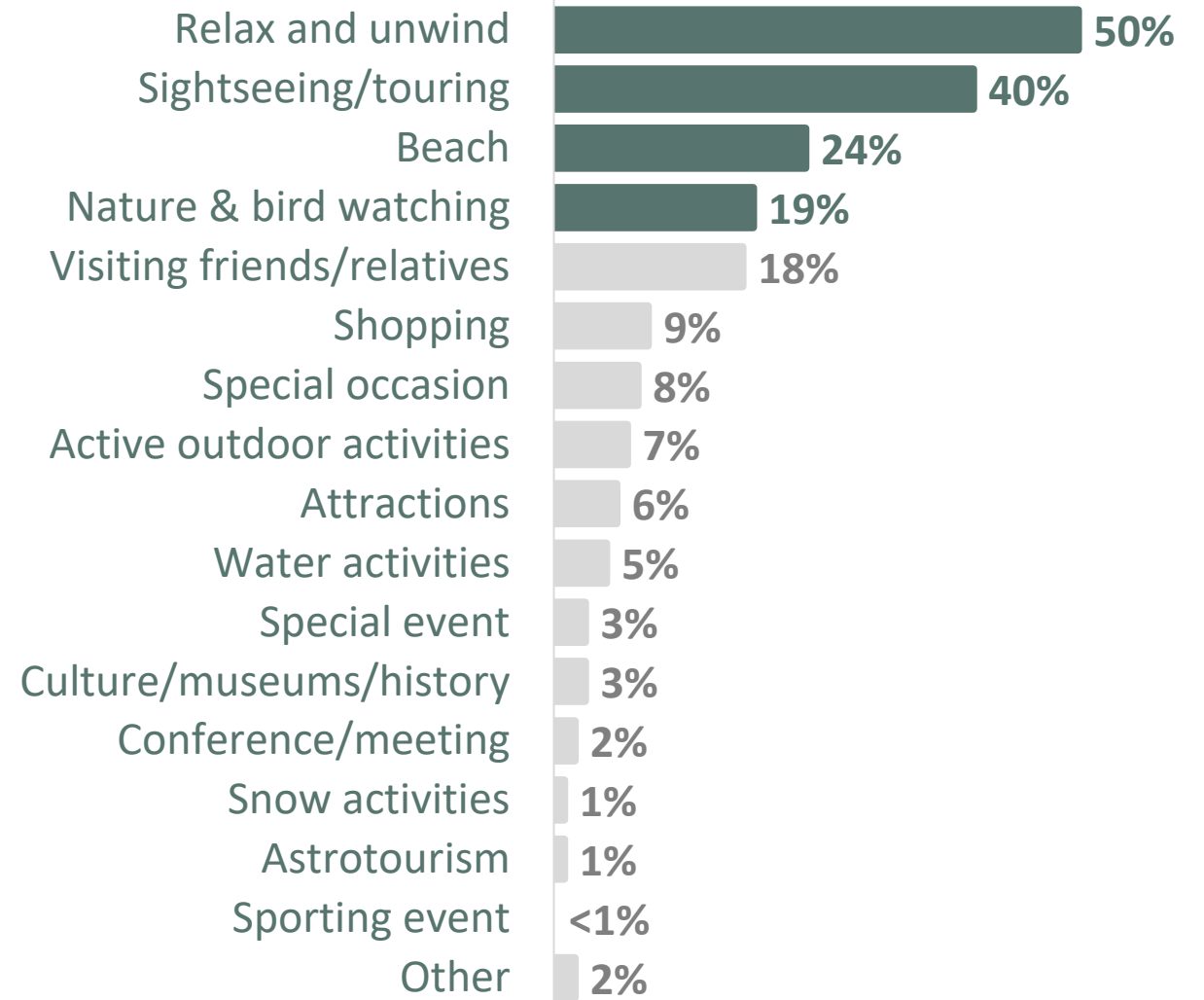
OFFLINE PLANNING SOURCES*

- » **25%** of visitors relied on advice from their friends and family to help them plan their trip to the Maine Beaches
- » **Half** of visitors did not use any other resources to help them plan their trip to the Maine Beaches



REASONS FOR VISITING*

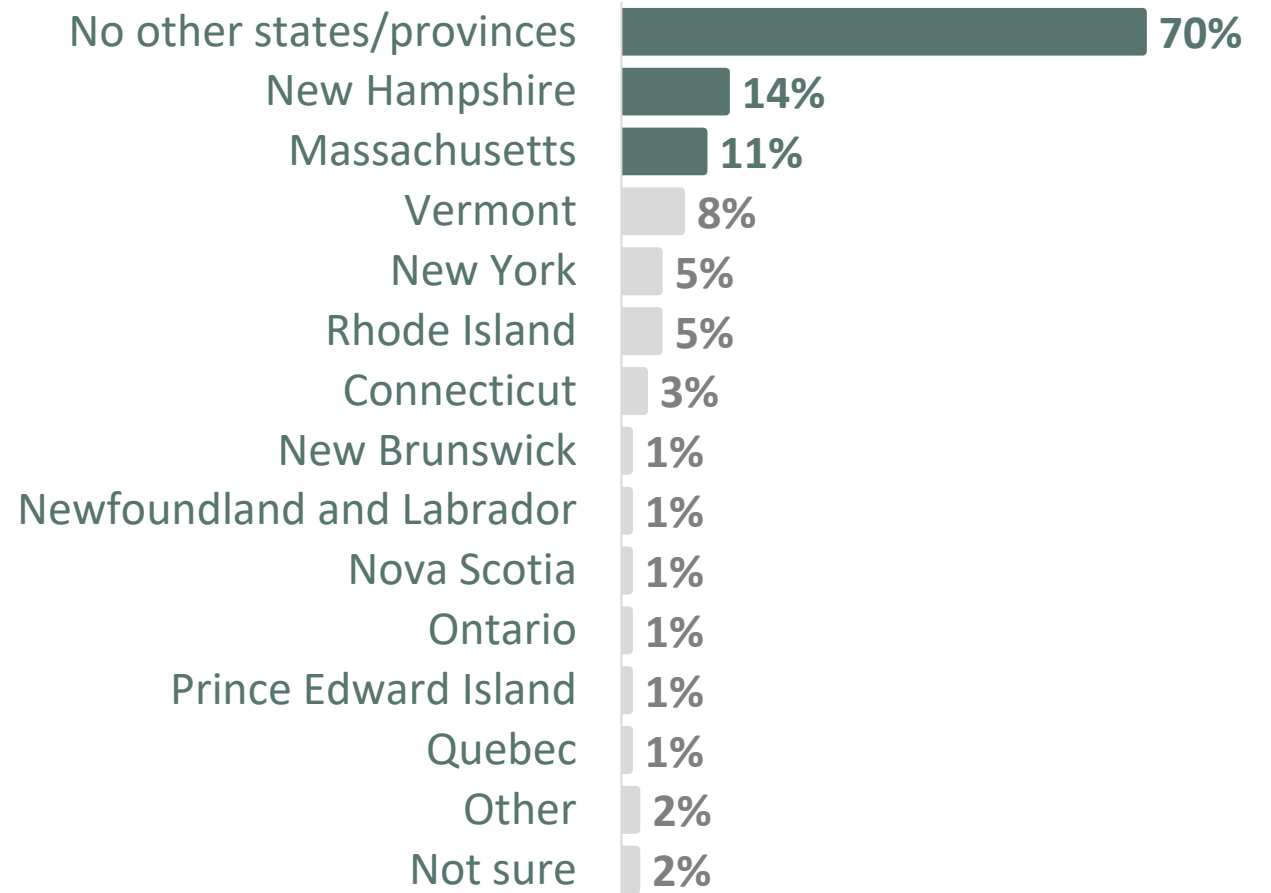
- » **Half** of visitors primarily traveled to the Maine Beaches to relax and unwind
- » **2 in 5** visitors came to the Maine Beaches for sightseeing or touring and nearly **1 in 4** visitors came for the beach



*Multiple responses permitted.

OTHER STATES & PROVINCES CONSIDERED*

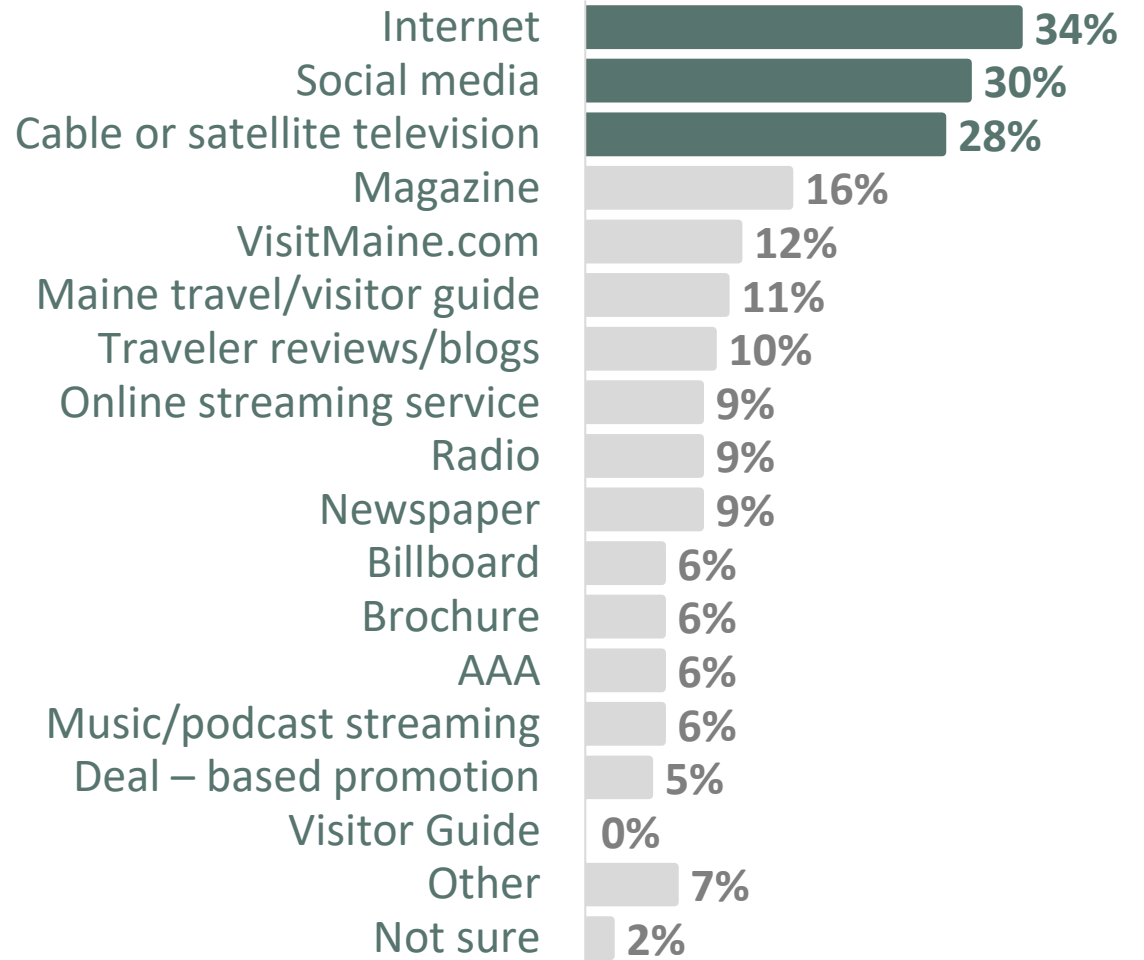
- » **70%** of visitors considered visiting **ONLY** Maine while planning their trip to the Maine Beaches
- » Visitors to the Maine Beaches were **more likely** to consider visiting nearby U.S. states rather than visiting a Canadian province



PRE-TRIP EXPOSURE TO ADVERTISING*

- » **34%** of visitors noticed advertising or promotions for Maine prior to their trip to the Maine Beaches
- » Visitors who were exposed to this advertising primarily saw it on **the internet, social media, or on television**

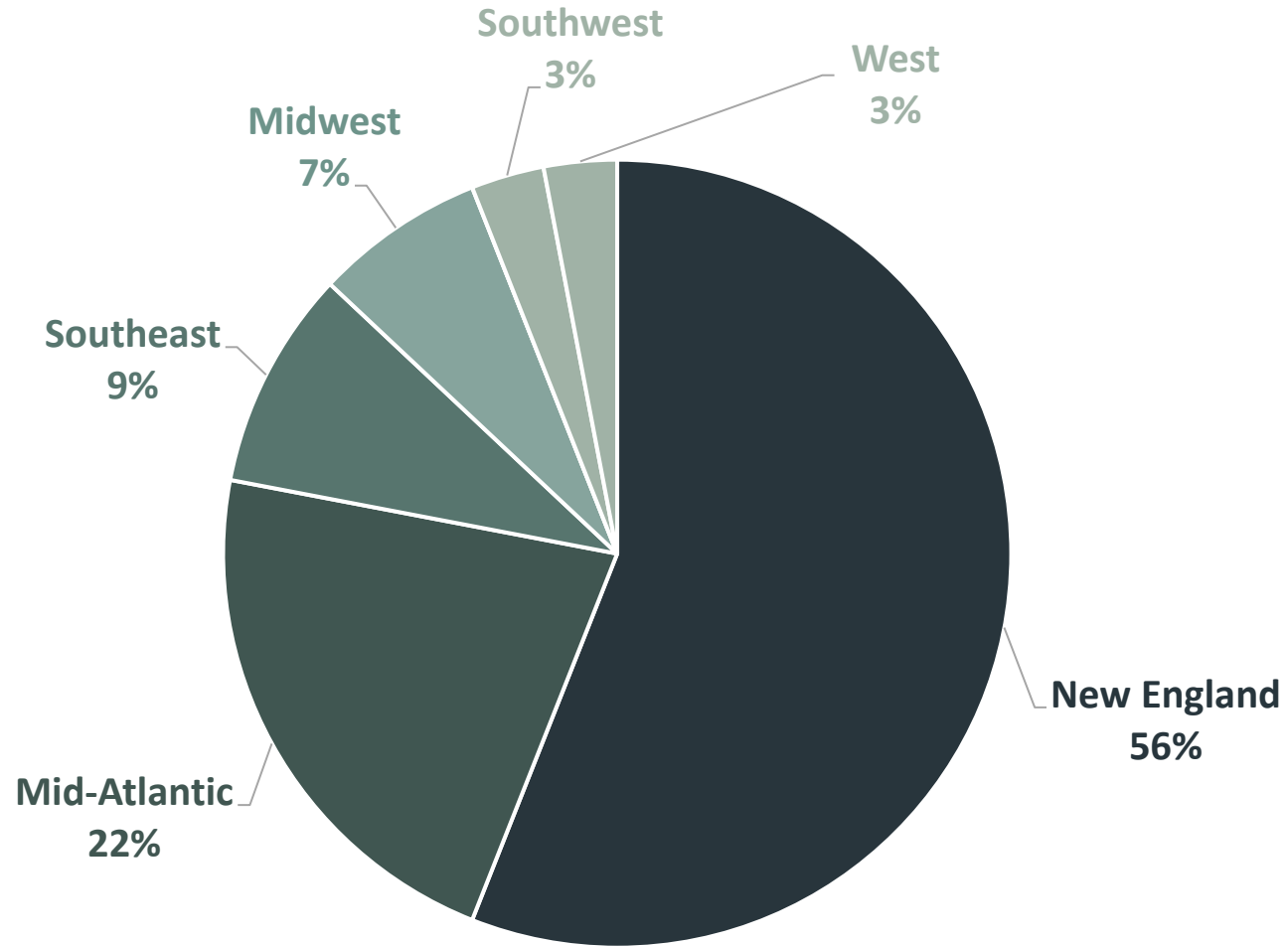
Base = 34% who noticed advertising



TRIP PLANNING CYCLE : TRAVELER PROFILE



VISITOR ORIGINS



<1% of visitors traveled to The Maine Beaches from Canada or other international markets.

TOP ORIGIN STATES & PROVINCES

- » **Nearly half** of visitors to the Maine Beaches were from Massachusetts, New Hampshire, or New York
- » **84%** of visitors to the Maine Beaches came from **14** U.S. states

State/Country	Percent
Massachusetts	18%
New Hampshire	14%
New York	12%
Maine	8%
Connecticut	7%
Florida	4%
New Jersey	4%
Vermont	4%
Pennsylvania	3%
Maryland	2%
Virginia	2%
Texas	2%
Ohio	2%
Georgia	2%

TOP ORIGIN MARKETS

- » More visitors traveled to the Maine Beaches from **NYC or Boston** than from any other markets
- » **37%** of visitors to the Maine Beaches traveled from **8** northeastern markets

Market	Percent
New York City ¹	10%
Boston, MA	10%
Augusta, ME	4%
Washington DC – Baltimore ²	3%
Albany, NY	3%
Rochester - Portsmouth, NH	3%
Hampton, NH	2%
Manchester, NH	2%

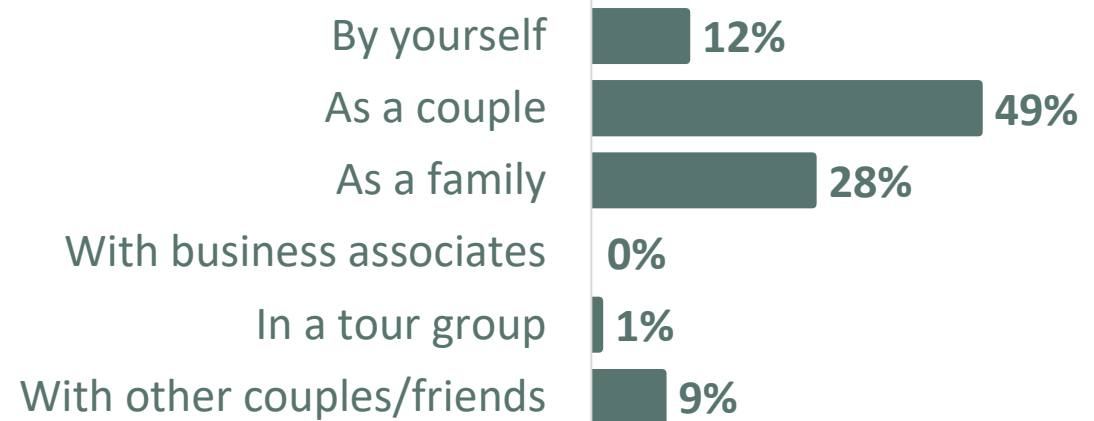
¹ Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

² Includes parts of Maryland, Virginia, and West Virginia.

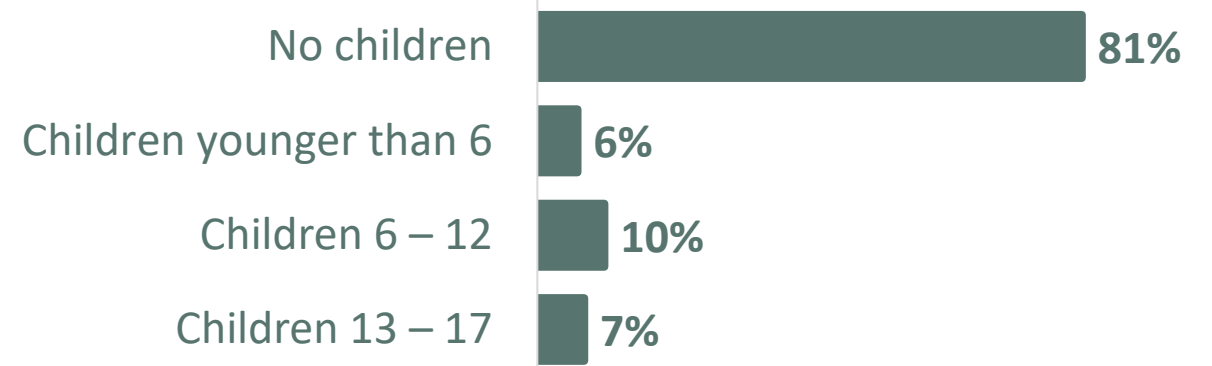
TRAVEL PARTIES

- » Typical visitors traveled to the Maine Beaches with a party of **2.7** people
- » **Nearly half** of visitors traveled as a couple
- » Only **19%** of visitors traveled to the Maine Beaches with one or more children in their travel party

Travel Party Composition



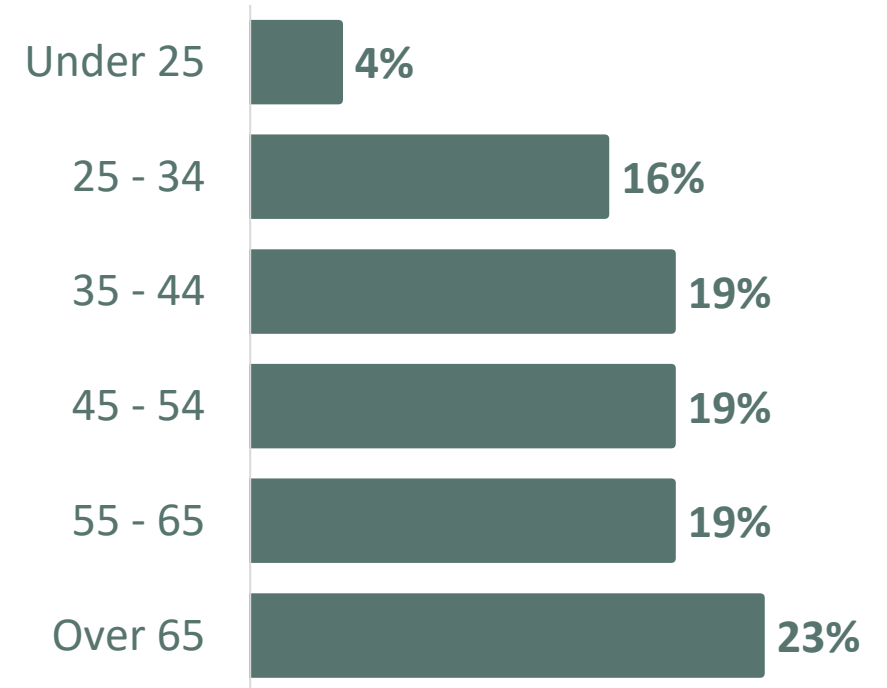
Children in Travel Party*



*Multiple responses permitted.

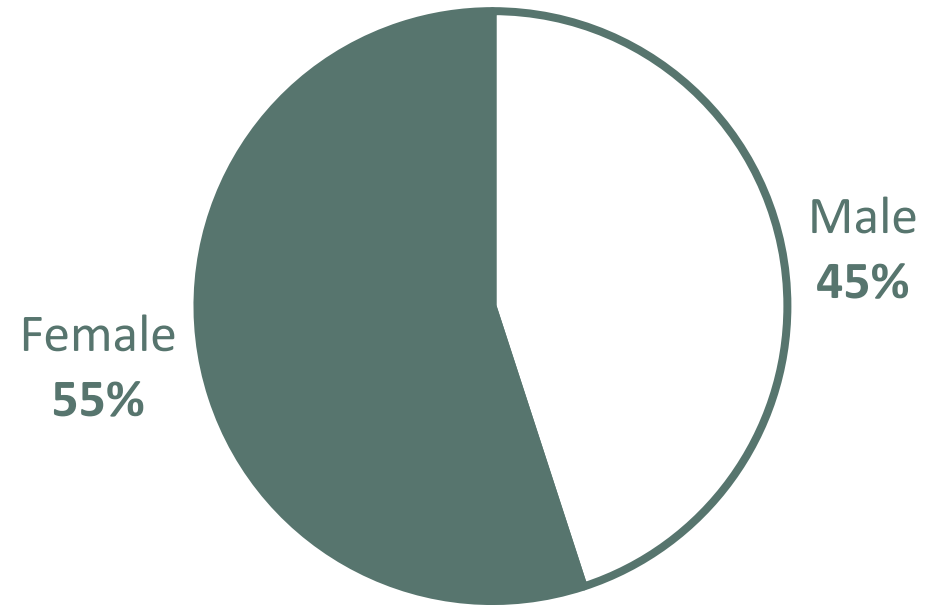
AGE

» The average age of visitors to Downeast & Acadia is **50** years old



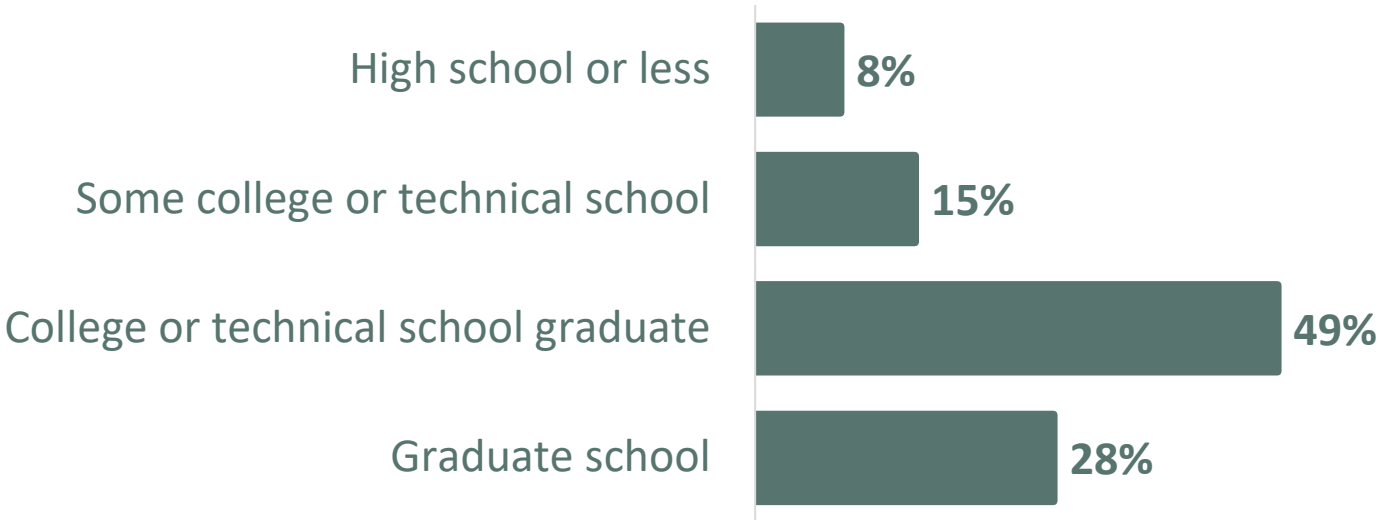
GENDER

» **55%** of visitors to the Maine Beaches who were interviewed were female



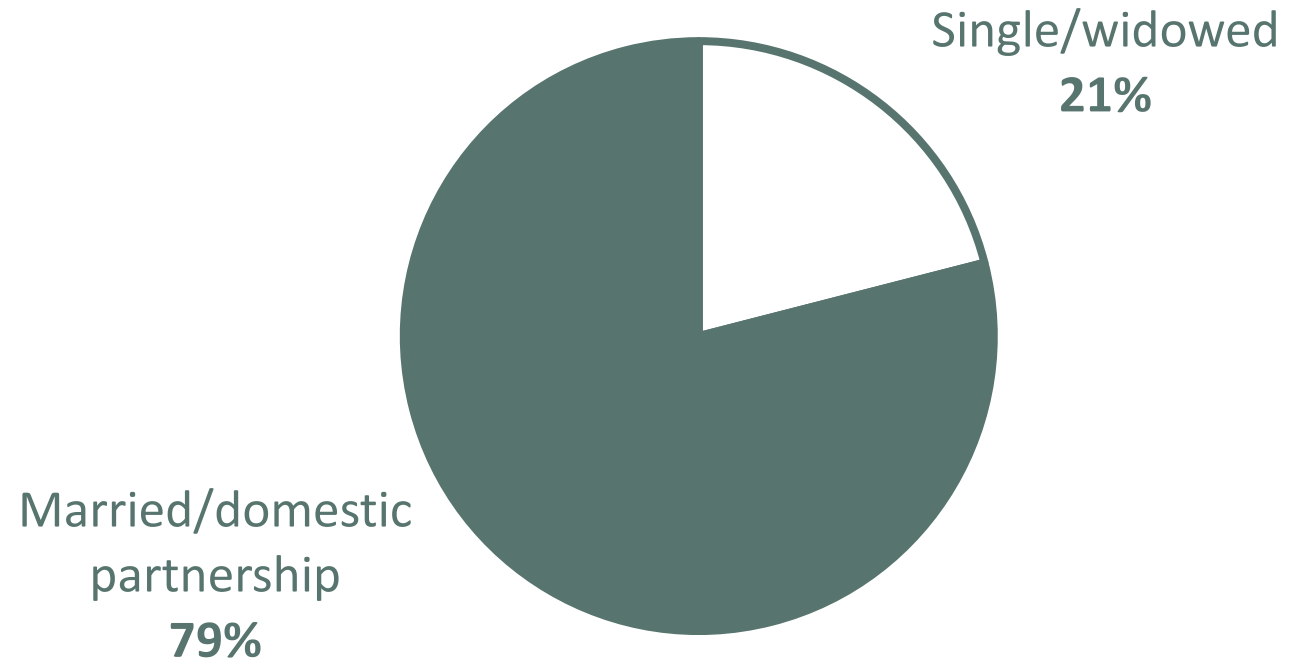
EDUCATIONAL ATTAINMENT

» Visitors to the Maine Beaches have substantial formal educations, with **3 in 4** having at least a college or technical school degree, and **1 in 4** possessing a graduate degree



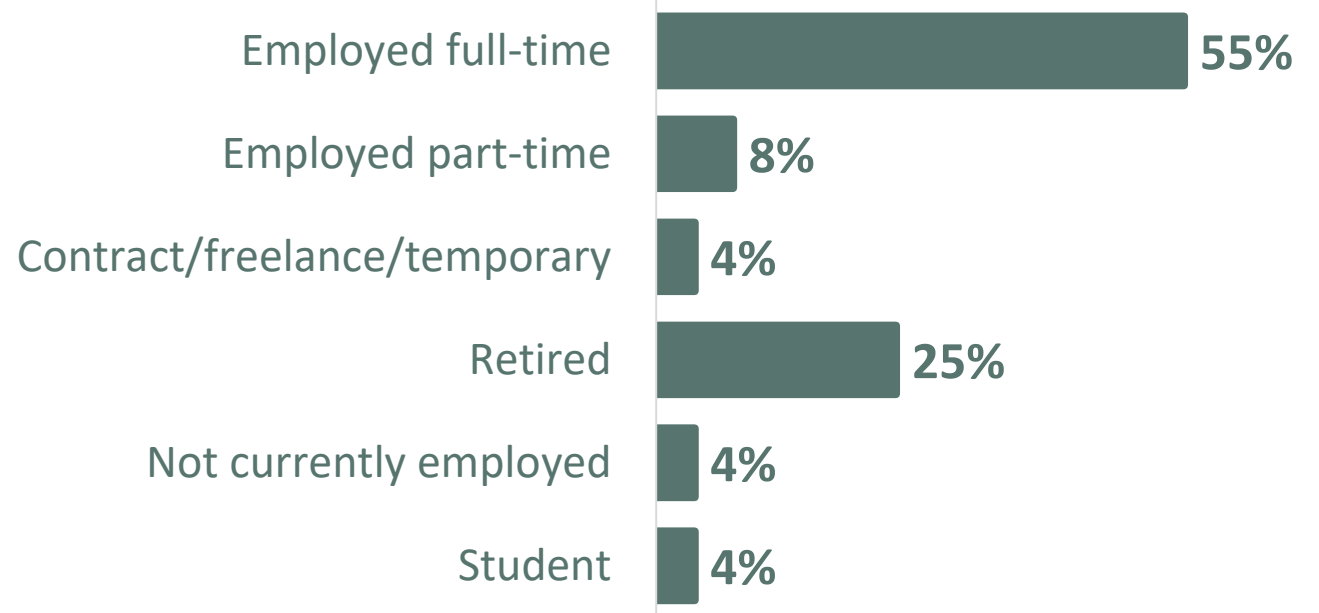
MARITAL STATUS

» **4 in 5** visitors to the Maine Beaches were married or living with their partner



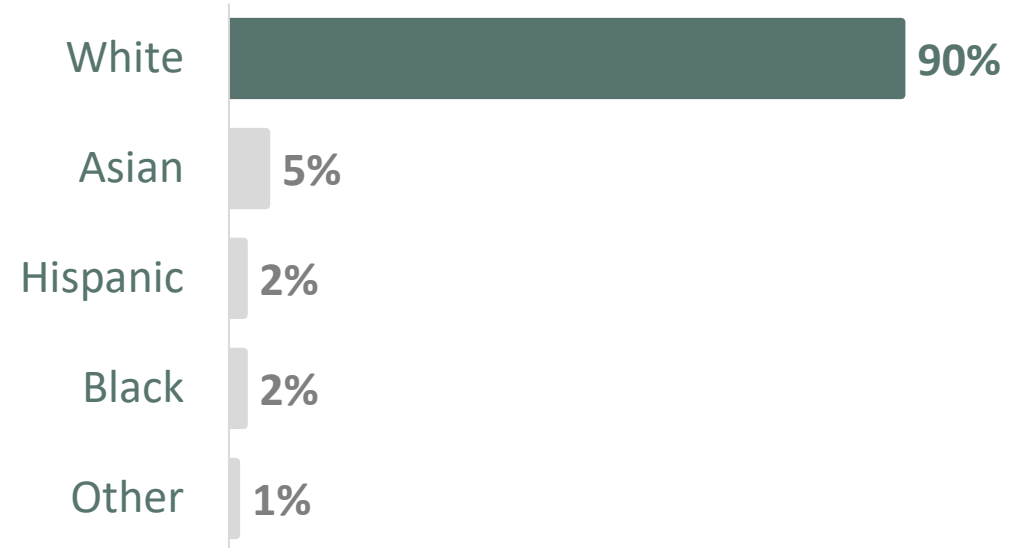
EMPLOYMENT STATUS

» **2 in 3** visitors to the Maine Beaches were employed, most full-time



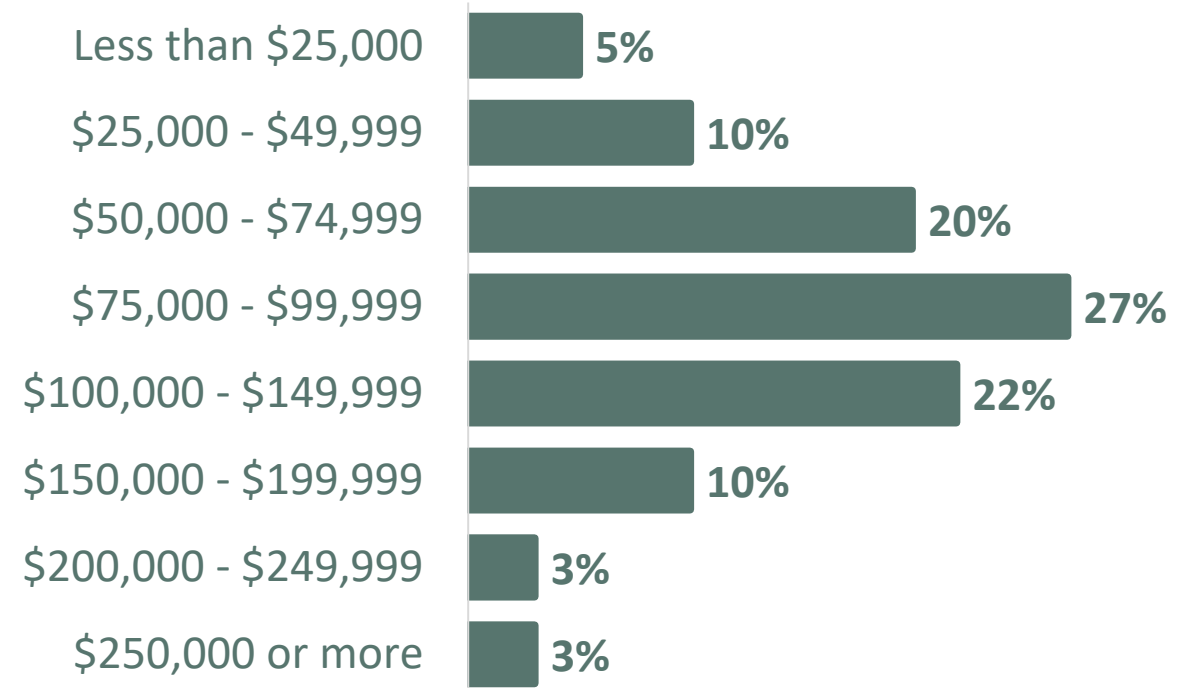
RACE & ETHNICITY

» **9 in 10** visitors to the Maine Beaches were White/Caucasian



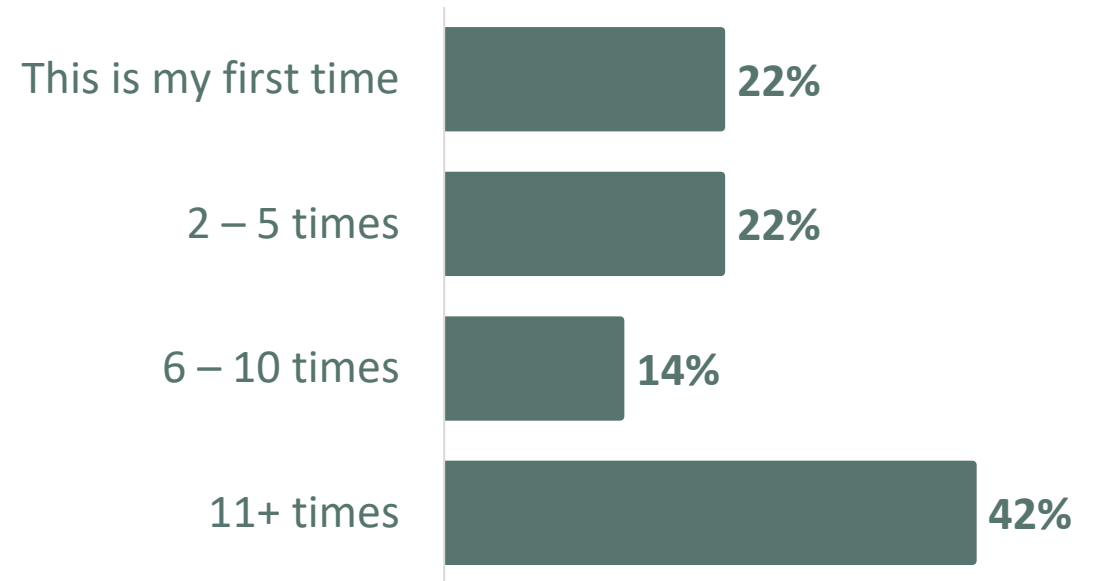
HOUSEHOLD INCOME

- » Typical visitors to the Maine Beaches earned **\$88,900** per year in household income
- » **16%** of visitors to the Maine Beaches have household incomes that exceed \$150,000



NEW & RETURNING VISITORS

- » **22%** of visitors to the Maine Beaches were traveling in Maine for the first time
- » **2 in 5** visitors to the Maine Beaches had previously traveled in Maine more than 10 times

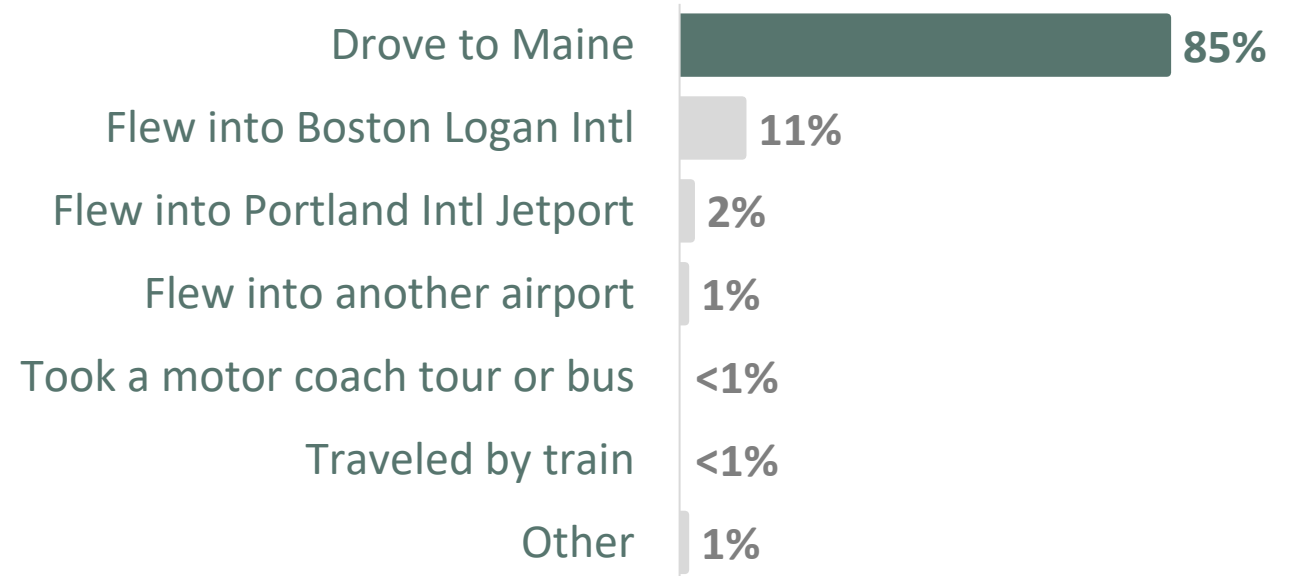


TRIP PLANNING CYCLE : TRIP EXPERIENCE



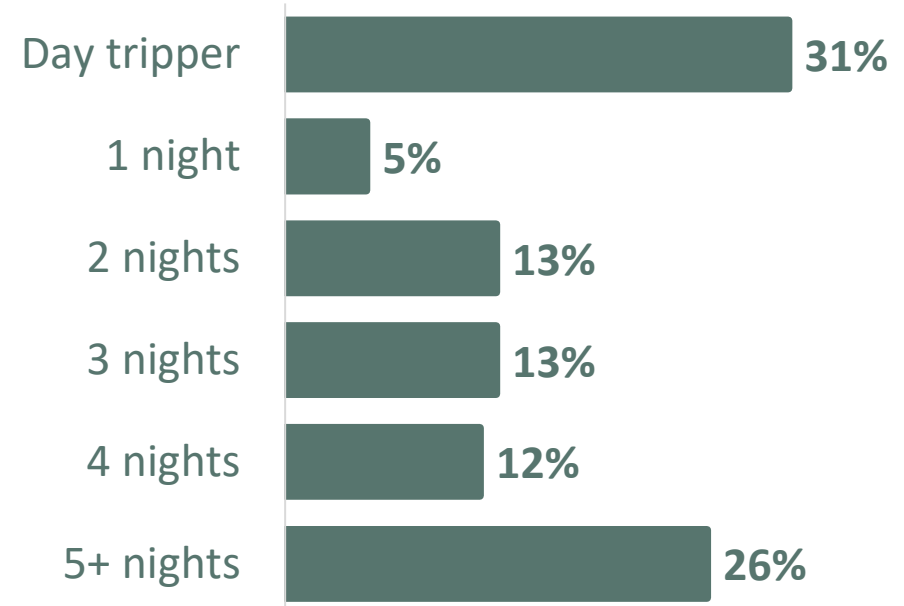
MODES OF TRANSPORTATION

- » The Maine Beaches is a drive-market as **85%** choose to travel by car rather than by plane, motor coach/bus, or train
- » **Most** visitors to the Maine Beaches who flew to Maine arrived at Boston Logan International Airport



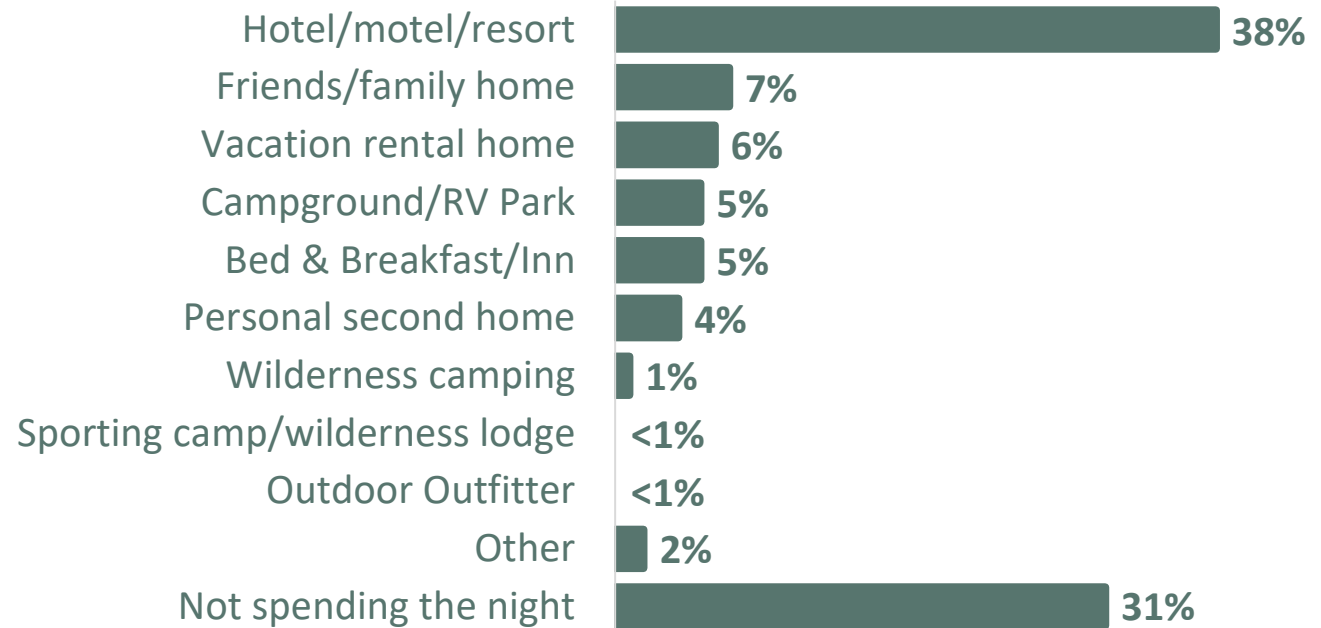
NIGHTS STAYED

- » **7 in 10** visitors to the Maine Beaches stayed one night or more during their trip
- » Typical visitors to the Maine Beaches stayed **4.6** nights
- » **26%** of visitors to the Maine Beaches stayed 5 or more nights



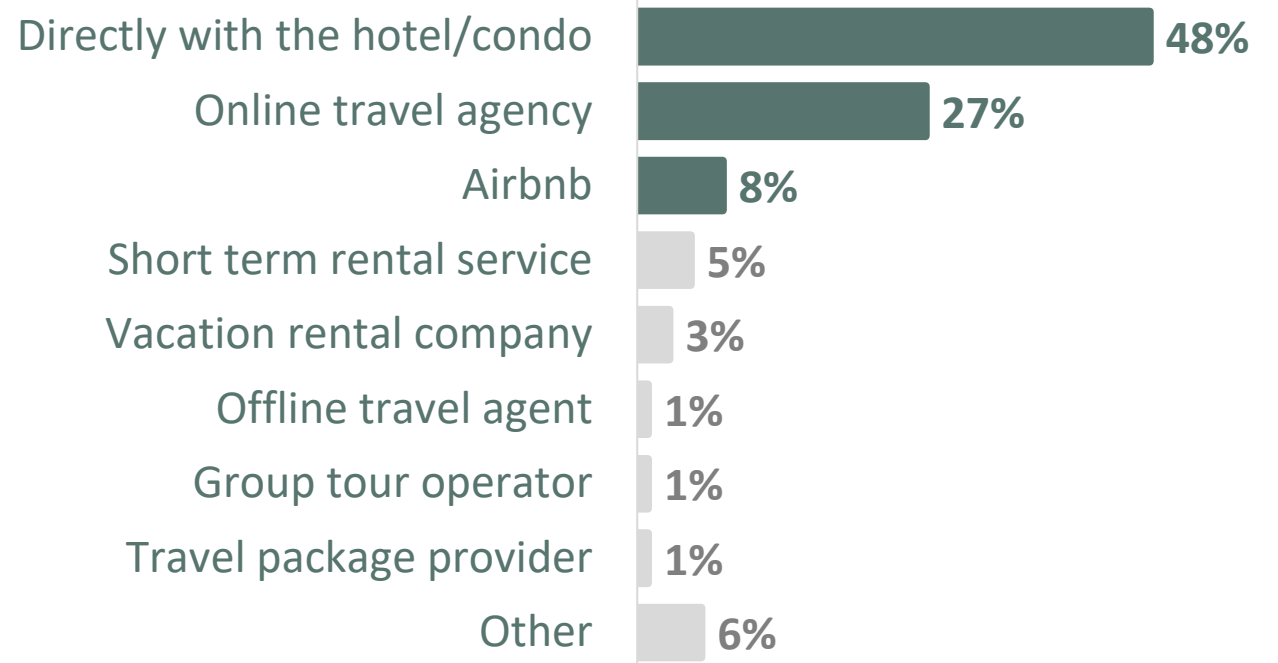
ACCOMMODATIONS

- » **Nearly 2 in 5** visitors to the Maine Beaches stayed overnight in a hotel, motel, or resort
- » **7%** of visitors to the Maine Beaches stayed overnight with friends or relatives, while **6%** stayed in a vacation rental home



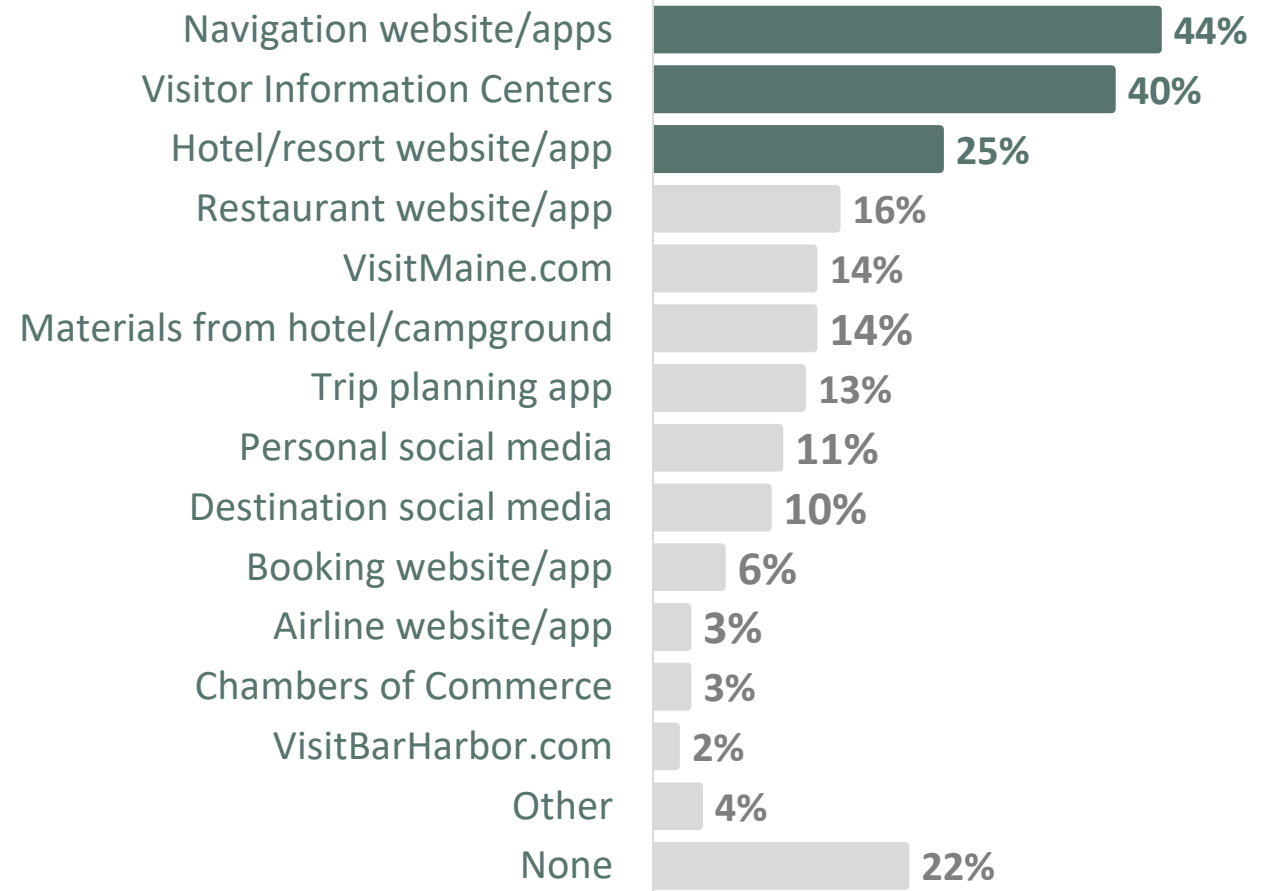
BOOKING METHODS

- » **Nearly 3 in 5** of visitors to the Maine Beaches stayed overnight in paid accommodations during their trip
- » **Nearly half** of visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



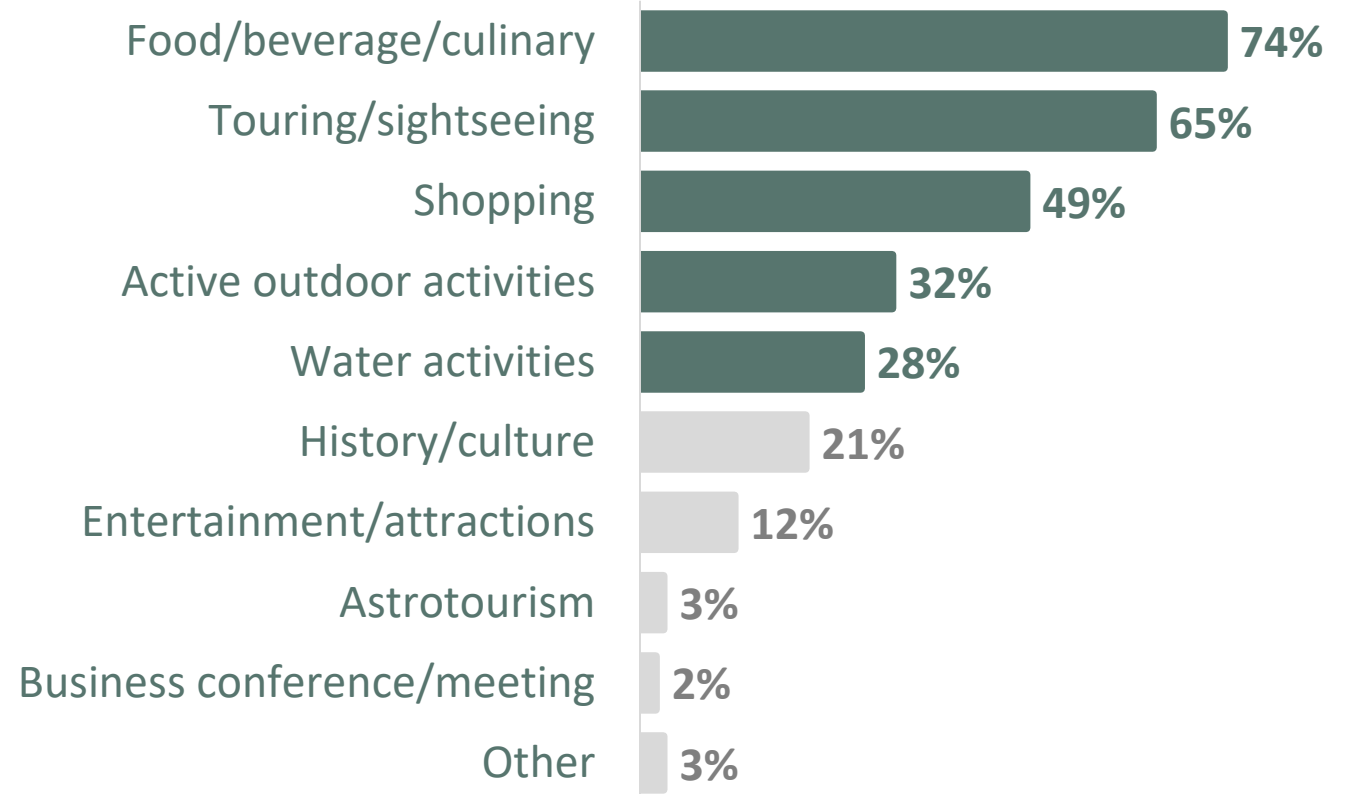
IN-MARKET VISITOR RESOURCES*

- » **2 in 5** visitors used navigation websites and apps or Visitor Information Centers to plan activities during their trip to the Maine Beaches
- » **1 in 5** visitors did not use any resources to plan activities while they were in the Maine Beaches



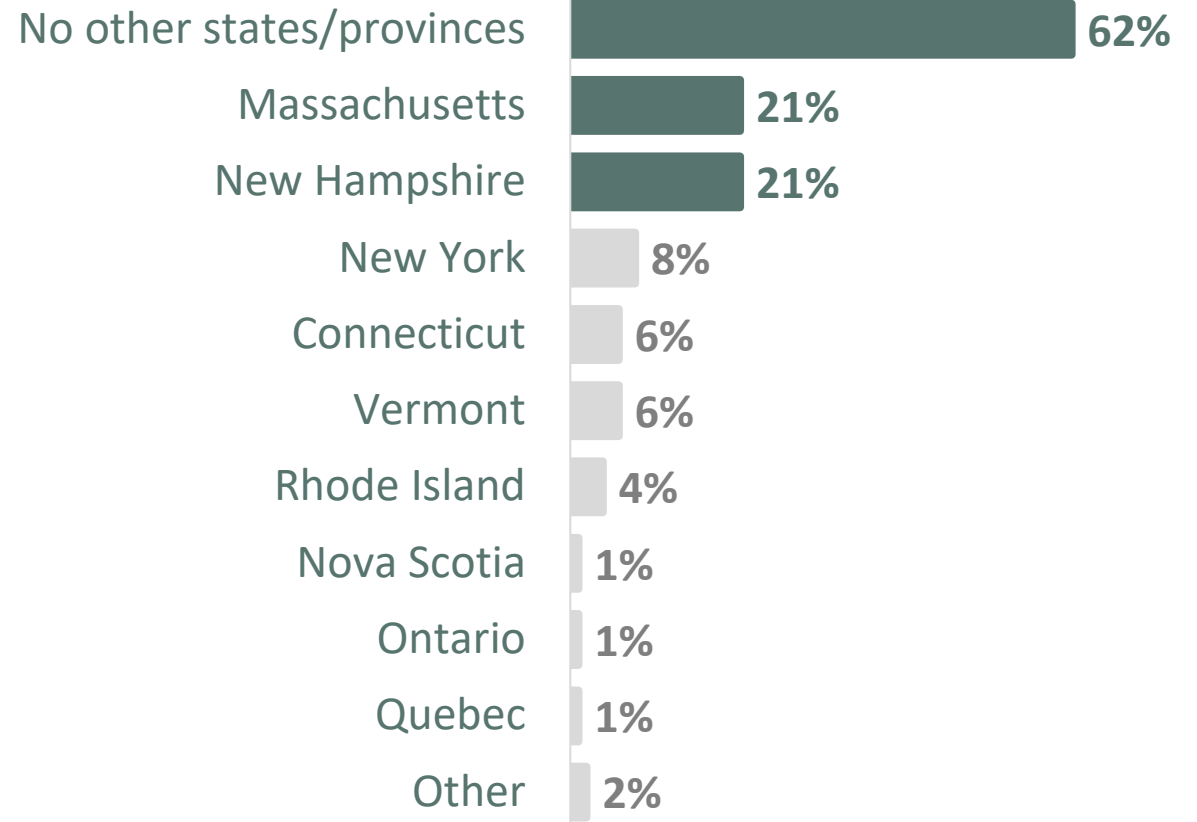
VISITOR ACTIVITIES*

- » **3 in 4** visitors participated in food, beverage, and culinary activities during their trip in the Maine Beaches
- » **2 in 3** visitors to the Maine Beaches engaged in sightseeing/touring activities during their trip



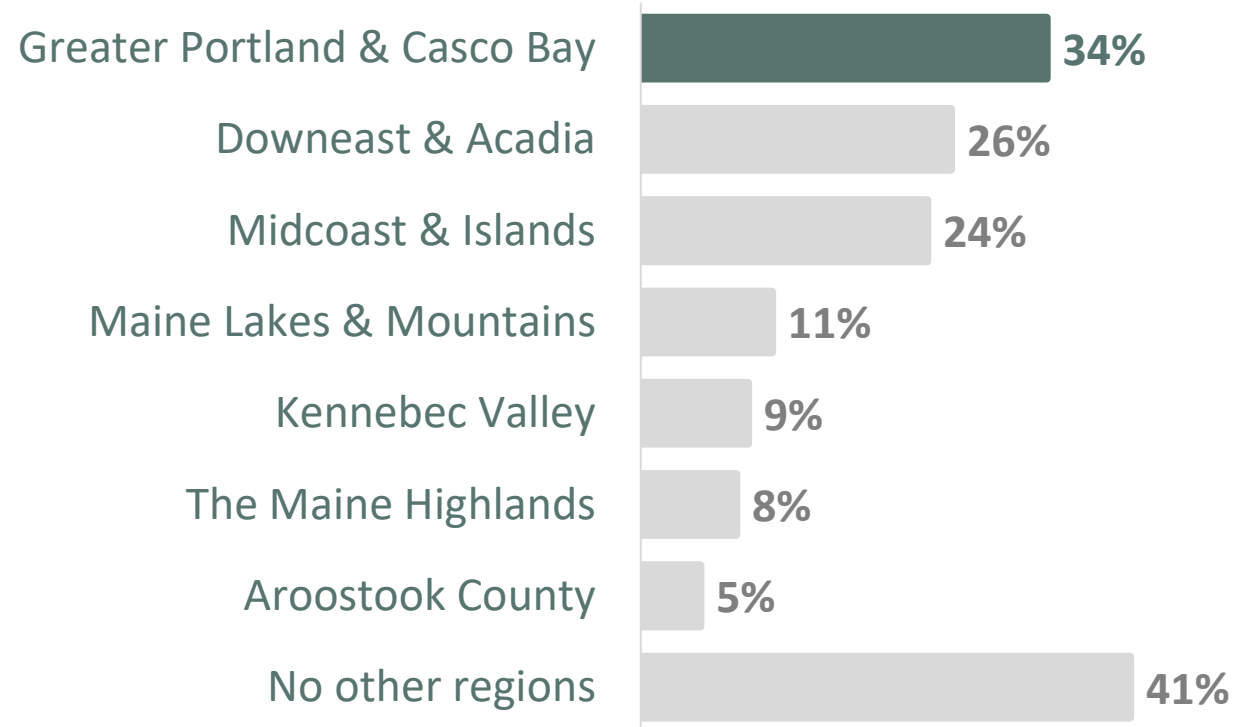
OTHER STATES & PROVINCES VISITED*

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



REGIONS VISITED WITHIN MAINE*

- » **2 in 5** visitors stayed within the Maine Beaches during their trip in Maine, rather than traveling throughout the state
- » **1 in 3** visitors to the Maine Beaches also visited Greater Portland & Casco Bay during their trip in Maine



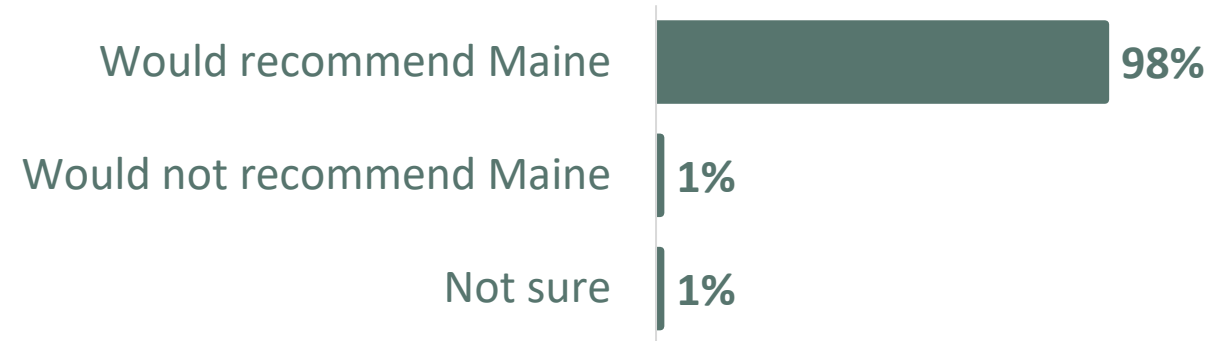
TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

» **98%** of visitors to the Maine Beaches would recommend that their friends and family visit Maine

Likelihood of Recommending Maine

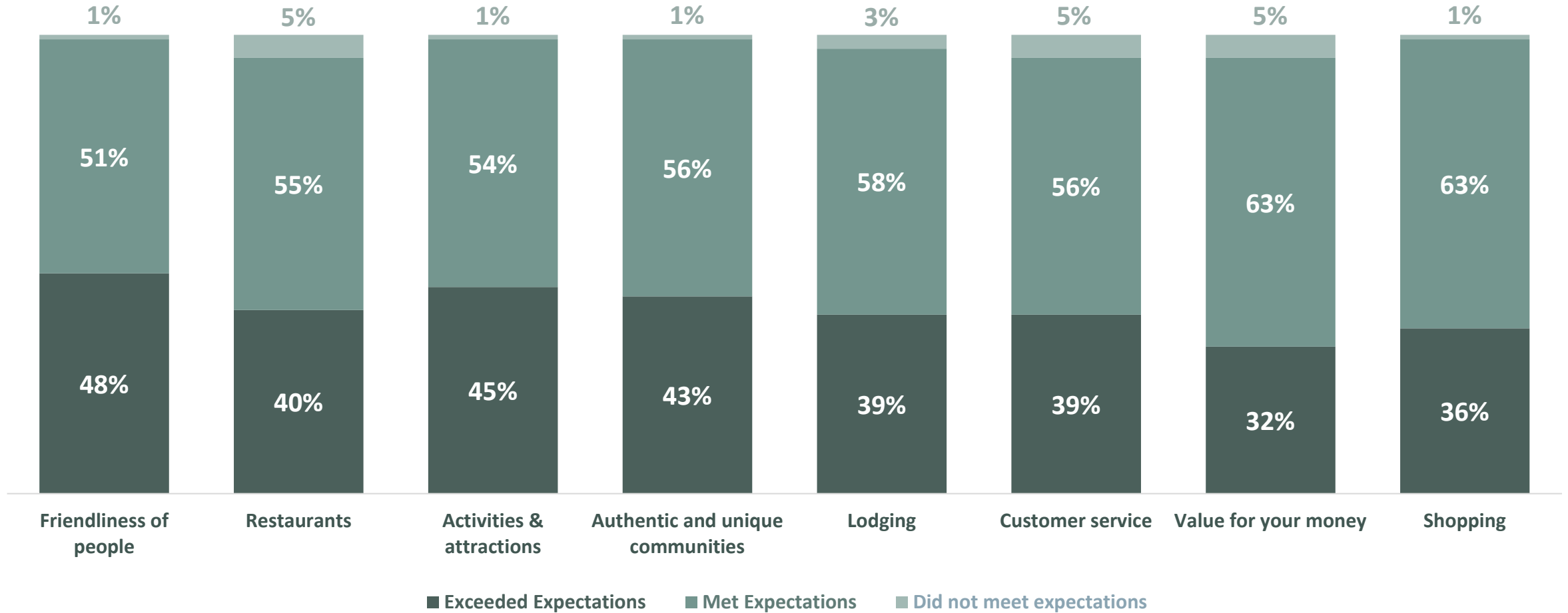


» **97%** of visitors would recommend that their friends and family visit the Maine Beaches

Likelihood of Recommending the Maine Beaches



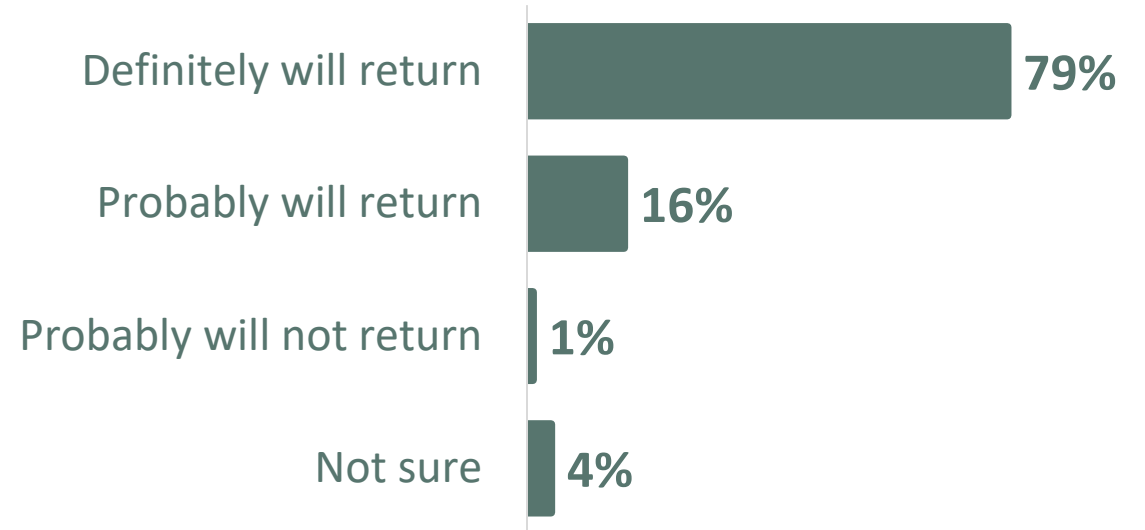
TRIP EXPECTATIONS



“Don’t know” responses omitted.

LIKELIHOOD OF RETURNING TO MAINE

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



YEAR-OVER-YEAR COMPARISONS

This section of the report includes **year-to-year comparisons** for the Economic Impact and Visitor Tracking Study.

Detailed data is provided for **2020** and **2021**.



TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

	2020	2021
A week or less	30%	21%
2 - 3 weeks	23%	16%
1 - 2 months	24%	27%
3 - 4 months	11%	17%
5 - 6 months	4%	10%
7 months - 1 year	3%	4%
More than 1 year	5%	5%

BOOKED ACCOMMODATIONS/MADE TRIP DECISIONS

	2020	2021
A week or less	38%	25%
2 - 3 weeks	24%	18%
1 - 2 months	22%	25%
3 - 4 months	7%	15%
5 - 6 months	3%	9%
7 months - 1 year	2%	4%
More than 1 year	4%	4%

ONLINE TRIP PLANNING SOURCES*

	2020	2021
Online search engines	27%	38%
TripAdvisor	13%	19%
Online travel agency	13%	18%
VisitMaine.com	10%	15%
Hotel websites	15%	15%
MaineTourism.com	7%	15%
Facebook	18%	9%
Airbnb	11%	8%
Instagram	10%	8%
Traveler reviews/blogs/stories	11%	8%
YouTube	6%	6%
VRBO/HomeAway	4%	5%
Visit Maine social media	6%	5%
DowneastAcadia.com	2%	5%
Airline websites	4%	4%
Vacation rental websites	5%	4%
TheMaineBeaches.com	3%	4%
Twitter	4%	4%
VisitPortland.com	5%	3%
DiscoverNewEngland.com	3%	2%
MainesMidCoast.com	2%	2%
MaineLakesandMountains.com	2%	2%
VisitBarHarbor.com	2%	2%
VisitAroostook.com	1%	1%
KennebecValley.org	1%	1%
TheMaineHighlands.com	1%	1%
Other	7%	6%
None	34%	30%

*Multiple responses permitted.

OFFLINE TRIP PLANNING SOURCES*

	2020	2021
Advice from friends/family	36%	25%
Travel guides/brochures	12%	14%
Called the Maine Office of Tourism	3%	10%
Travel books & magazines	9%	10%
AAA	6%	7%
Articles or travelogues	6%	7%
Visitor Guide	4%	6%
Travel planning apps	8%	6%
Visit Maine e-newsletter	3%	3%
Travel agent	3%	3%
Called local convention and visitors bureaus	2%	2%
Called local Chambers of Commerce	2%	2%
Called another Maine Tourism/Lodging Association	2%	2%
Other	4%	3%
None	46%	50%

REASON FOR VISITING*

	2020	2021
Relax and unwind	29%	50%
Sightseeing/touring	16%	40%
Beach	22%	24%
Nature & bird watching	9%	19%
Visiting friends/relatives	27%	18%
Shopping	15%	9%
Special occasion	7%	8%
Active outdoor activities	8%	7%
Attractions	5%	6%
Water activities	8%	5%
Special event	3%	3%
Culture/museums/history	3%	3%
Conference/meeting	2%	2%
Snow activities	1%	1%
Astrotourism	-	1%
Sporting event	1%	0%
Other	6%	2%

OTHER STATES/PROVINCES CONSIDERED*

	2020	2021
No other states/provinces	58%	70%
New Hampshire	20%	14%
Massachusetts	13%	11%
Vermont	9%	8%
New York	6%	5%
Rhode Island	6%	5%
Connecticut	4%	3%
New Brunswick	2%	1%
Newfoundland and Labrador	1%	1%
Nova Scotia	3%	1%
Ontario	2%	1%
Prince Edward Island	2%	1%
Quebec	3%	1%
Other	3%	2%
Not sure	6%	2%

ADVERTISING/PROMOTIONS

	2020	2021
Noticed Advertising/Promotions	44%	34%
Type of Promotion*:	Base: 44%	Base: 34%
Internet	38%	34%
Social media	39%	30%
Cable or satellite television	26%	28%
Magazine	17%	16%
VisitMaine.com	13%	12%
Maine travel/visitor guide	16%	11%
Traveler reviews/blogs	14%	10%
Online streaming service	10%	9%
Radio	15%	9%
Newspaper	9%	9%
Billboard	8%	6%
Brochure	9%	6%
AAA	8%	6%
Music/podcast streaming	7%	6%
Deal – based promotion	5%	5%
Visitor Guide	0%	0%
Other	5%	7%
Not sure	2%	2%

TRIP PLANNING CYCLE : TRAVELER PROFILE



ORIGIN REGION

	2020	2021
New England	88%	56%
Mid-Atlantic	7%	22%
Southeast	3%	9%
Midwest	1%	7%
Southwest	<1%	3%
West	<1%	3%
Canada	1%	<1%
Intl	<1%	<1%

ORIGIN STATE/PROVINCE

	2020	2021
Massachusetts	22%	18%
New Hampshire	25%	14%
New York	6%	12%
Connecticut	4%	7%
Maine	19%	7%
Florida	4%	4%
New Jersey	3%	4%
Vermont	2%	4%
Pennsylvania	2%	3%
Georgia	1%	2%
Maryland	<1%	2%
Ohio	<1%	2%
Texas	<1%	2%
Virginia	<1%	2%

ORIGIN MARKET

	2020	2021
New York City ¹	6%	10%
Boston, MA	15%	10%
Augusta, ME	15%	4%
Washington DC – Baltimore ²	2%	3%
Albany, NY	1%	3%
Rochester - Portsmouth, NH	7%	3%
Hampton, NH	3%	2%
Manchester, NH	3%	2%

¹ Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

² Includes parts of Maryland, Virginia, and West Virginia.

TRAVEL PARTY SIZE/COMPOSITION

	2020	2021
Travel Party Size	2.6	2.7
Traveled alone	19%	12%
As a couple	38%	49%
With family	32%	28%
With other couples/friends	1%	<1%
With business associates	<1%	1%
In a tour group	9%	9%
Other	1%	1%

TRAVEL WITH CHILDREN*

	2020	2021
No children	77%	81%
Children younger than 6	7%	6%
Children 6 - 12	11%	10%
Children 13 - 17	11%	7%

DEMOGRAPHIC PROFILE

Gender of Person Interviewed	2020	2021
Male	41%	45%
Female	59%	55%

Education	2020	2021
High school or less	12%	8%
Some college or technical school	21%	15%
College or technical school graduate	47%	49%
Graduate school	20%	28%

Income	2020	2021
Less than \$25,000	10%	5%
\$25,000 - \$49,999	16%	10%
\$50,000 - \$74,999	18%	20%
\$75,000 - \$99,999	21%	27%
\$100,000 - \$149,999	19%	22%
\$150,000 - \$199,999	9%	10%
\$200,000 - \$249,999	3%	3%
\$250,000 or more	4%	3%

DEMOGRAPHIC PROFILE

Employment	2020	2021
Employed full-time	52%	55%
Employed part-time	12%	8%
Contract/freelance/temporary	5%	4%
Retired	16%	25%
Not currently employed	8%	4%
Student	7%	4%

Race	2020	2021
White	90%	90%
Asian	4%	5%
Black	2%	2%
Hispanic	3%	2%
Indigenous	0%	0%
Other	1%	1%

Marital Status	2020	2021
Single/widowed	32%	21%
Married/domestic partnership	68%	79%

NEW & RETURNING VISITORS

	2020	2021
This is my first time	12%	22%
2 – 5 times	21%	22%
6 – 10 times	18%	14%
11+ times	49%	42%

TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

	2020	2021
Drove to Maine	95%	85%
Boston Logan International Airport	1%	11%
Portland International Jetport	2%	2%
Flew into another airport	<1%	1%
Took a motor coach/bus	1%	<1%
Other	1%	1%

LENGTH OF STAY

	2020	2021
Average Length of Stay	4.0	4.6
Day tripper	48%	31%
1 night	9%	5%
2 nights	12%	13%
3 nights	8%	13%
4 nights	4%	12%
5+ nights	20%	26%

ACCOMMODATIONS

	2020	2021
Hotel/motel/resort	20%	38%
Not spending the night	48%	31%
Friends/family home	10%	7%
Vacation rental home	8%	6%
Bed & Breakfast/Inn	2%	5%
Campground/RV Park	3%	5%
Personal second home	8%	4%
Wilderness camping	1%	1%
Sporting camp/wilderness lodge	<1%	<1%
Outdoor Outfitter	<1%	<1%
Other	<1%	2%

BOOKING

	2020	2021
Directly with the hotel/condo	41%	48%
Online travel agency	25%	27%
Airbnb	14%	8%
Short term rental service	5%	5%
Vacation rental company	3%	3%
Offline travel agent	2%	1%
Group tour operator	1%	1%
Travel package provider	2%	1%
Other	7%	6%

IN-MARKET RESOURCES*

	2020	2021
Navigation website/apps	34%	44%
Visitor Information Centers	18%	40%
Hotel/resort website/app	10%	25%
Restaurant website/app	24%	16%
VisitMaine.com	10%	14%
Materials from hotel/campground	12%	14%
Trip planning app	11%	13%
Personal social media	16%	11%
Destination social media	14%	10%
Booking website/app	9%	6%
Airline website/app	4%	3%
Chambers of Commerce	3%	3%
VisitBarHarbor.com	3%	2%
Other	5%	4%
None	29%	22%

ACTIVITIES*

	2020	2021
Food/beverage/culinary	66%	74%
Touring/sightseeing	46%	65%
Shopping	38%	49%
Active outdoor activities	43%	32%
Water activities	37%	28%
History/culture	14%	21%
Entertainment/attractions	10%	12%
Astrotourism	-	3%
Business conference/meeting	2%	2%
Other	8%	3%

OTHER STATES/PROVINCES VISITED*

	2020	2021
No other states/provinces	68%	62%
Massachusetts	12%	21%
New Hampshire	21%	21%
New York	5%	8%
Connecticut	3%	6%
Vermont	5%	6%
Rhode Island	4%	4%
Nova Scotia	1%	1%
Ontario	1%	1%
Quebec	1%	1%
New Brunswick	1%	<1%
Newfoundland and Labrador	1%	<1%
Prince Edward Island	1%	<1%
Other	1%	2%

TRAVELING IN MAINE*

	2020	2021
Greater Portland & Casco Bay	33%	34%
Downeast & Acadia	20%	26%
Midcoast & Islands	16%	24%
Maine Lakes & Mountains	13%	11%
Kennebec Valley	8%	9%
The Maine Highlands	10%	8%
Aroostook County	6%	5%
Other	0%	0%
No other regions	30%	41%

TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

	2020	2021
Would recommend Maine	98%	98%
Would not recommend Maine	1%	1%
Not sure	1%	1%

	2020	2021
Definitely recommend region	83%	84%
Probably would recommend region	14%	13%
Would not recommend region	1%	0%
Not sure	2%	3%

RETURNING TO MAINE

	2020	2021
Definitely will return	81%	79%
Probably will return	16%	16%
Probably will not return	1%	1%
Not sure	2%	4%

THE MAINE BEACHES

2021 Visitor Tracking & Economic Impact Report

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

