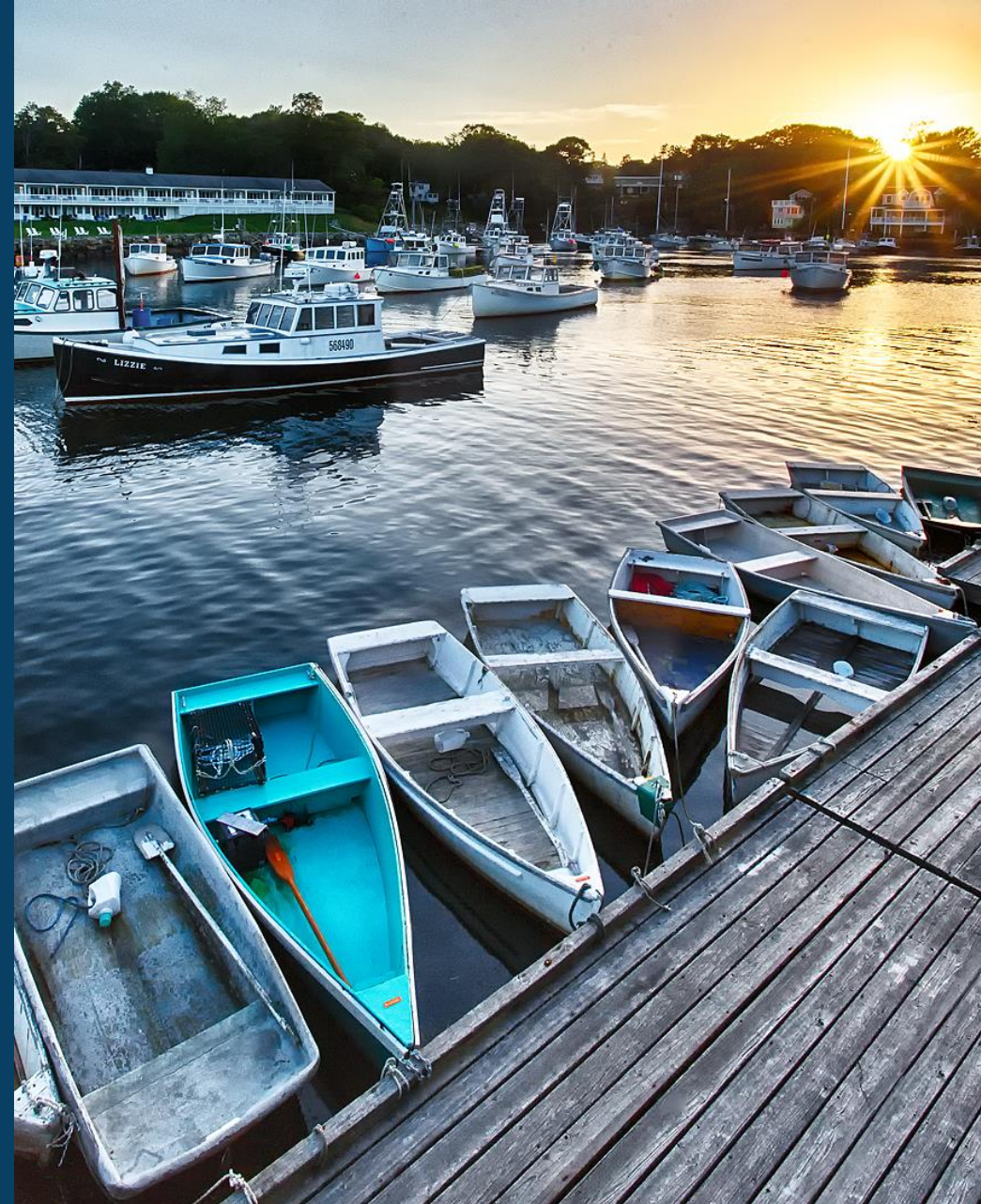


MAINE BEACHES

2023 Summer Visitor Tracking Report

MAY – AUGUST 2023

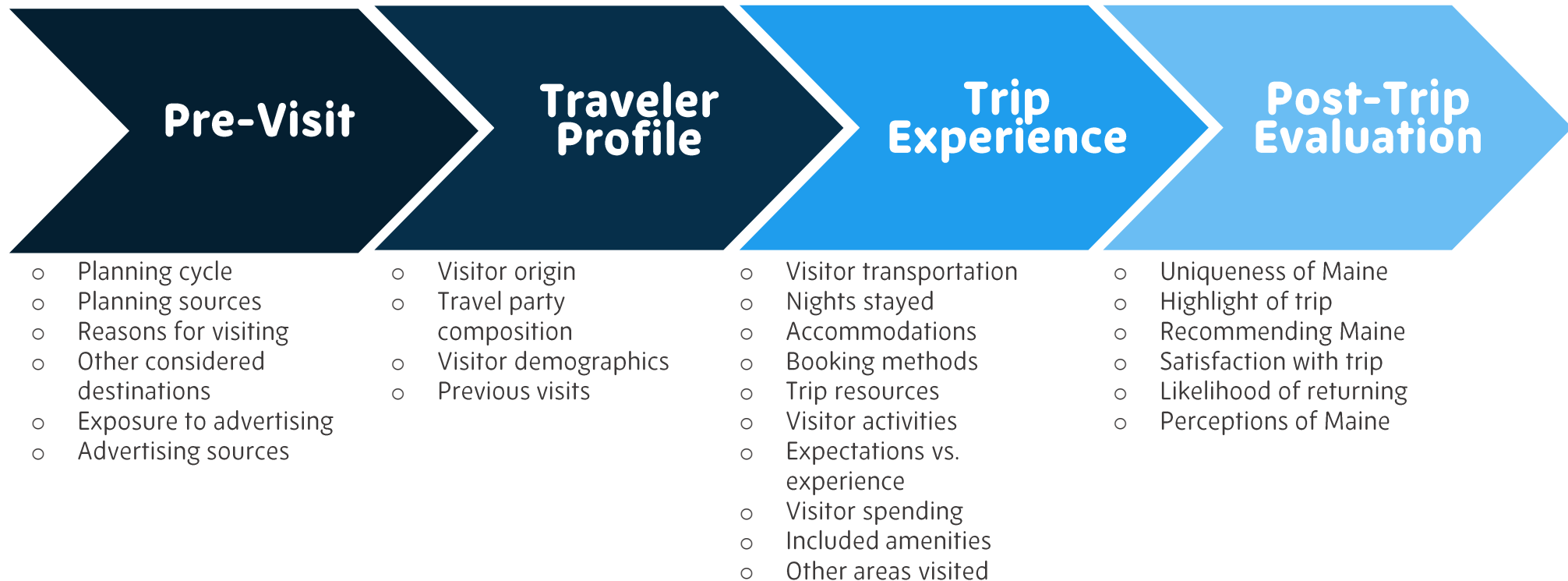


STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from May to August 2023.

In the report, we follow the visitors in their journeys.

Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.



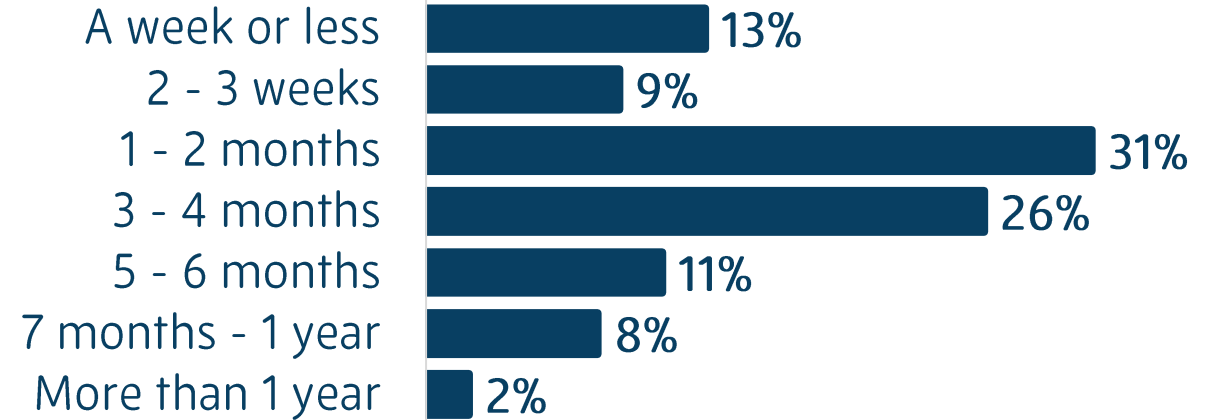
VISITOR JOURNEY: PRE-VISIT



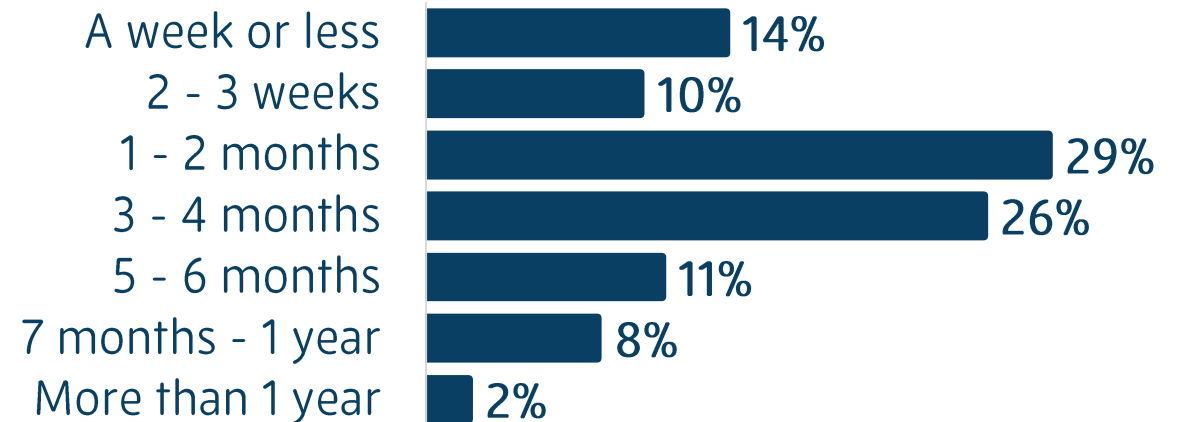
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **57 days** in advance
- » **78%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **57 days** in advance
- » **53%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

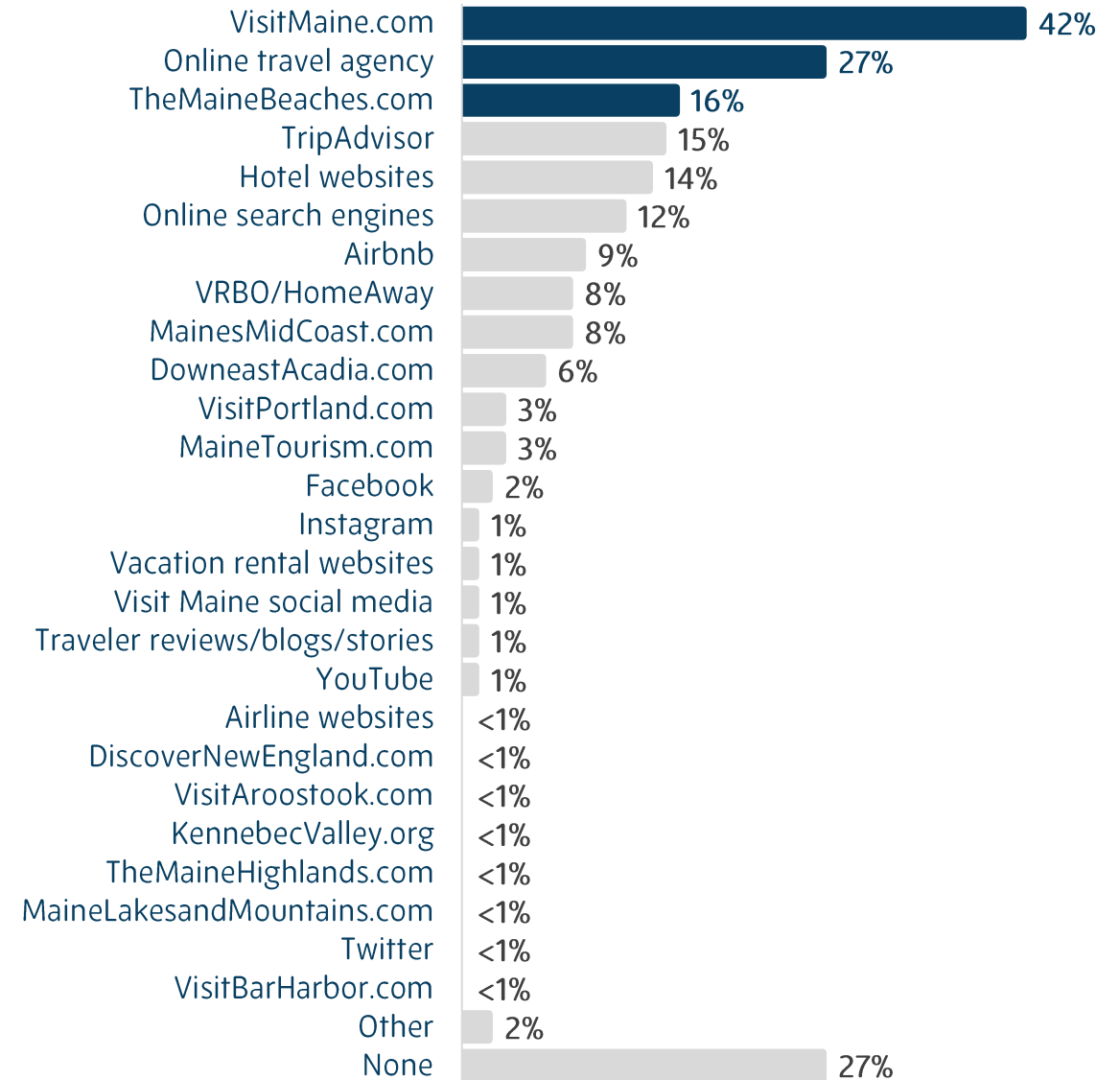


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

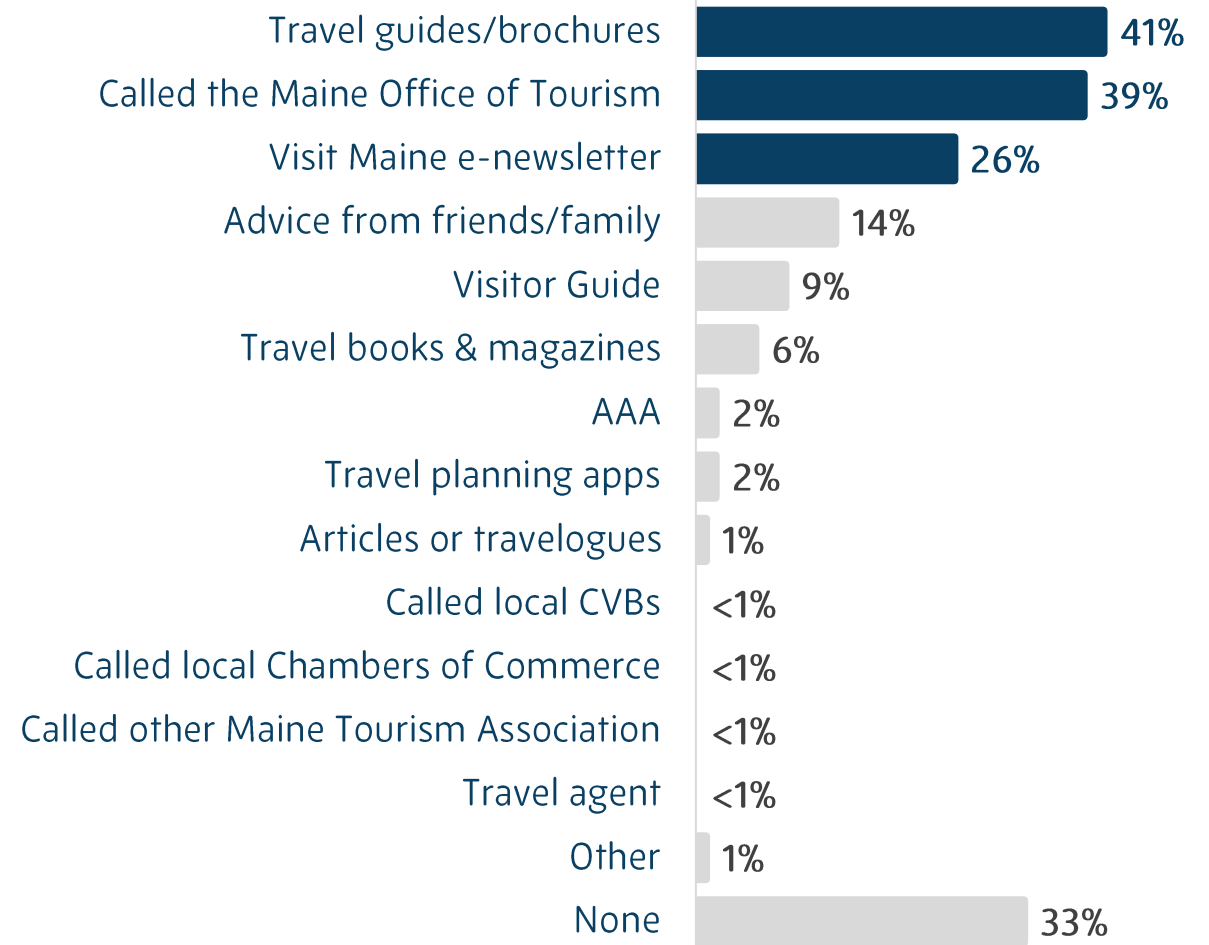
- » Nearly **3 in 4** visitors used one or more online resources to help them plan their trip in Maine
- » Over **2 in 5** visitors used VisitMaine.com to help them plan their trip in Maine
- » Nearly **3 in 10** used and online travel agency



*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

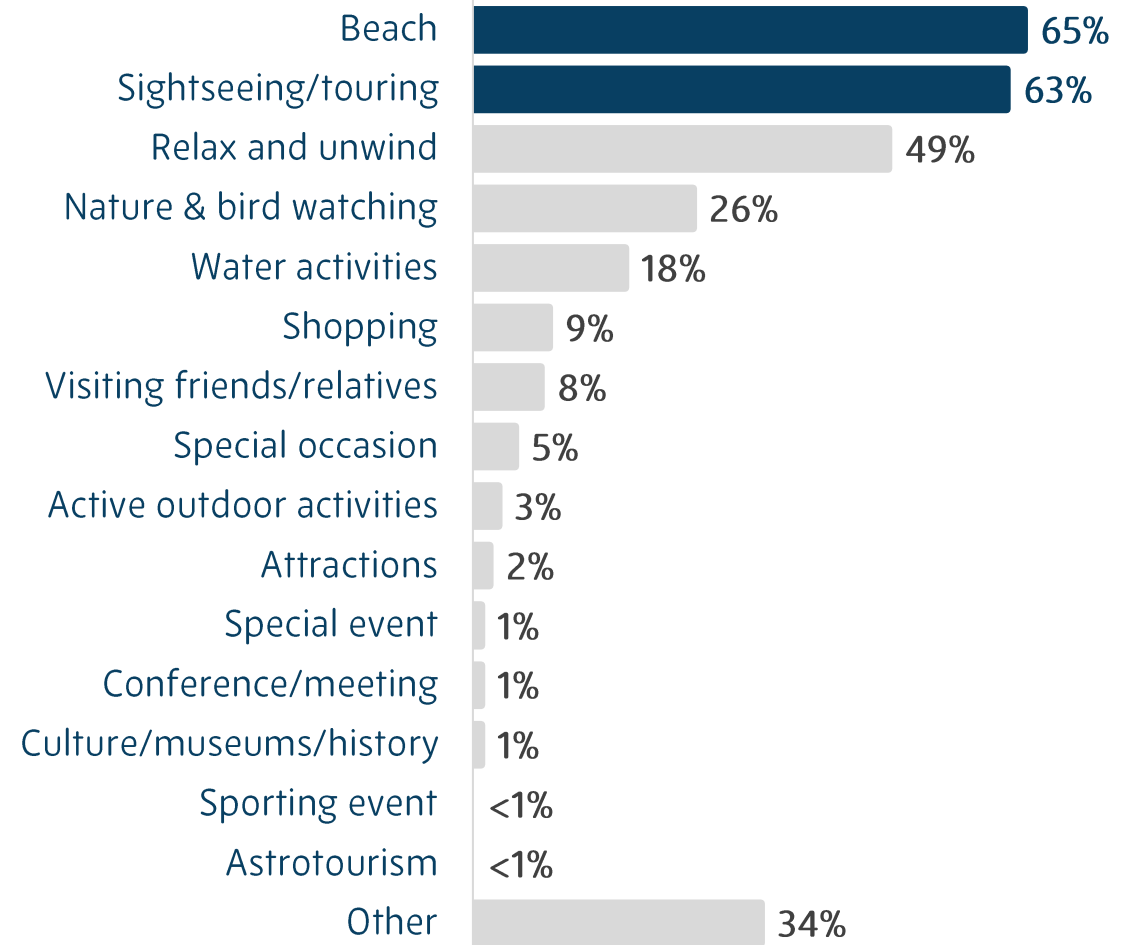
- » Over **2 in 5** visitors used travel guides/brochures to help plan their trip in Maine
- » Nearly **2 in 5** called the Maine Office of Tourism
- » **1 in 3** visitors did not use any other resources to help them plan their trip in Maine



*Multiple responses permitted.

REASONS FOR VISITING*

» Nearly **2 in 3** visitors came to the area for its beaches or for sightseeing/touring



TV SHOWS & FILM*

- » 2% of visitors said a TV show or film inspired their trip to Maine
- » 89% of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit
- » 1% of visitors who were NOT inspired by a TV show or film to visit Maine said they visited the location of a TV show or film while in Maine

Base: 2% of visitors who were inspired by a TV show or film

Seeing Maine in a film or TV show made me think about Maine as a place to visit

89%

Visiting a location related to a TV show or film was the main reason I visited Maine

11%

Visiting a location of a TV show or film was one of the activities I engaged in while in Maine

<1%

I was considering Maine as a destination option and visiting a location related to a TV show or film was the deciding factor

<1%

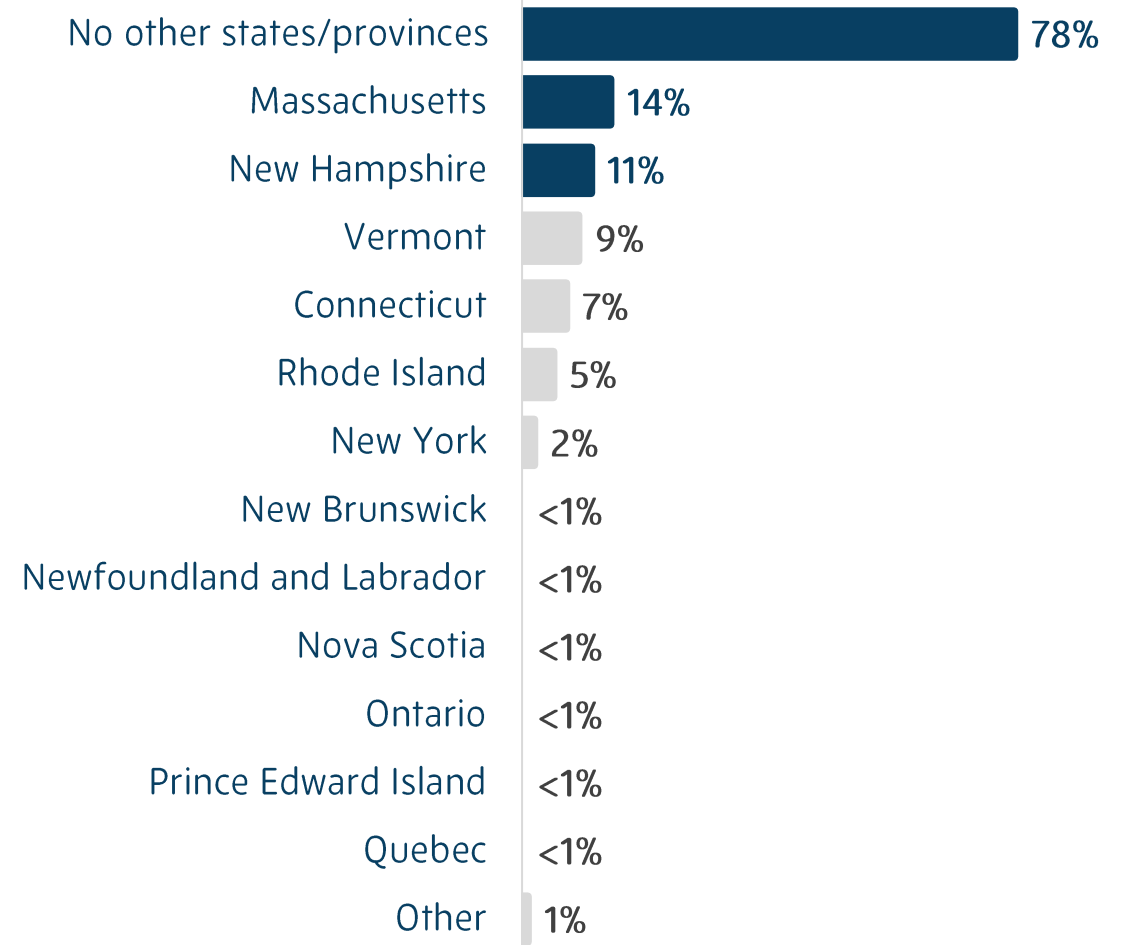
Something else

<1%

*Questions were not asked until January 2023.

OTHER STATES & PROVINCES CONSIDERED*

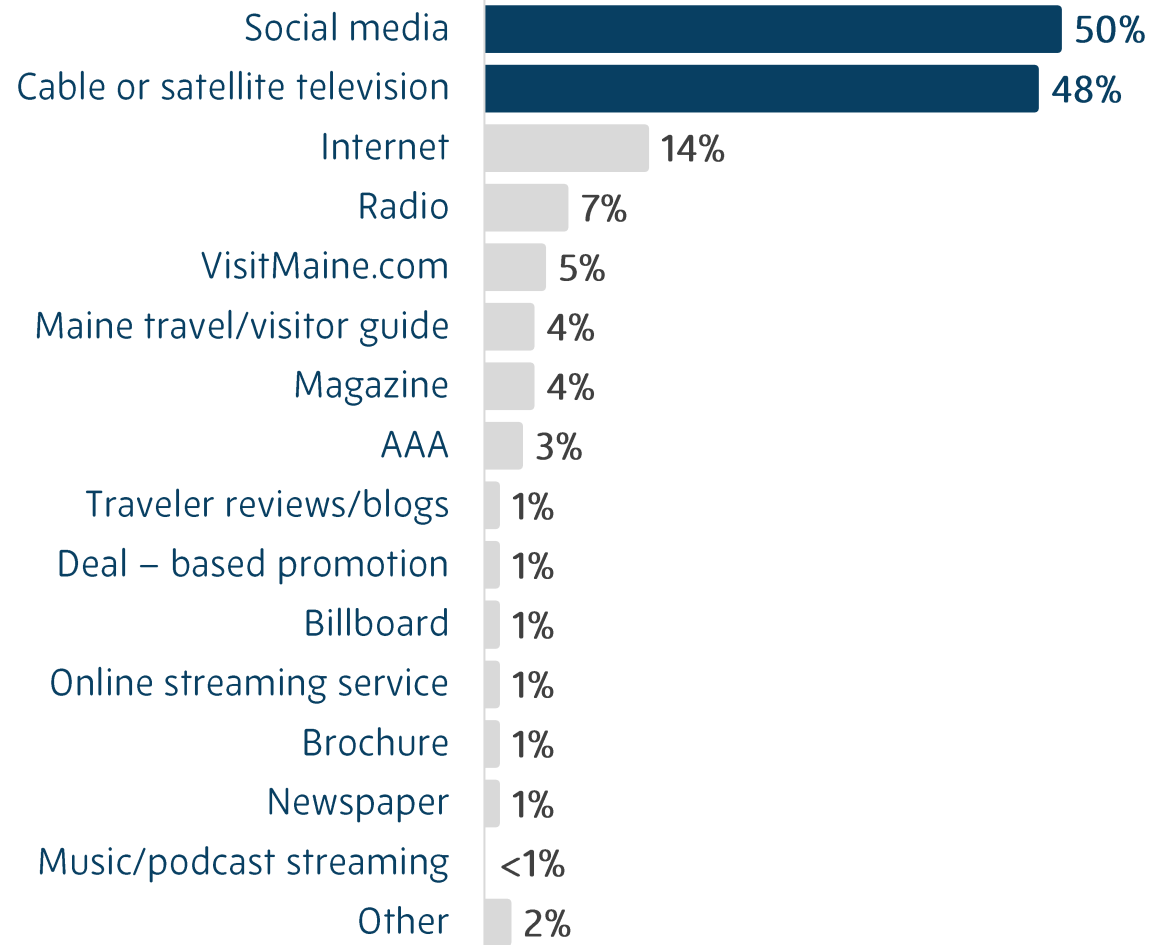
- » Nearly **4 in 5** visitors considered visiting **ONLY** Maine while planning their trips
- » Visitors were more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



PRE-TRIP RECALL OF ADVERTISING*

- » Nearly **1 in 3** visitors noticed advertising or promotions for Maine prior to their trip
- » Around **half** of visitors who recalled this advertising saw it on social media or on TV
- » This information influenced **10% of all** visitors to visit Maine

Base: 32% of visitors who noticed advertising

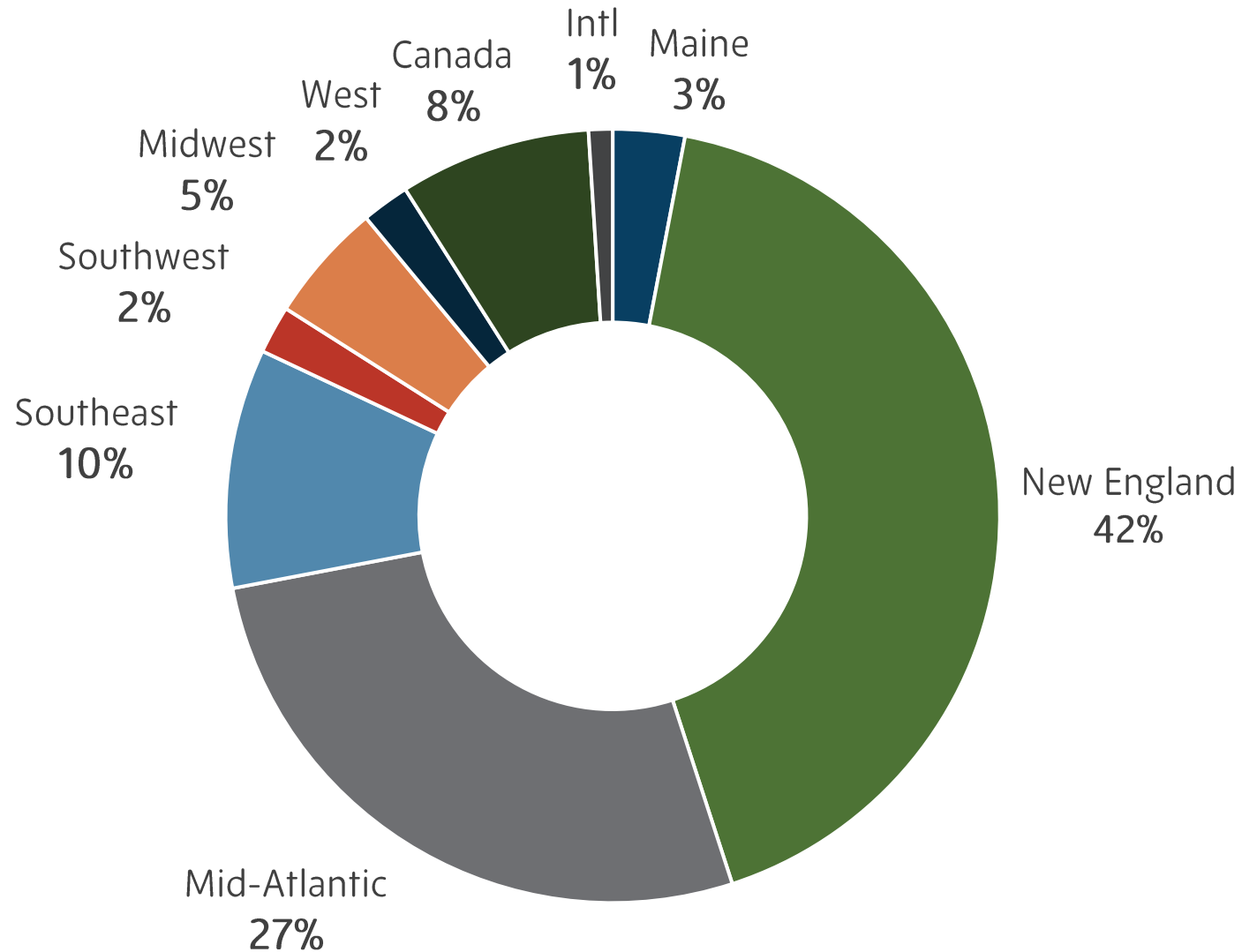


*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **77%** of visitors traveled to/within Maine from 10 U.S. states and Canadian provinces
- » **3%** of visitors were residents of Maine traveling throughout the state

State/Province	Percent
Massachusetts	18%
New York	14%
New Hampshire	9%
Vermont	7%
Quebec	7%
Connecticut	6%
New Jersey	5%
Florida	4%
Pennsylvania	4%
Maine	3%

TOP ORIGIN MARKETS

- » **Nearly 2 in 5** visitors traveled from **9** U.S. and international markets
- » **18%** of visitors traveled to Maine from Boston or New York City

Market	Percent
Boston	11%
New York City ¹	7%
Washington DC-Baltimore ²	4%
Albany	4%
Philadelphia	2%
Providence, RI	2%
Hartford, CT	2%
Manchester, NH	2%
Montreal, CAN	2%

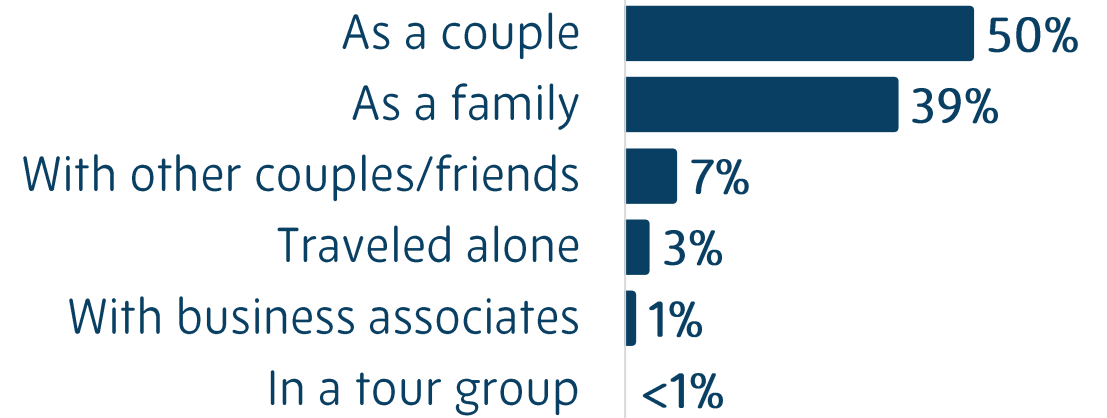
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

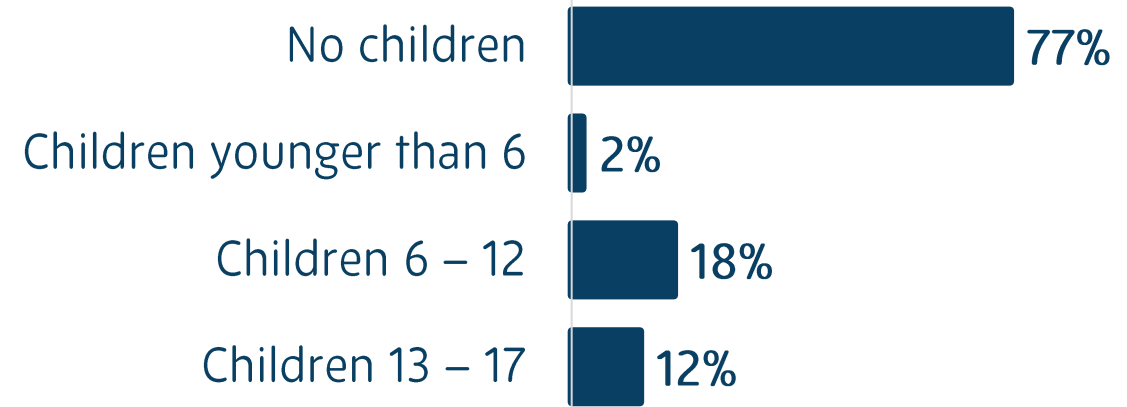
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of 3.0 people
- » Half of visitors traveled as a couple
- » Nearly 2 in 5 visitors traveled as a family
- » 23% of visitors traveled with one or more children in their travel party

Travel Party Composition



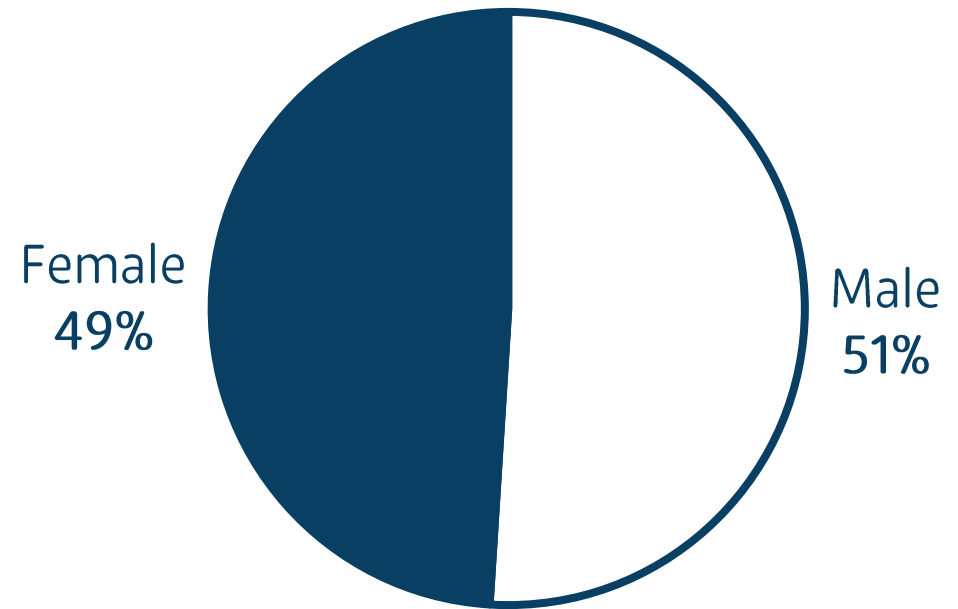
Children in Travel Party*



*Multiple responses permitted.

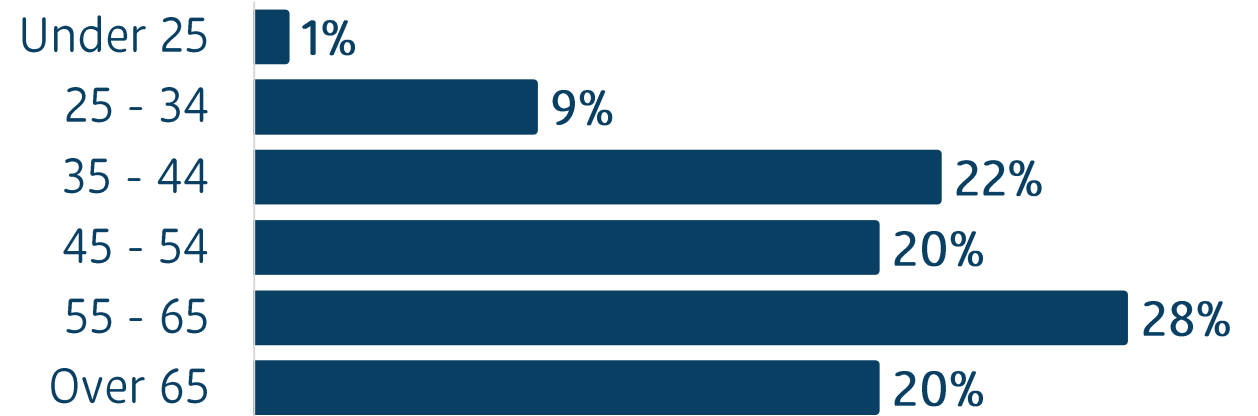
GENDER

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



AGE

» The average age of visitors to Maine is 54 years old



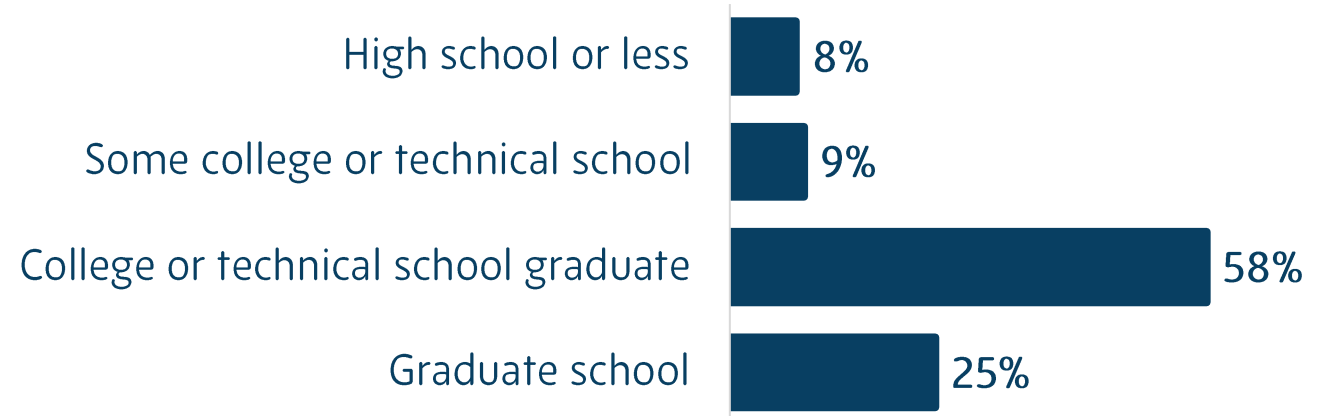
RACE & ETHNICITY

» Nearly 9 in 10 visitors to Maine were white



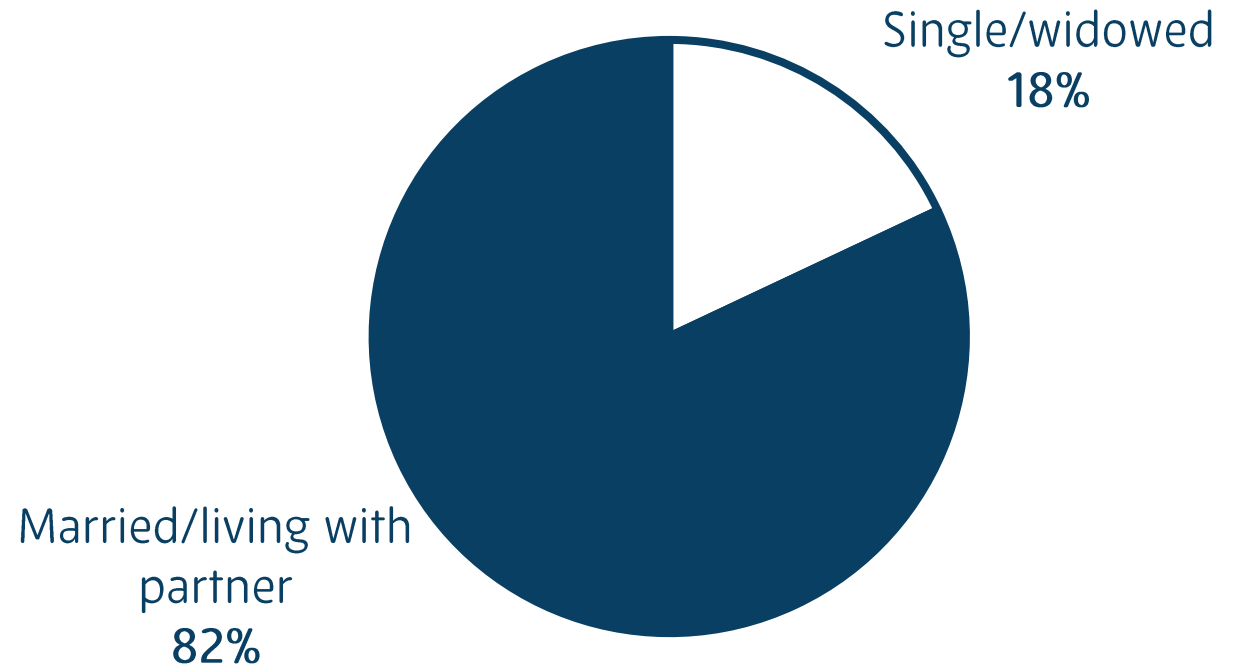
EDUCATIONAL ATTAINMENT

» Over 4 in 5 visitors had a college/technical school degree or higher



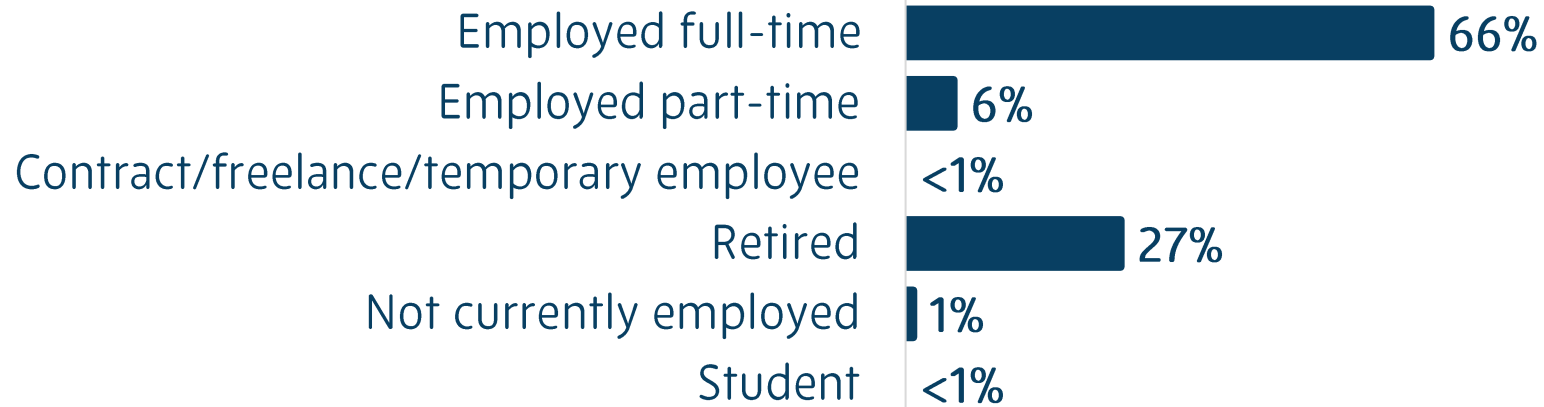
MARITAL STATUS

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



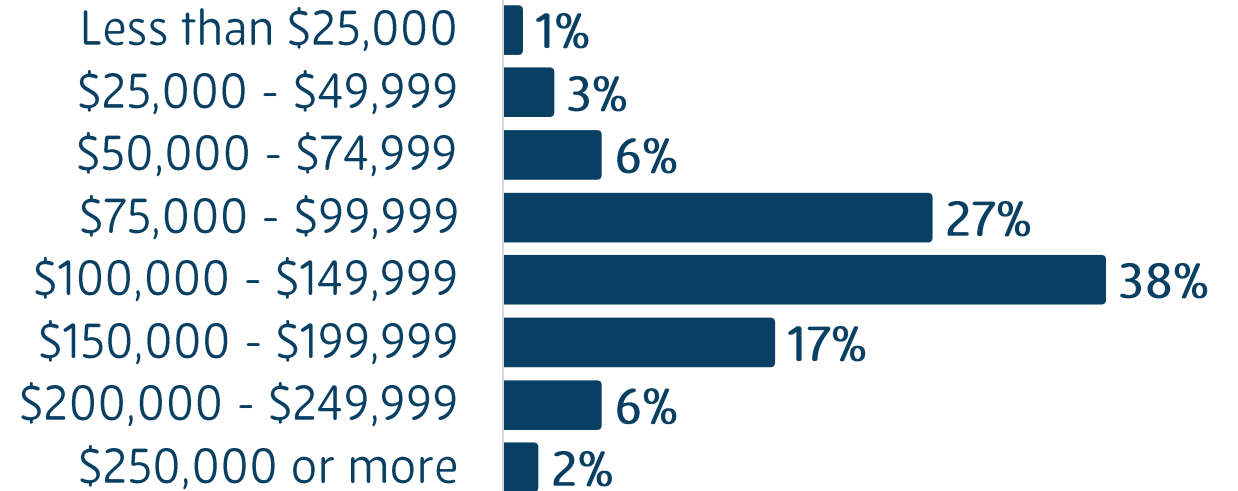
EMPLOYMENT STATUS

» Over 7 in 10 visitors to Maine were employed, most full-time



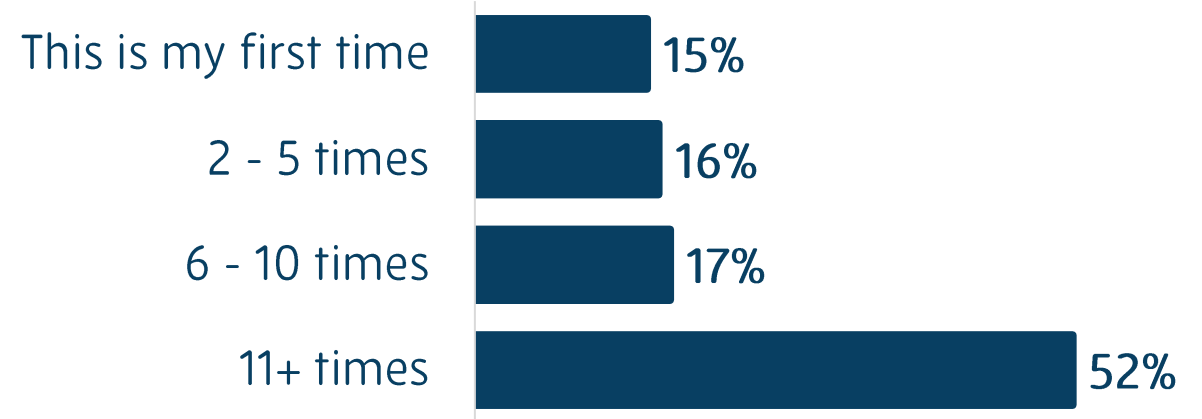
HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$117,100** per year
- » **25%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

- » 15% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 52% had previously traveled in Maine more than 10 times

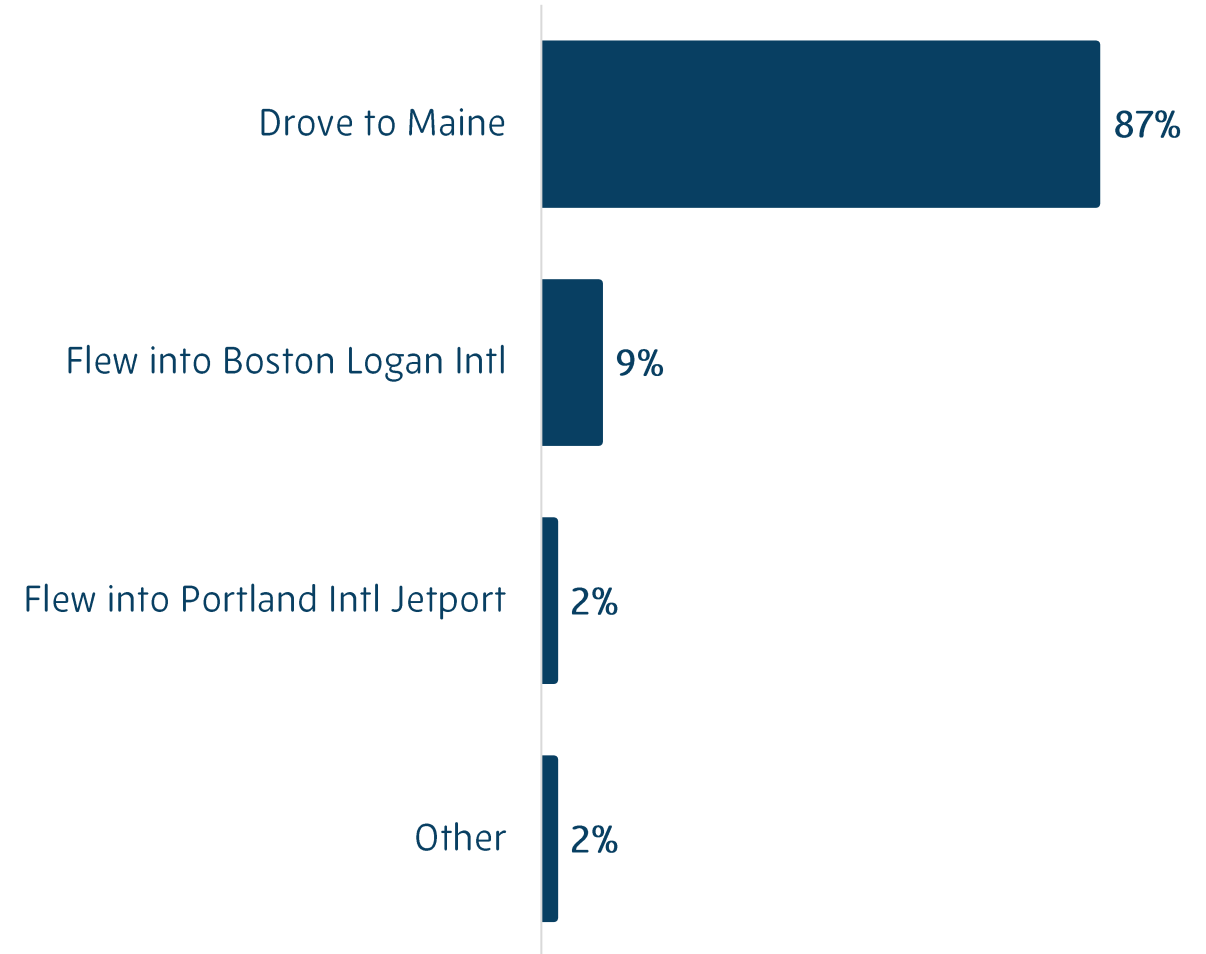


VISITOR JOURNEY: TRIP EXPERIENCE



MODES OF TRANSPORTATION

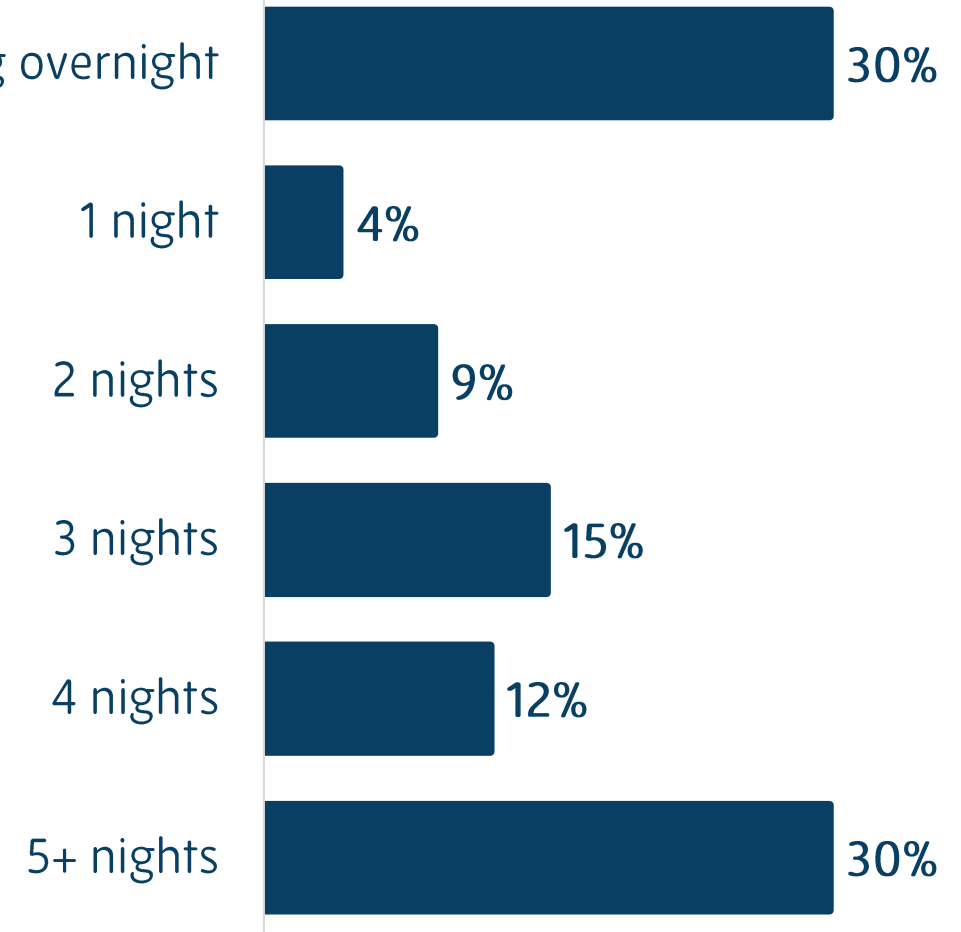
- » Maine is a drive-market for most visitors, with **87%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Boston Logan International Airport or Portland International Jetport



NIGHTS STAYED

- » 70% of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed 3.9* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 4.0 nights in Maine on their trips

Not staying overnight

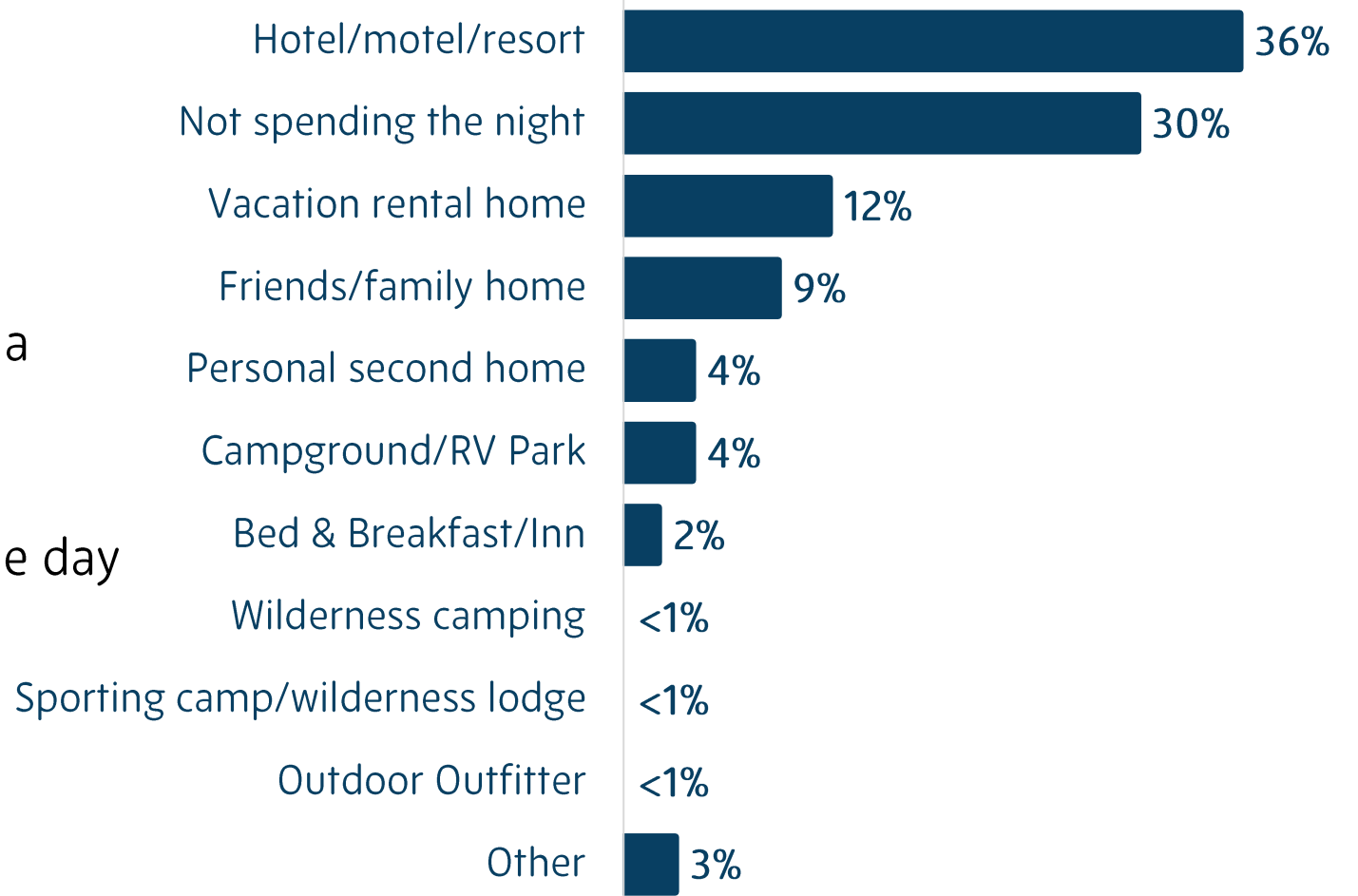


*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

ACCOMMODATIONS

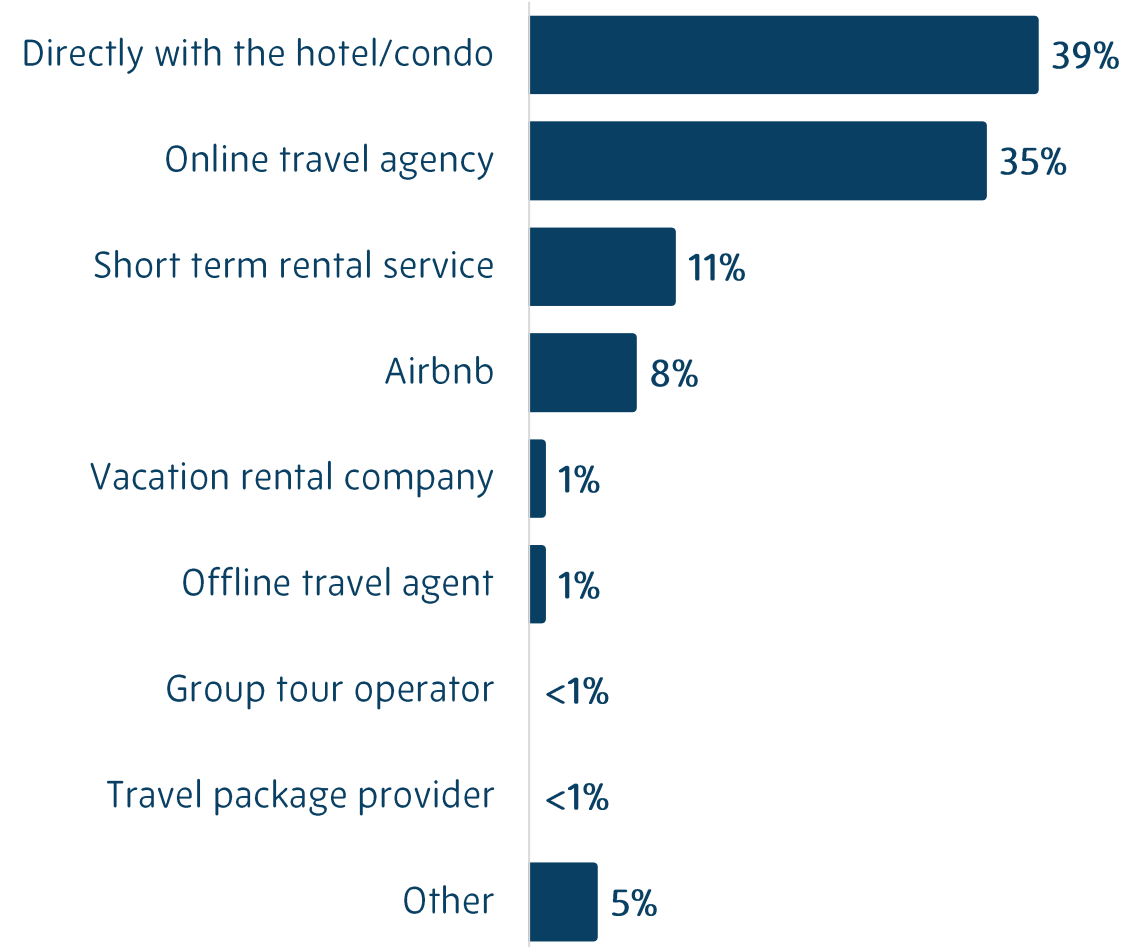
» Nearly **2 in 5** visitors stayed overnight at a hotel/motel/resort

» **3 in 10** visitors visited the area just for the day



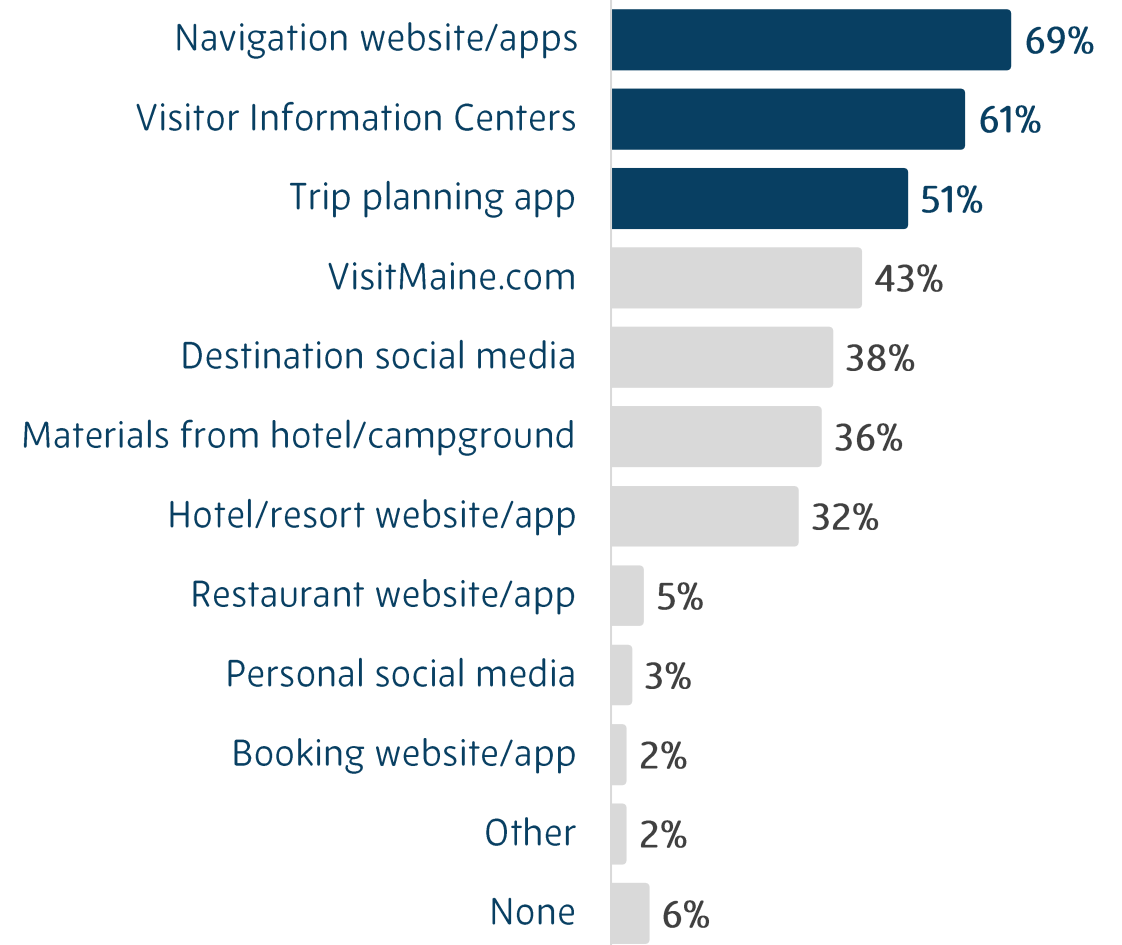
BOOKING METHODS

- » Nearly **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo
- » Over **1 in 3** used an online travel agency to book their lodging



IN-MARKET VISITOR RESOURCES*

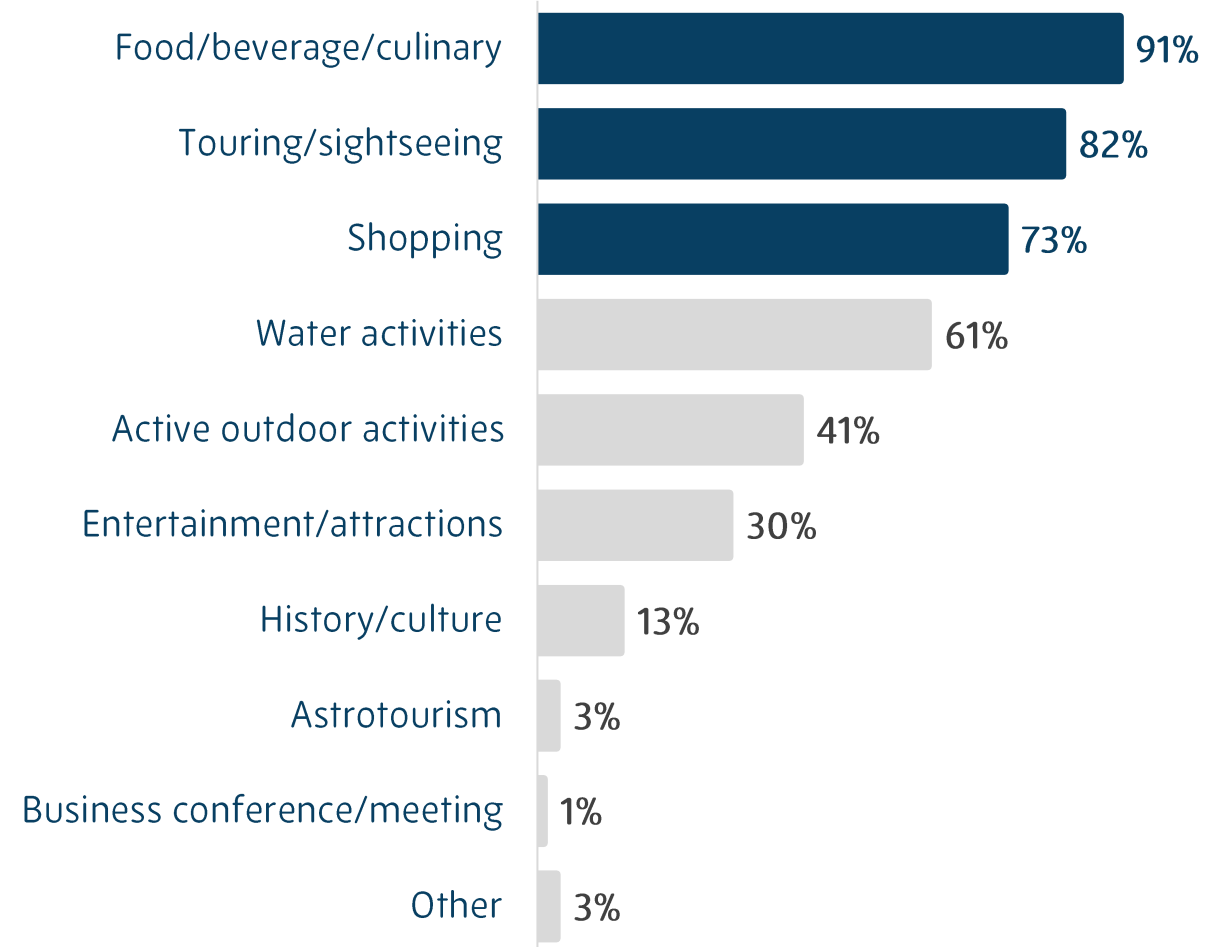
- » Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Over **3 in 5** visitors went to visitor information centers
- » Over **half** of visitors used trip planning apps



*Multiple responses permitted.

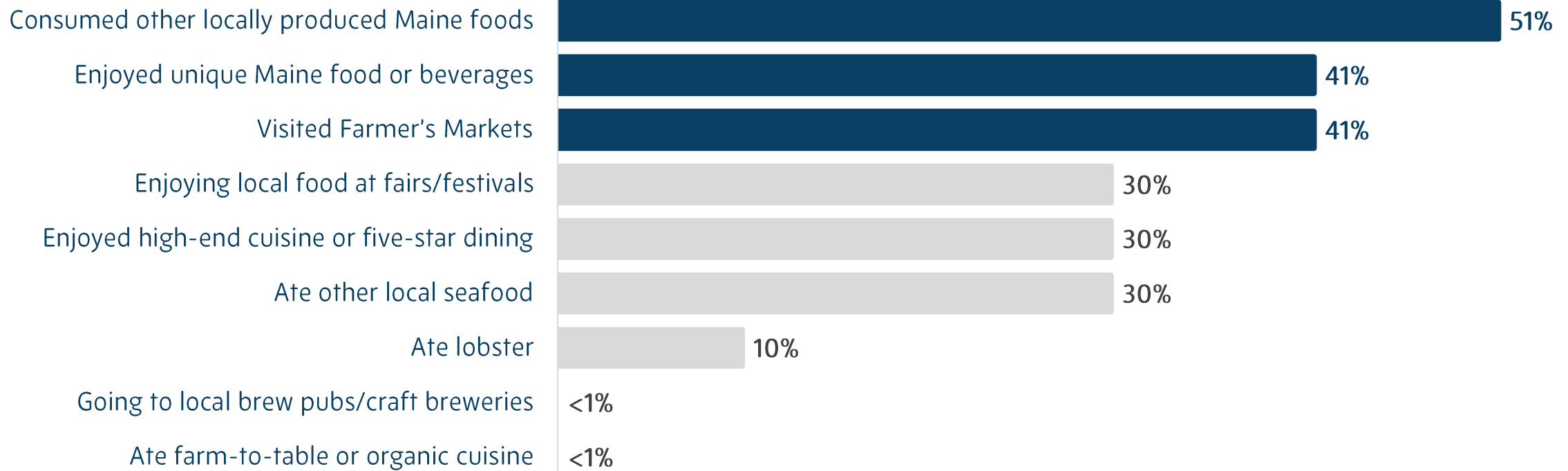
VISITOR ACTIVITIES*

- » 91% of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Over 4 in 5 visitors went touring/sightseeing during their trip to Maine



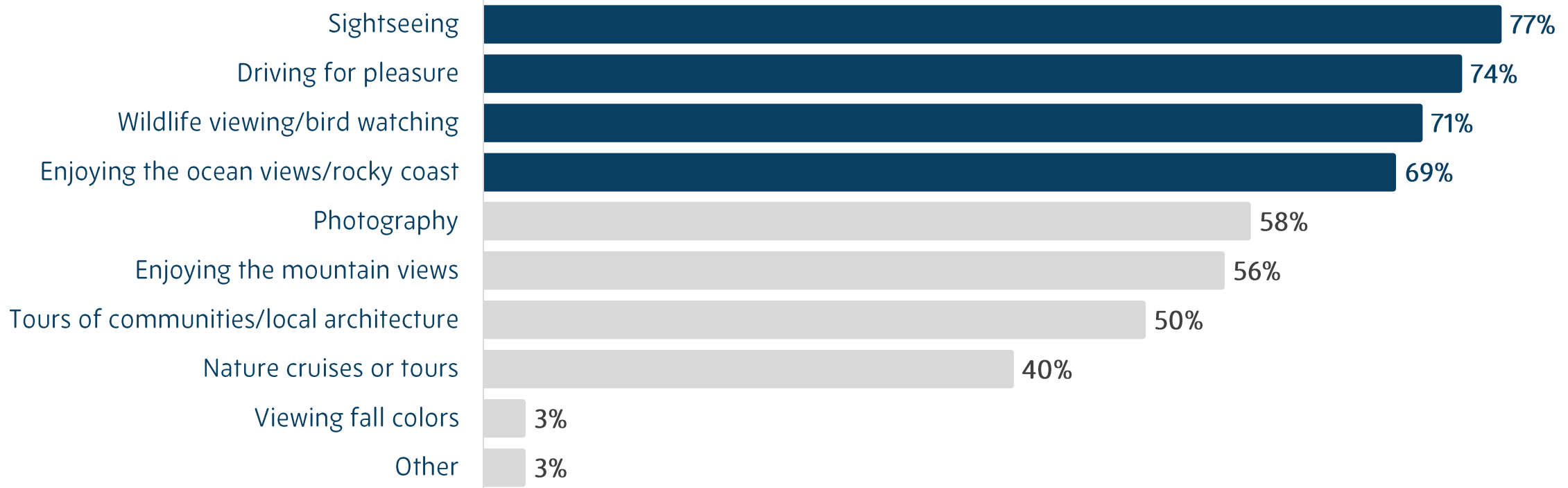
*Multiple responses permitted.

FOOD & BEVERAGE ACTIVITIES*

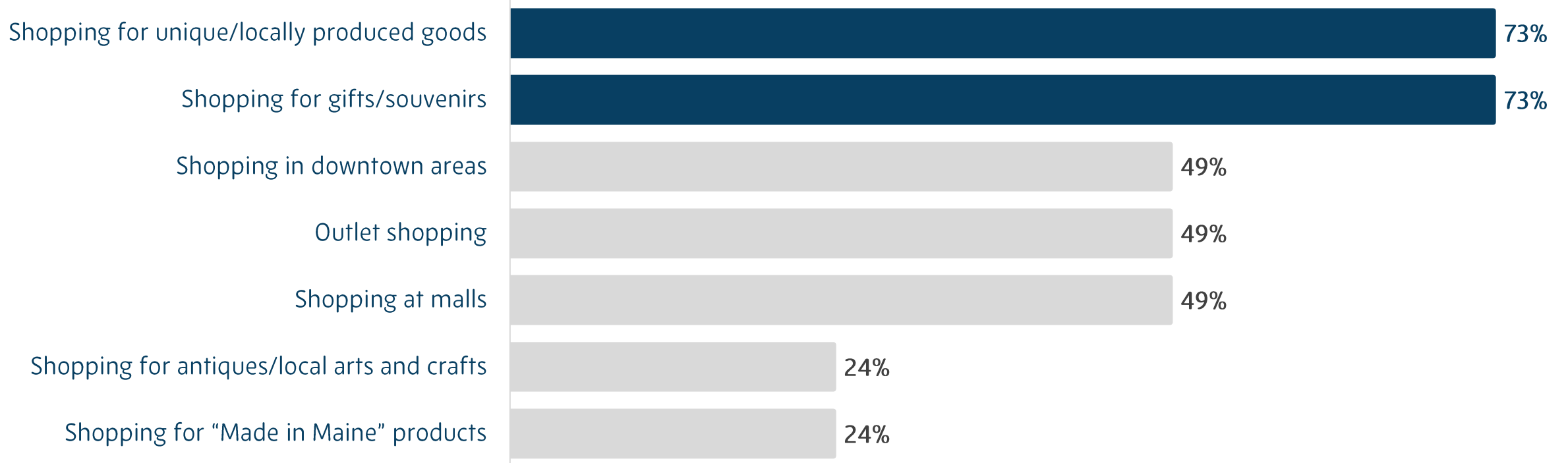


*Multiple responses permitted.

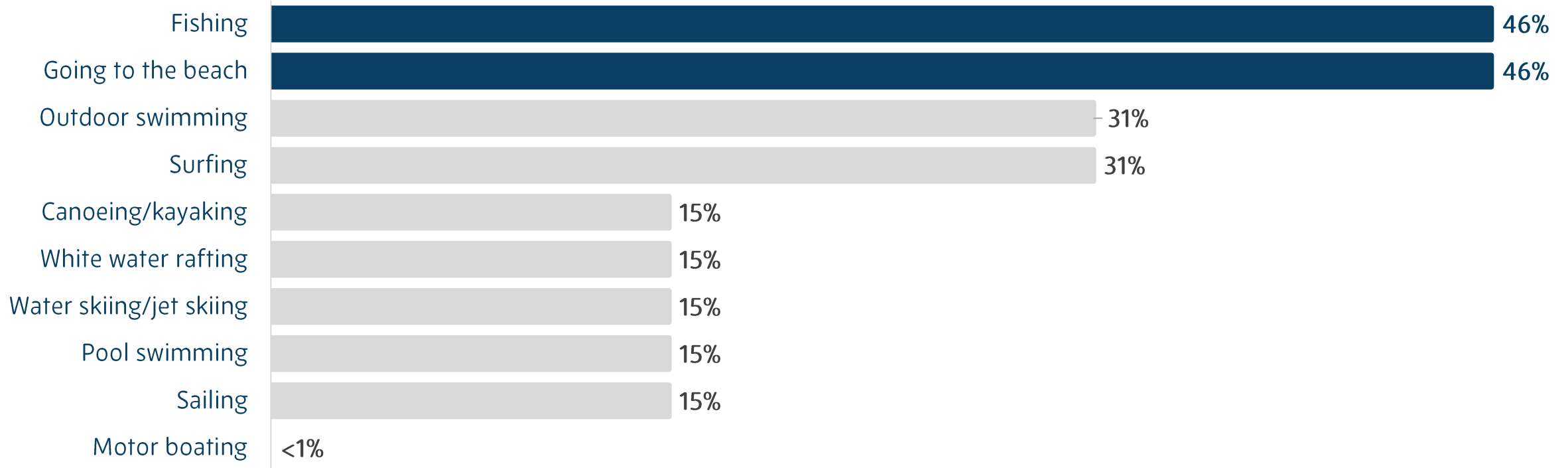
TOURING & SIGHTSEEING ACTIVITIES*



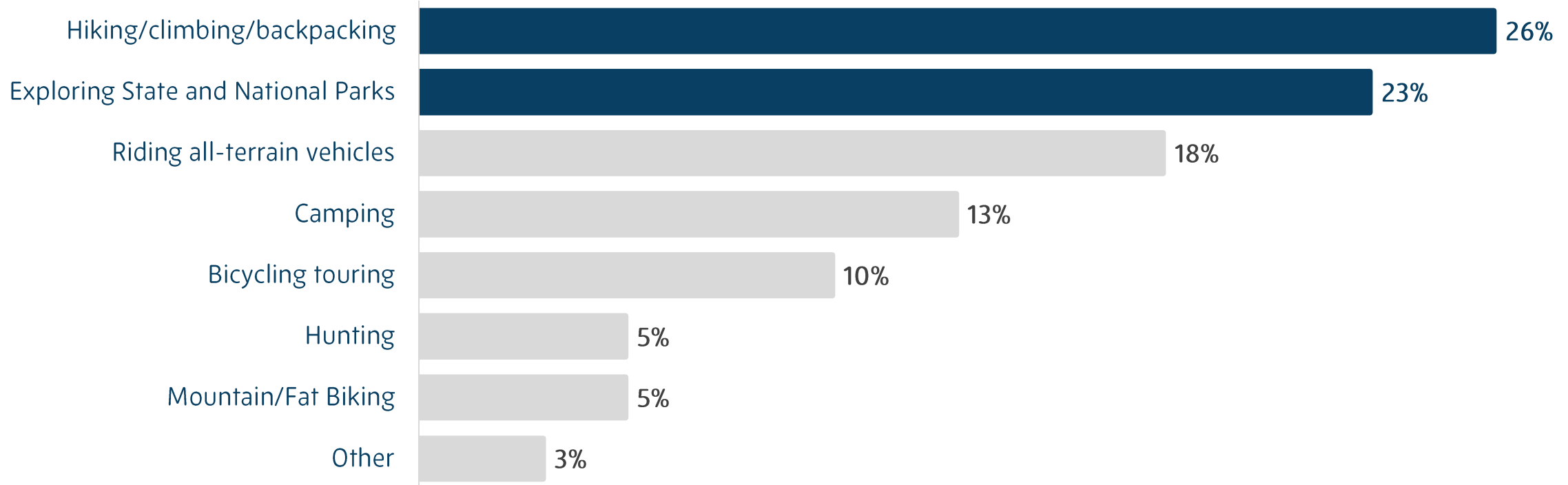
SHOPPING ACTIVITIES*



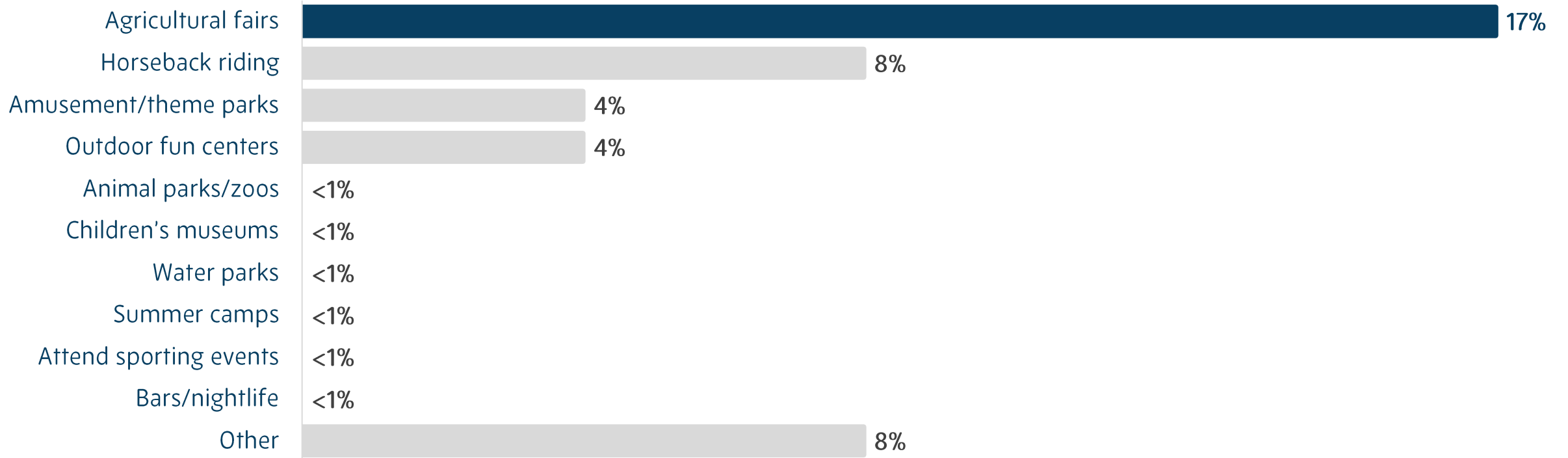
WATER ACTIVITIES*



ACTIVE OUTDOOR ACTIVITIES*



ENTERTAINMENT ACTIVITIES*



HISTORICAL & CULTURAL ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

All Visitors

Accommodations	\$236
Transportation	\$41
Groceries	\$37
Restaurants	\$155
Shopping	\$89
Activities & Attractions	\$127
Other	\$25

Daily Spending **\$710**

TOTAL TRAVEL PARTY SPENDING

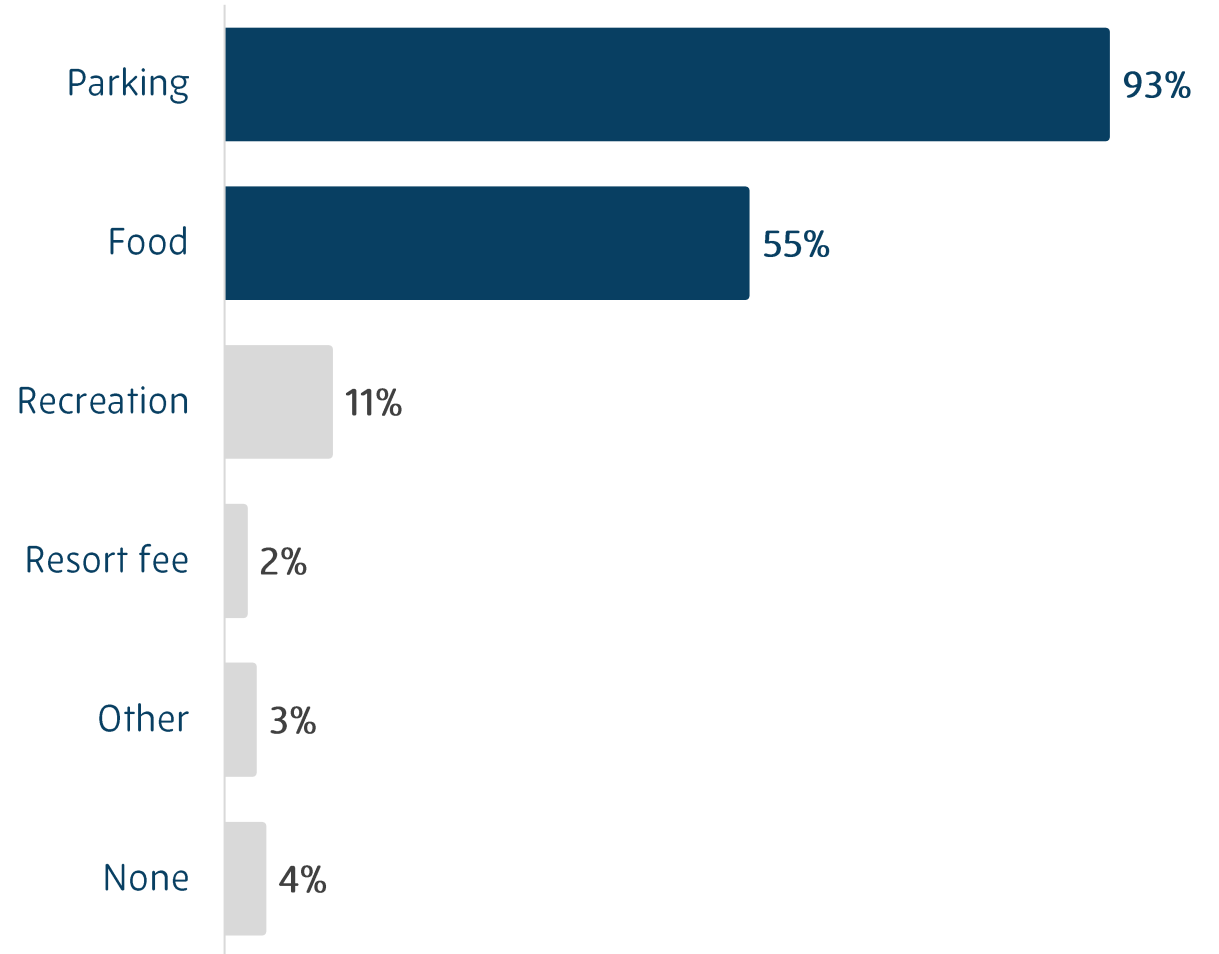
All Visitors

Accommodations	\$920
Transportation	\$160
Groceries	\$144
Restaurants	\$605
Shopping	\$347
Activities & Attractions	\$495
Other	\$98

Total Spending **\$2,769**

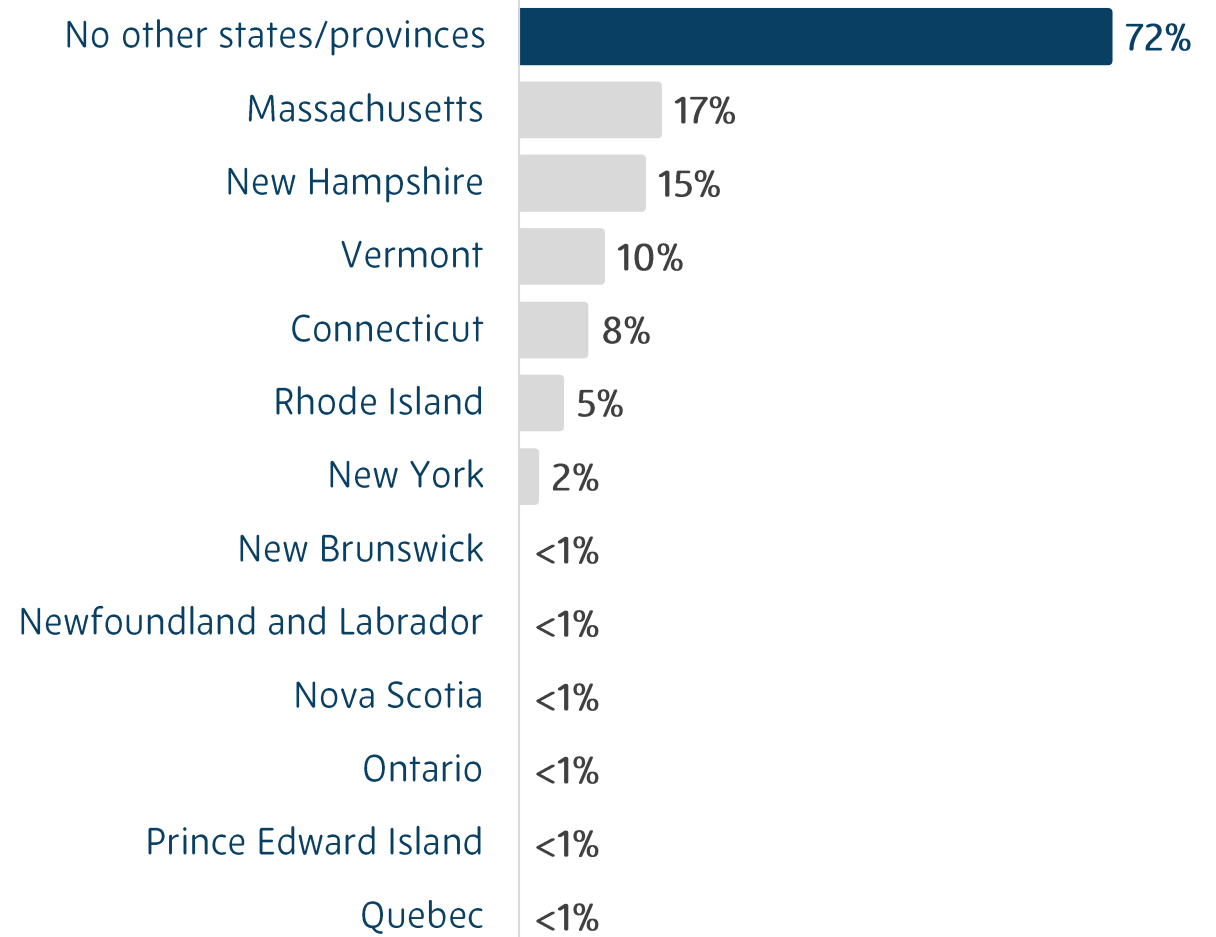
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for **96%** of visitors
- » Price for accommodations included parking for over **9 in 10** visitors
- » Food was included in accommodations' pricing for over **half** of visitors



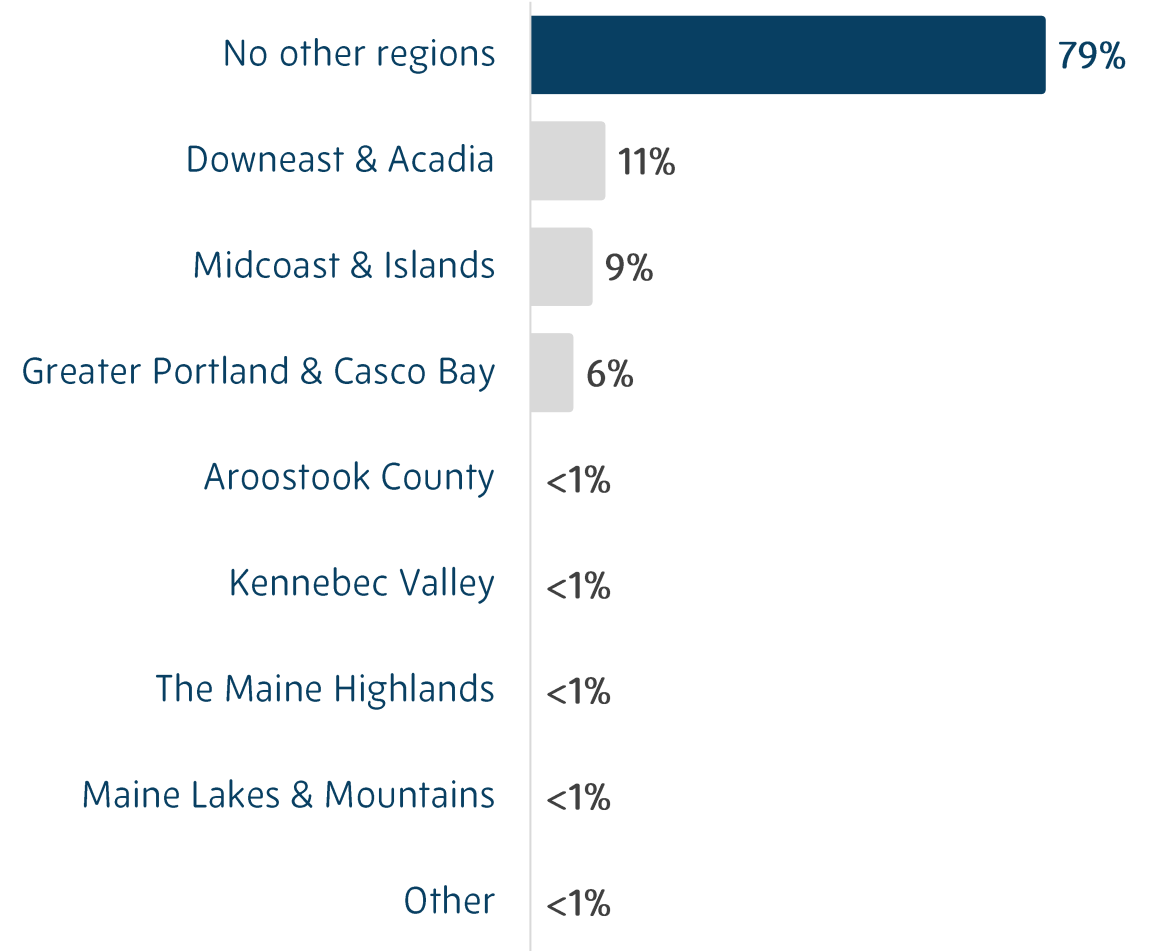
OTHER STATES & PROVINCES VISITED*

- » Over **7 in 10** visitors did not visit any other U.S. state or Canadian province during their trip
- » Visitors were more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip

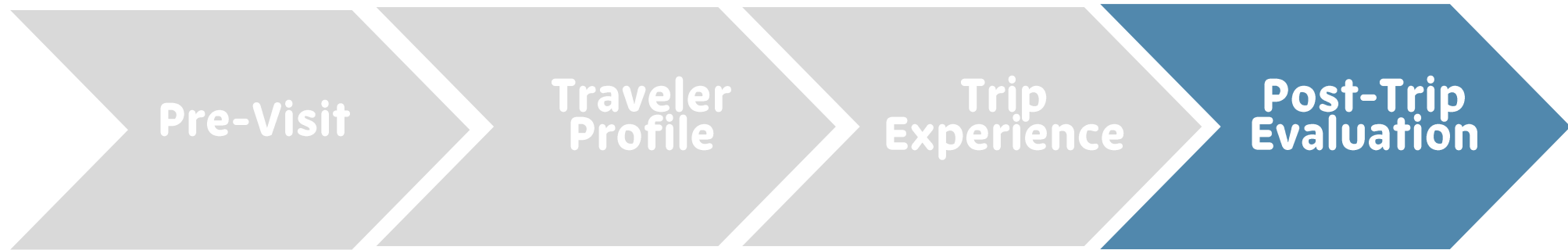


TRAVELING WITHIN MAINE*

» Nearly **4 in 5** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state



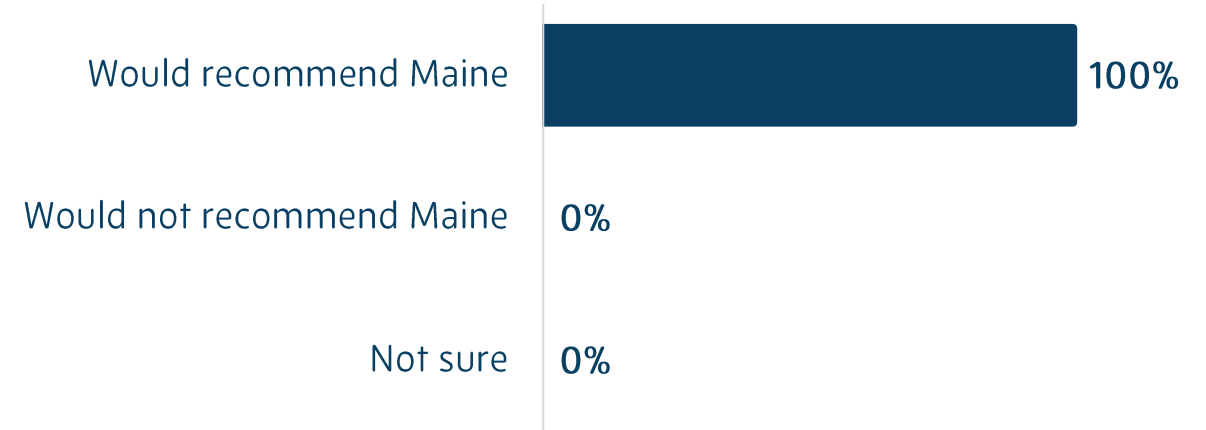
VISITOR JOURNEY: POST-TRIP EVALUATION



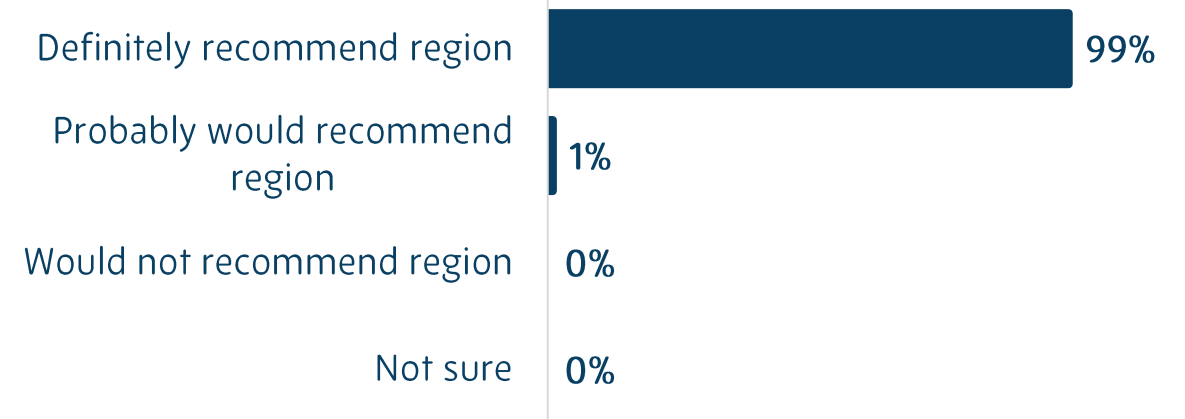
RECOMMENDING MAINE & ITS REGIONS

- » All visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » All visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – 99% would definitely recommend

Likelihood of Recommending Maine



Likelihood of Recommending Region Visited



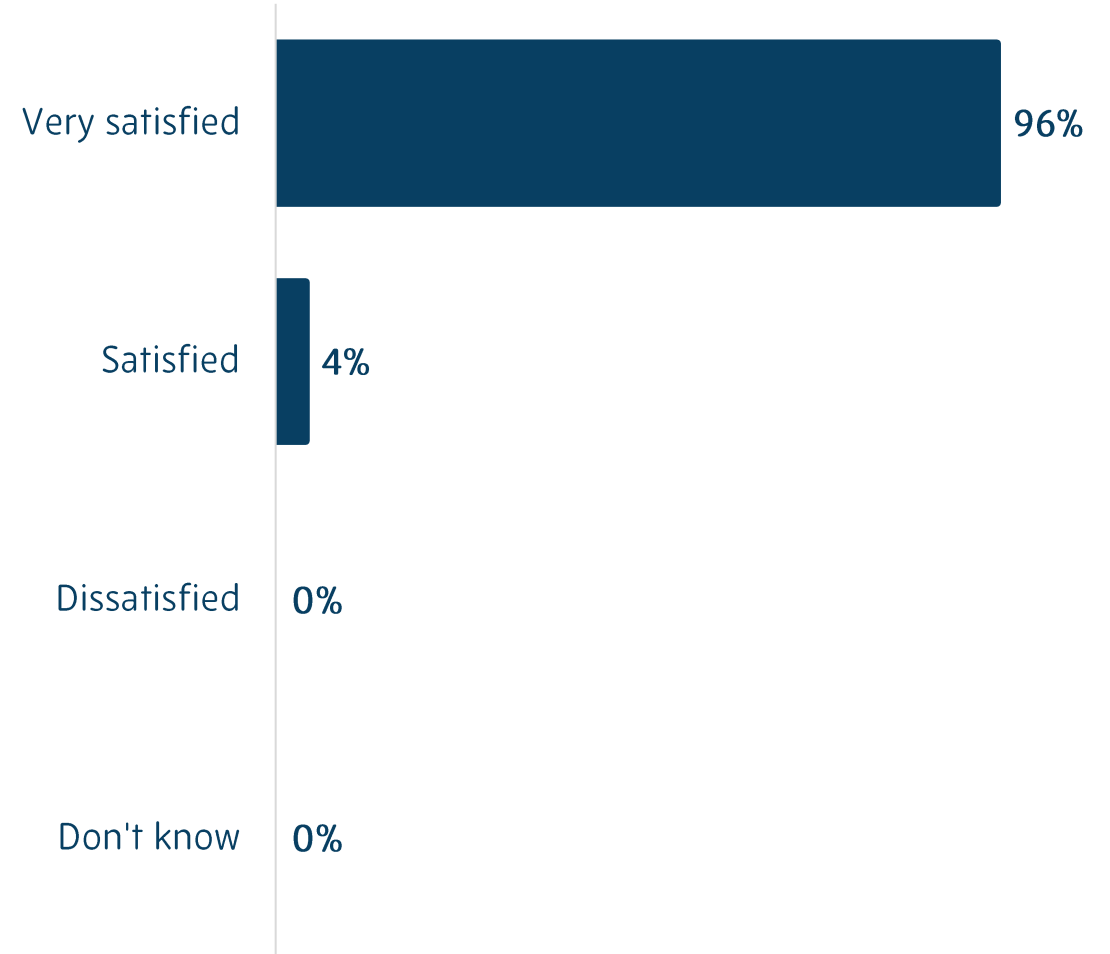
LIKELIHOOD OF RETURNING TO MAINE

» **All** visitors would return to Maine for a future visit or vacation

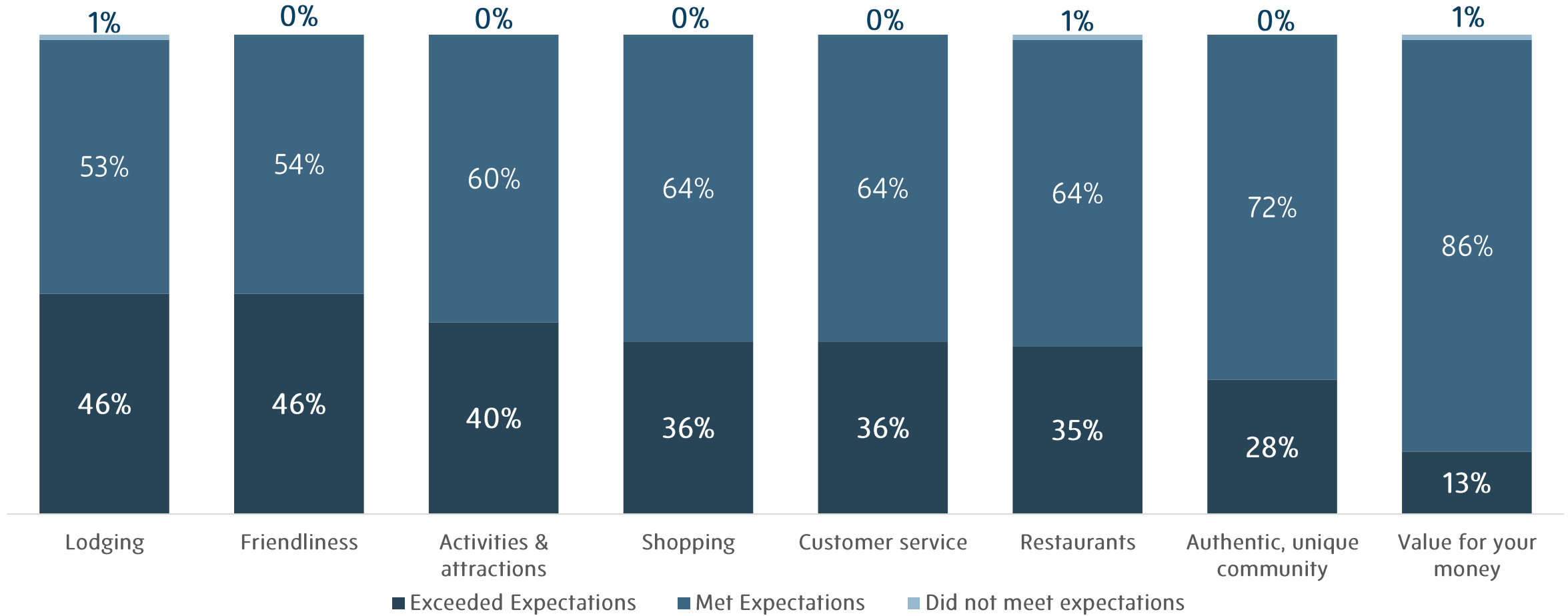


SATISFACTION

- » All visitors were satisfied with their trip to Maine
- » 96% of visitors were very satisfied with their trip to Maine

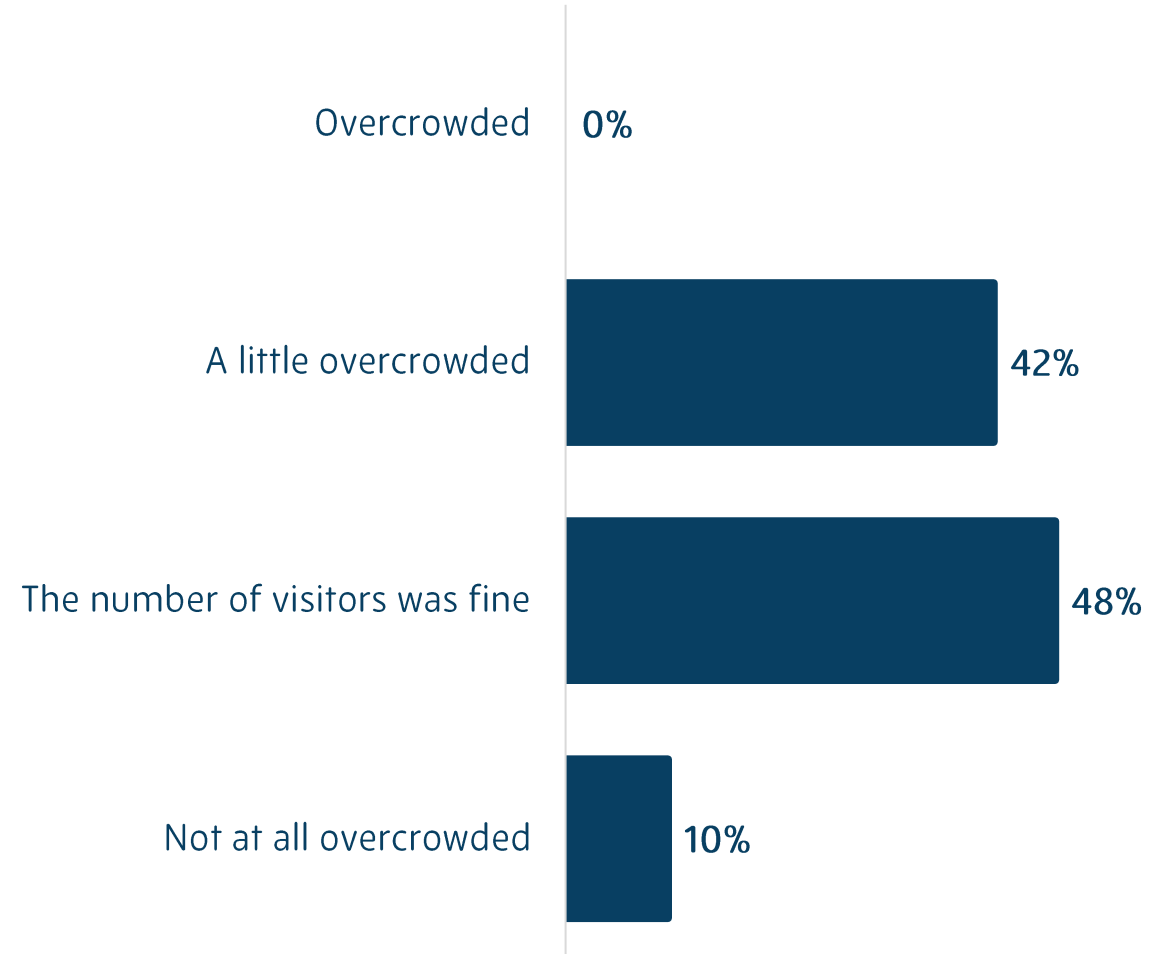


TRIP RATINGS



OVERCROWDING

- » 48% of visitors thought the number of visitors during their trip to Maine was fine
- » 42% of visitors thought it was a little overcrowded



STUDY METHODS



METHODOLOGY



Visitor Tracking

593 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 May 1st, 2023 and August 31st, 2023.

MAINE BEACHES

2023 Summer Visitor Tracking Report

MAY – AUGUST 2023

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dsg-research.com

