

MAINE BEACHES

2022 Economic Impact & Visitor Tracking Report

DECEMBER 2021 – NOVEMBER 2022



INTRODUCTION



STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine Beaches from December 2021 to November 2022.

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 Beaches.



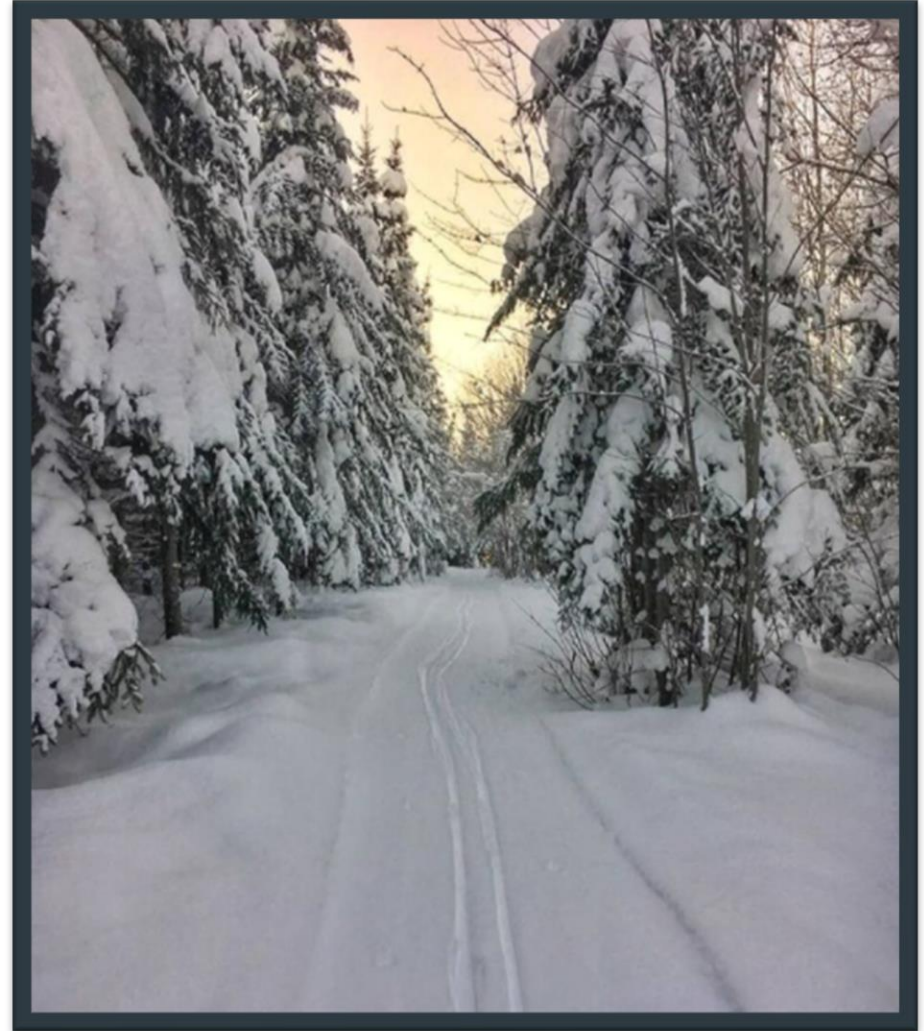
EXECUTIVE SUMMARY



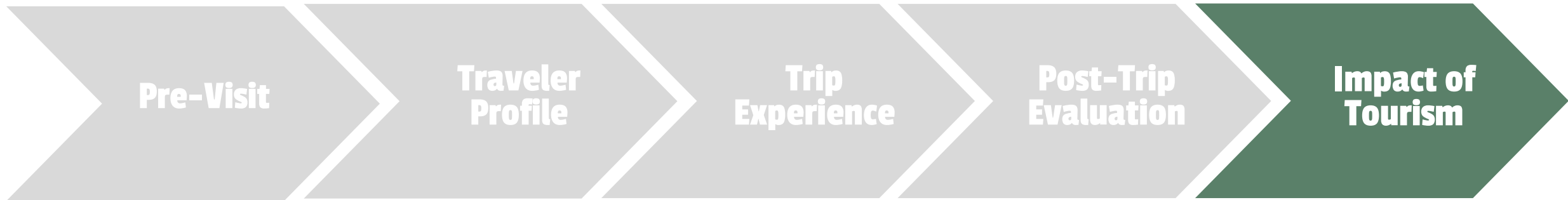
MAINE BEACHES

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

- » Use VisitMaine.com to plan their trip
- » Visit Maine to relax and unwind or go to the beach
- » See ads on cable or satellite television
- » Be loyal visitors (visited 11+ times)
- » Book their trip through an online travel agency
- » Engage in touring/sightseeing while in Maine
- » Definitely recommend the region
- » Return to Maine



TRIP PLANNING CYCLE : IMPACT OF TOURISM



ECONOMIC IMPACT

Visitor spending generated

\$4,082,803,600

in economic impact to Maine Beaches' economy, up **+16.5%** from 2021



DIRECT SPENDING

Visitors to Maine Beaches spent

\$2,706,455,400

throughout the county in 2022 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, up **+16.6%** from 2021



VISITORS

Maine Beaches attracted

4,784,200

visitors in 2022, down **3.4%** from 2021



ROOM NIGHTS

Visitors to Maine Beaches spent

2,925,600

nights in Maine Beaches accommodations
throughout 2022, up **8.9%** from 2021



JOBS SUPPORTED

Visitors to Maine Beaches supported the creation of

42,100

jobs throughout the county in 2022,
up **15.0%** from 2021

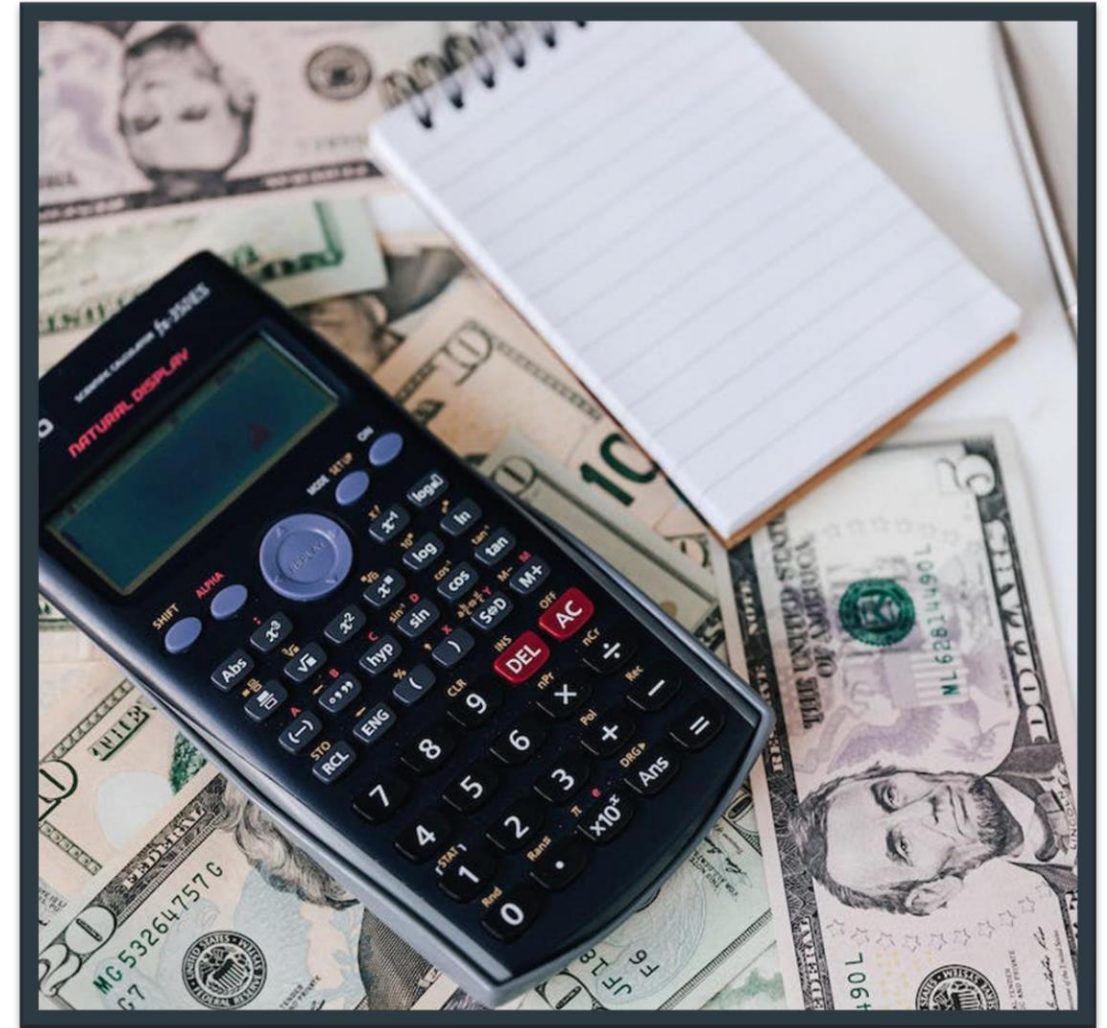


WAGES GENERATED

Visitors to Maine Beaches supported

\$1,472,139,500

in wages paid to Maine Beaches employees in
2022, up **17.7%** from 2021



VISITORS & JOBS

Every

114

visitors supports a new job in Maine Beaches



HOUSEHOLD SAVINGS

Visitors to Maine Beaches saved local households

\$3,865

in state and local taxes in 2022



LODGING METRICS

Occupancy Rate

55.7%

+ 13.4% from 2021

Average Daily Rate

\$215.43

+ 6.6% from 2021

Revenue per Available Room

\$119.99

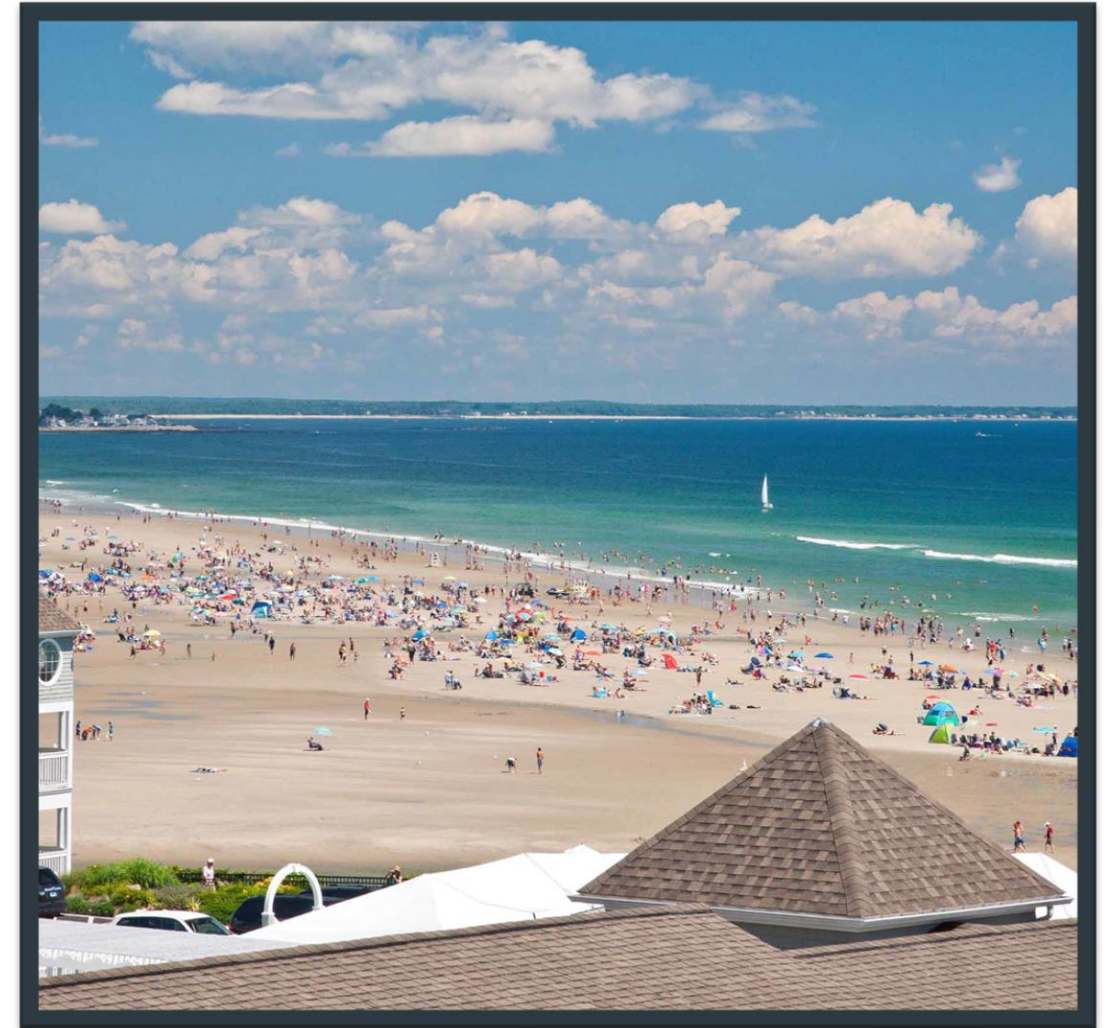
+ 20.9% from 2021

TRIP PLANNING CYCLE : PRE-VISIT



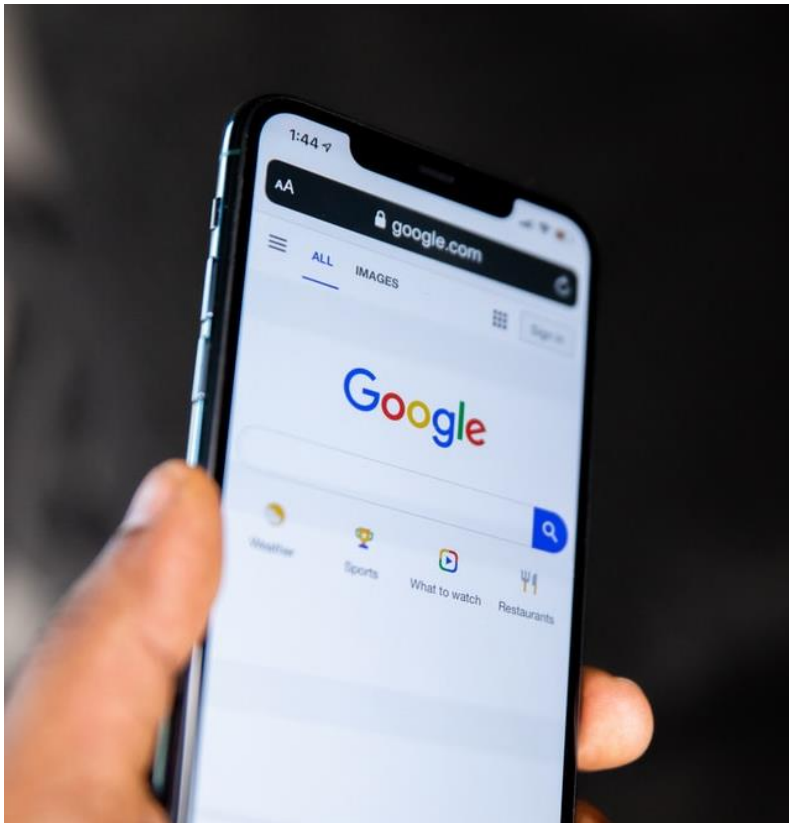
TRIP PLANNING CYCLE

- » **63%** of visitors started planning their trip less than 3 months in advance of their trip
- » **67%** of visitors had a booking window of less than 3 months



TOP ONLINE TRIP PLANNING SOURCES*

75% visitors used one or more online resources to help them plan their trip in Maine Beaches



38% Online search engines



28% VisitMaine.com



21% Hotel websites



21% TripAdvisor



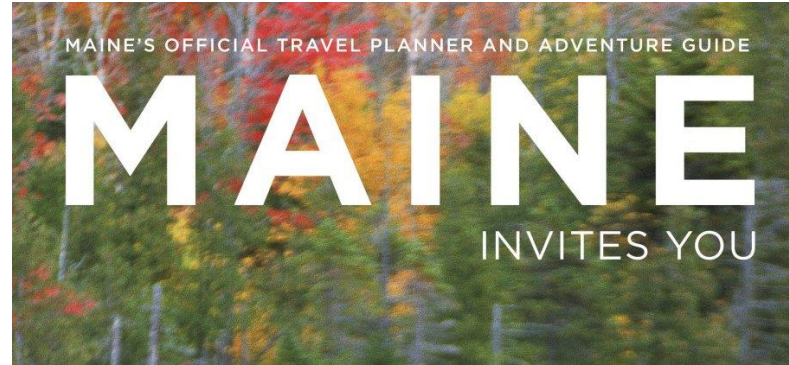
19% Online travel agency

*Multiple responses permitted.

TOP OTHER TRIP PLANNING SOURCES*



30% Advice from friends/family



24% Travel guides/brochures



17% Called Maine Office of Tourism

*Multiple responses permitted.

TOP REASONS FOR VISITING*



50% Sightseeing/touring



46% Relax and unwind



34% Beaches

*Multiple responses permitted.

CONSIDERING MAINE BEACHES AS A DESTINATION

- » **68%** (-2% points from 2021) of visitors did not consider visiting any U.S. state or Canadian province instead of Maine Beaches while planning their trip
- » As other destinations and international borders opened for visitation, potential visitors now have many more destination options to choose from

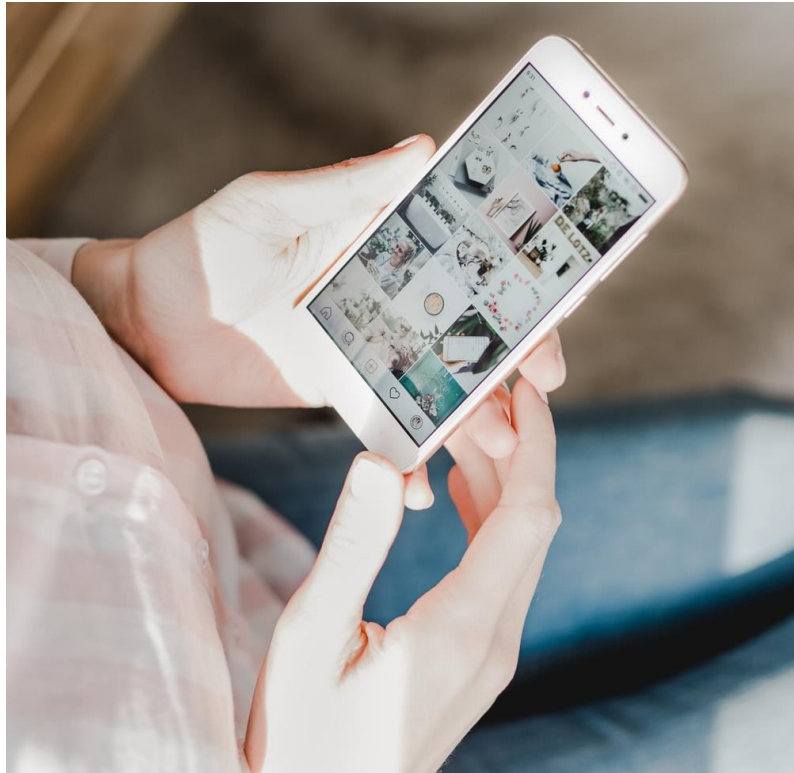


PRE-TRIP EXPOSURE TO ADVERTISING

- » **37%** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip to Maine Beaches (+**3%** points from 2021)
- » This information influenced **16%** of all visitors to visit Maine



TOP SOURCES OF ADVERTISING EXPOSURE*



33% Social media



28% Internet



23% Cable or satellite TV

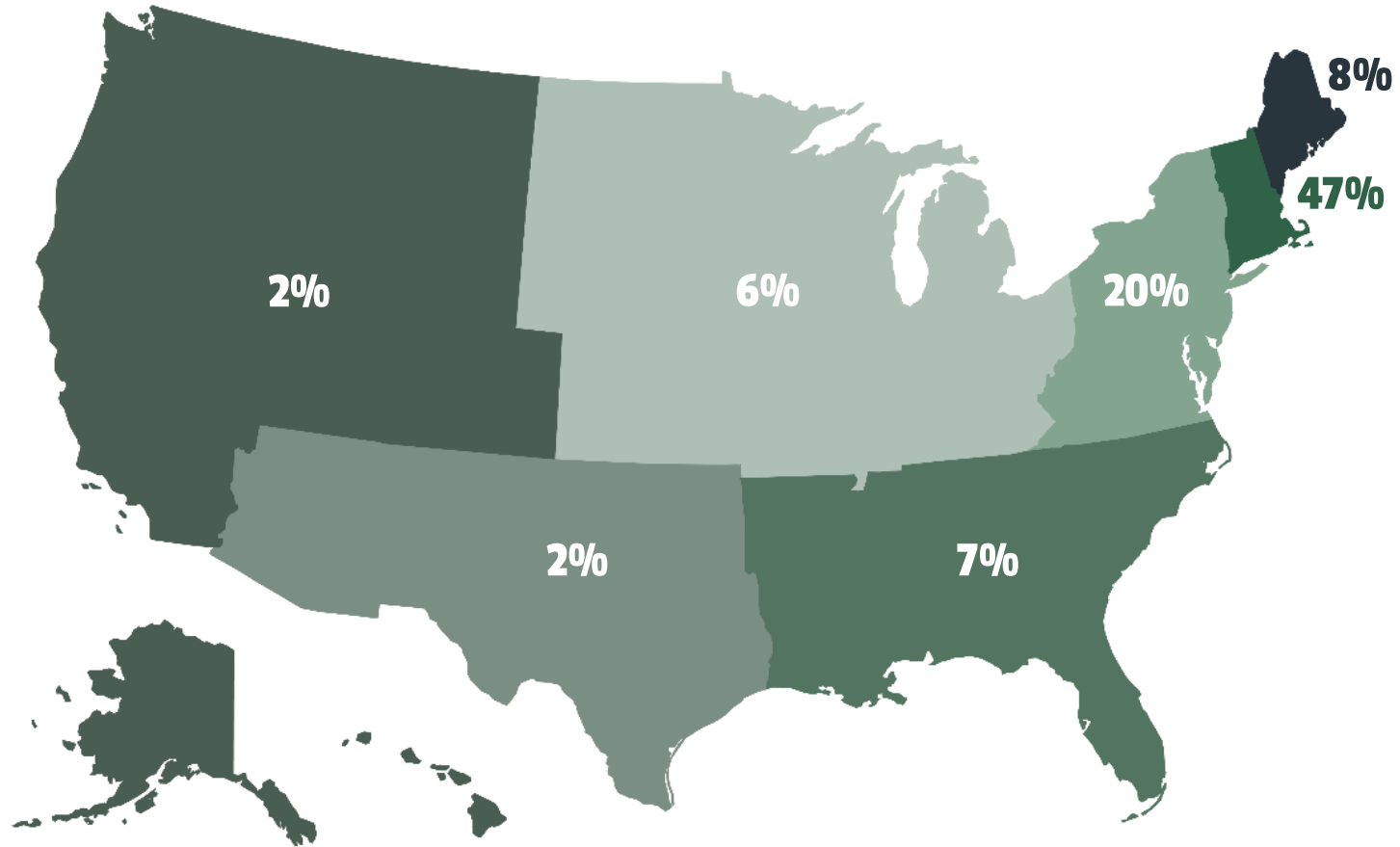
*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE



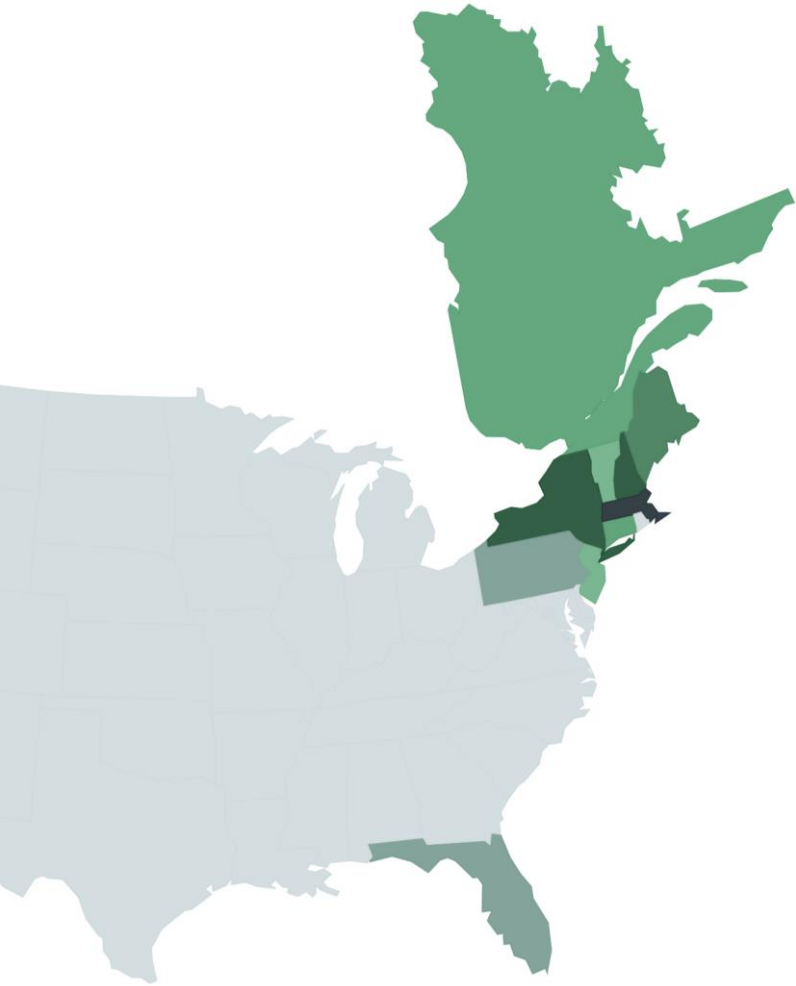
REGIONS OF ORIGIN

International travel is rebounding as international visitation increased **+8%** from 2021



8% of visitors came from outside of the United States.

TOP ORIGIN STATES & PROVINCES



75%

of visitors traveled from **10** U.S. states or Canadian provinces, including from other regions of Maine.

- 21 % Massachusetts
- 10 % New Hampshire
- 10 % New York
- 8 % Maine
- 7 % Connecticut
- 5 % Quebec
- 4 % New Jersey
- 4 % Vermont
- 3 % Florida
- 3 % Pennsylvania

TOP ORIGIN MARKETS



12% Boston



7% New York City¹



3% Augusta

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

TRAVEL PARTIES

The typical Maine Beaches visitor traveled with **2.6** 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

» The typical Maine Beaches visitor:

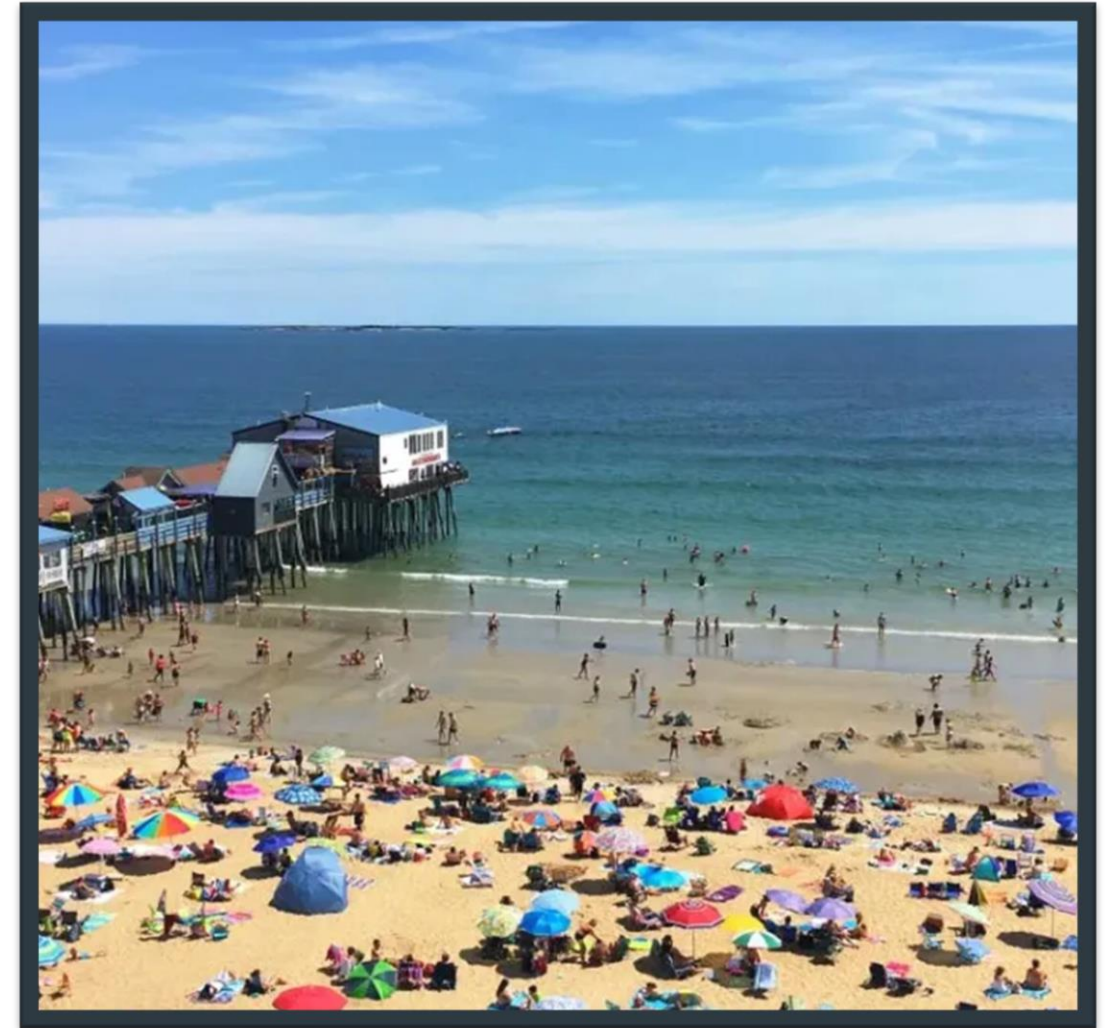
- » Is **49** years old¹
- » Female² - **52%**
- » Is white - **90%**



¹Median age.
²Of visitors interviewed.

LIFESTYLE PROFILE

- » The typical Maine Beaches visitor:
 - » Is a college graduate - **81%**
 - » Is married/in a domestic partnership - **81%**
 - » Is employed full-time - **64%**
 - » Has an annual household income¹ of **\$96,300**



¹Median household income.

NEW & RETURNING VISITORS

- » **19%** of visitors to Maine Beaches were traveling in Maine for the first time
- » **42%** of visitors to Maine Beaches had previously traveled in Maine more than 10 times



TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

- » **85%** of visitors drove to their Maine Beaches destination
- » **8%** of visitors to Maine Beaches flew into Boston Logan Int'l
- » **2%** of visitors flew to Maine through Portland Int'l Jetport



NIGHTS STAYED

- » **74%** of visitors spent one or more nights in Maine Beaches
- » Typical visitors stayed **4.0*** nights in Maine Beaches on their trip



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

TOP ACCOMMODATIONS



29% Hotel/motel/resort



26% Did not stay overnight



20% Friends/family home

TOP IN-MARKET VISITOR RESOURCES*

88% of visitors used one or more in-market resources to help them plan places to go while in Maine Beaches



55% Navigation websites/apps



48% Visitor information centers



36% Trip planning app

*Multiple responses permitted.

TOP VISITOR ACTIVITIES*



82% Food/beverage/
culinary



74% Touring/sightseeing



63% Shopping

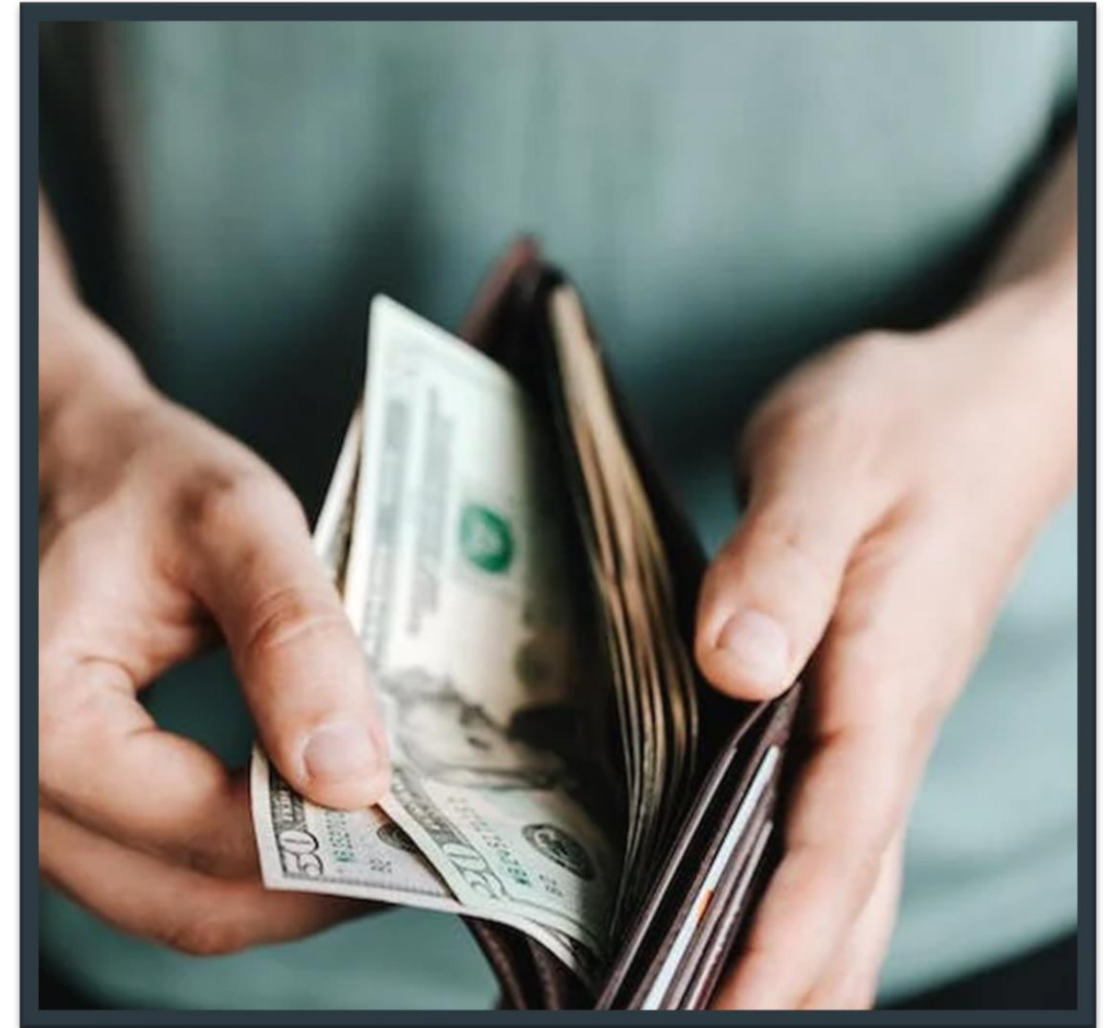


41% Water activities

*Multiple responses permitted.

TRAVEL PARTY SPENDING

- » Visitors who stayed overnight in paid accommodations in Maine Beaches spent **\$696** per day and **\$3,025** during their trip
- » Visitors who stayed overnight in unpaid accommodations in Maine Beaches spent **\$395** per day and **\$2,455** during their trip
- » Visitors who did not stay overnight in Maine Beaches spent **\$288** during their trip



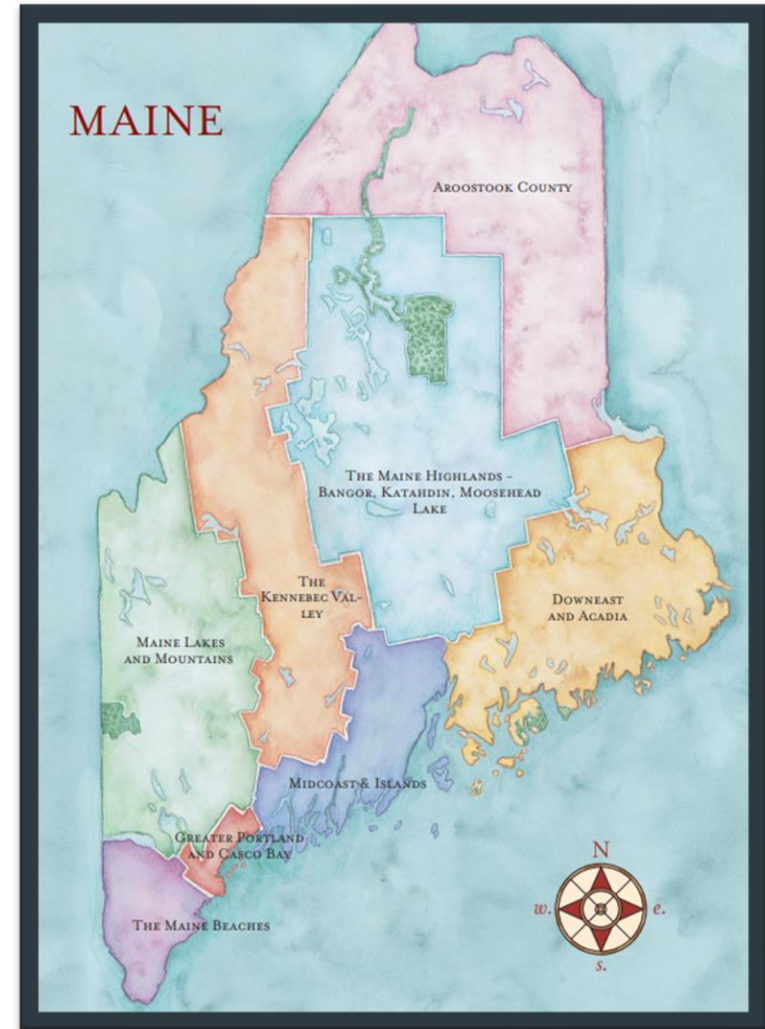
VISITING OTHER STATES & PROVINCES

- » Over **3 in 5** visitors to Maine Beaches did not visit any other U.S. state or Canadian province
- » Maine Beaches 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

» Over **half** of visitors to Maine Beaches traveled to other regions during their trips to Maine



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors to Maine Beaches would recommend Maine to a friend or relative as a vacation destination
- » **98%** of visitors to Maine Beaches would recommend that their friends and family visit the region
 - » **85%** would definitely recommend Maine Beaches



LIKELIHOOD OF RETURNING TO MAINE

- » **94%** of visitors to Maine Beaches will return to Maine for a future visit or vacation
- » **82%** of visitors to Maine Beaches will “definitely return” to Maine in the future



SATISFACTION

- » **99%** of visitors were satisfied with their trip to Maine Beaches
- » However, increased cost and the current lack of work force negatively affected visitors' trip experiences:
 - » **10%** of visitors said that the value they got for their money did not meet their expectations
 - » **7%** of visitors said that the restaurants and customer service did not meet their expectations



OVERCROWDING

- » **Over 1 in 2** visitors thought the number of visitors at Maine Beaches was “fine”
- » **9%** thought Maine Beaches seemed “not at all overcrowded”
- » **1 in 3** visitors thought Maine Beaches seemed “a little overcrowded”
- » **4%** thought Maine Beaches seemed “overcrowded”



DETAILED FINDINGS



TRIP PLANNING CYCLE : PRE-VISIT



KEY PERFORMANCE INDICATORS

Economic Impact	2021	2022	Δ% from '21
Number of Visitors	4,954,000	4,784,200	- 3.4%
Room nights generated	2,686,000	2,925,600	+ 8.9%
Direct expenditures	\$2,320,999,900	\$2,706,455,400	+ 16.6%
Total economic impact	\$3,505,952,700	\$4,082,803,600	+ 16.5%

EMPLOYMENT IMPACTS

Maine Beaches Jobs	2021	2022	Δ% from '21
Jobs generated (direct)	27,900	32,400	+ 16.1%
Total employment impact	36,600	42,100	+ 15.0%

Maine Beaches Wages	2021	2022	Δ% from '21
Wages paid (direct)	\$900,636,100	\$1,063,881,200	+ 18.1%
Total impact on wages	\$1,250,455,700	\$1,472,139,500	+ 17.7%

RETURN ON INVESTMENT

Return on Investment	2021	2022
Visitors per job supported	135	114
State & local taxes supported	\$294,129,300	\$339,776,400
Tax savings per household	\$3,448	\$3,865

LODGING METRICS

Lodging Metrics	2021*	2022	Δ% from '21
Occupancy Rate (%)	49.1%	55.7%	+ 13.4%
Average Daily Rate	\$202.15	\$215.43	+ 6.6%
RevPAR	\$99.26	\$119.99	+ 20.9%
Total Lodging Revenue	\$574,420,400	\$656,521,900	+ 14.3%

*Calculation method was updated in 2022.
2021 metrics have been updated to reflect this change.

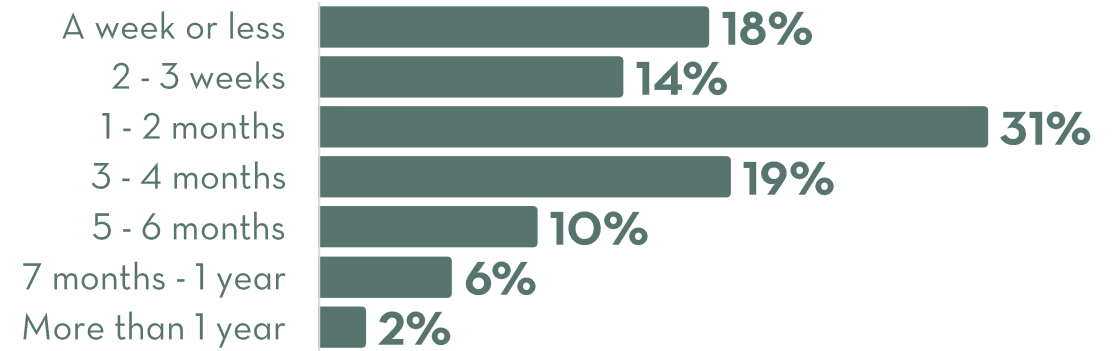
TRIP PLANNING CYCLE : PRE-VISIT



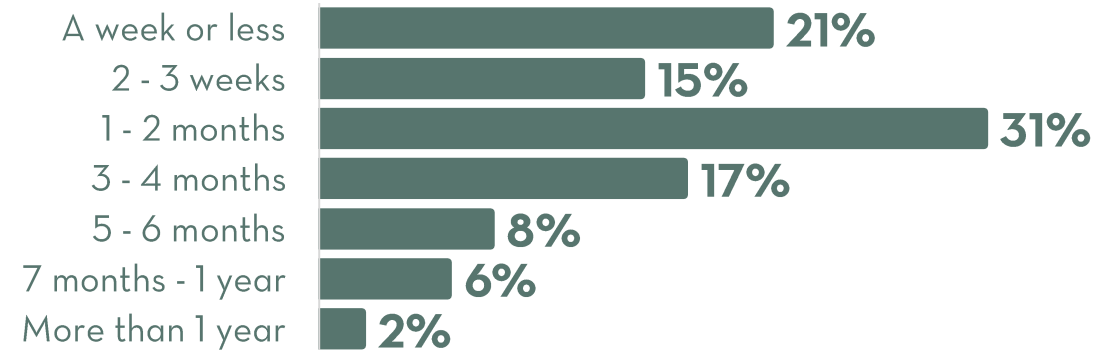
TRIP PLANNING CYCLE

- » Typical visitors to Maine Beaches began planning their trip **47 days** in advance (+3 days from 2021)
- » **68%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **44 days** in advance (+6 days from 2021)
- » **2 in 3** visitors have a booking window of less than 3 months

Beginning of Trip Cycle

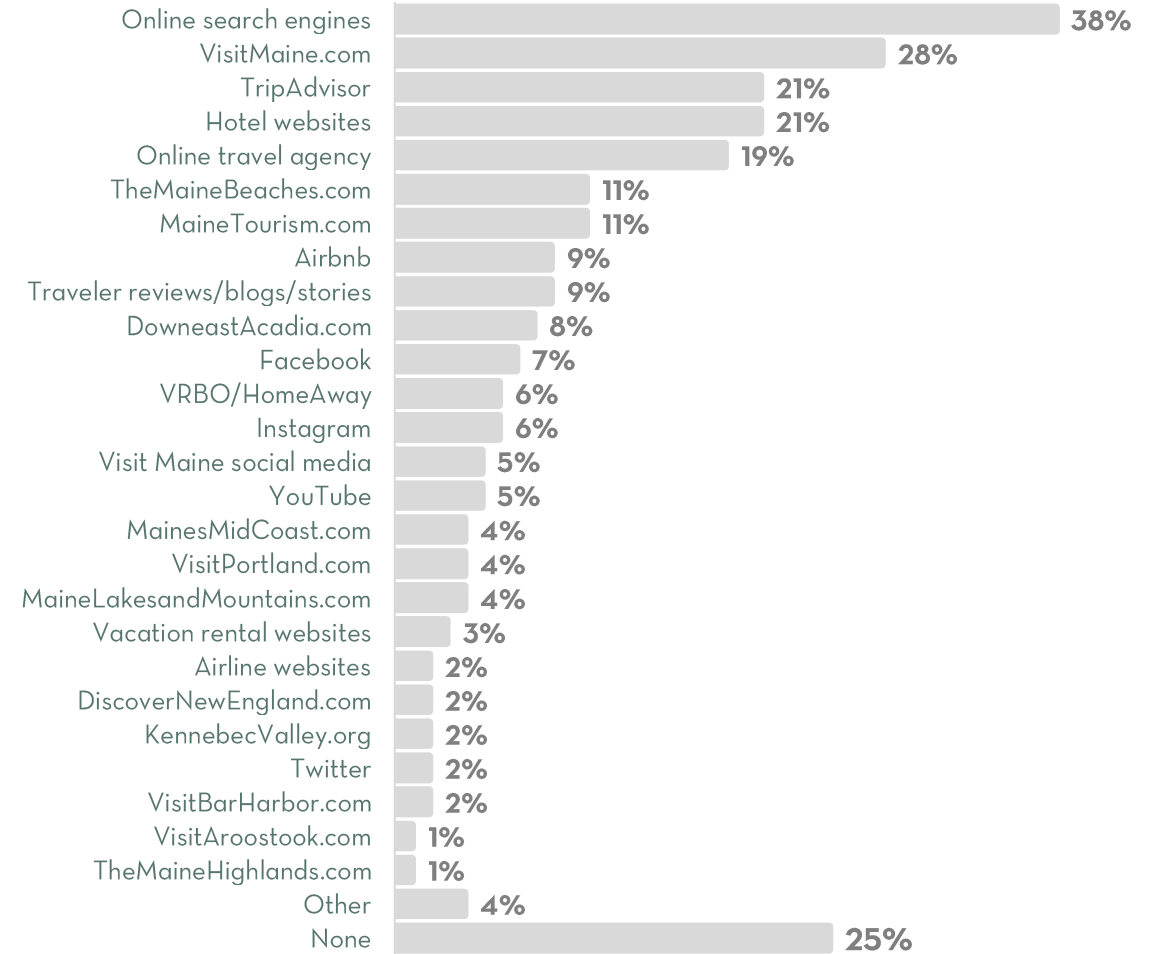


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

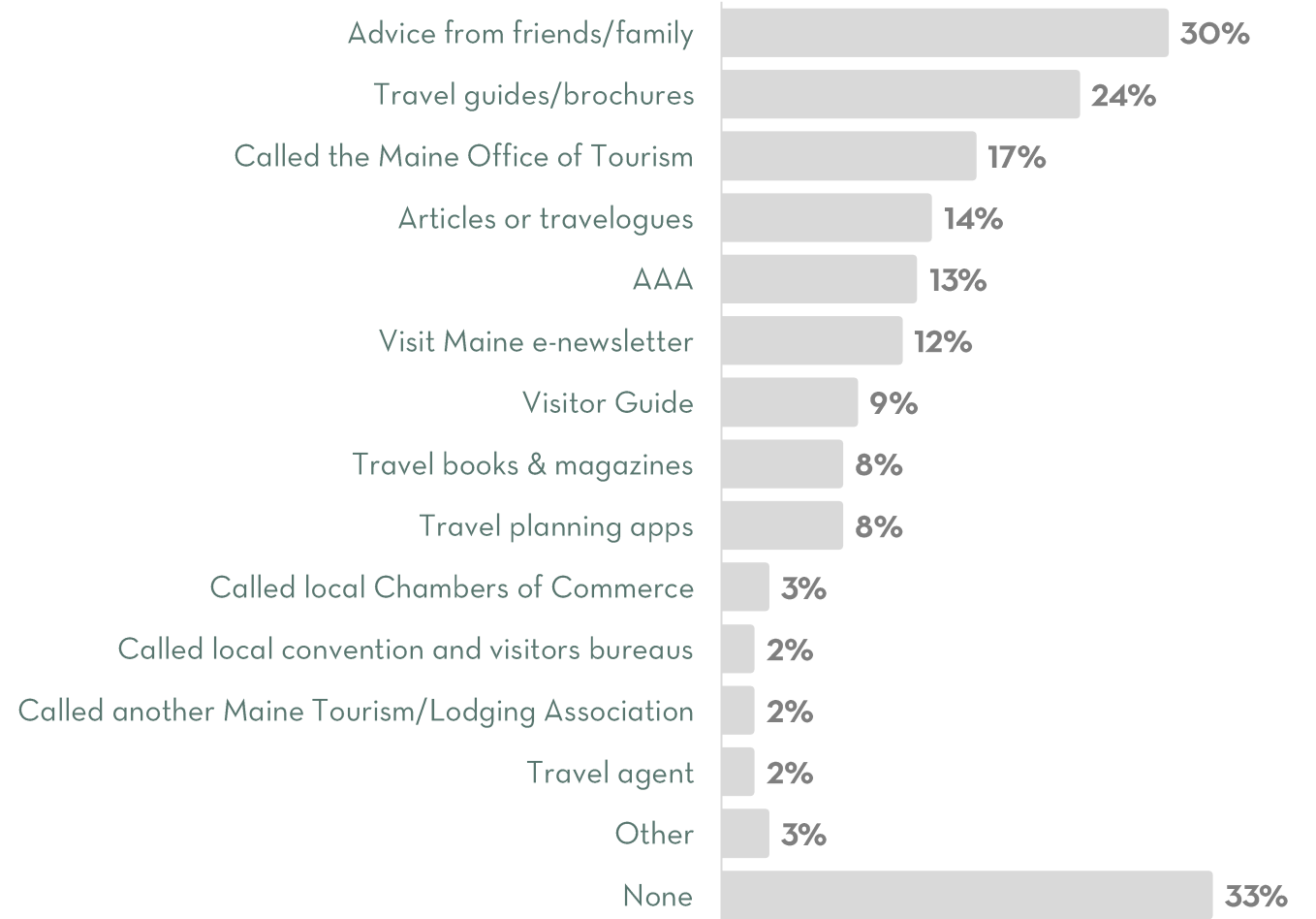
- » **3 in 4** visitors used one or more online resources to help them plan their trip to Maine Beaches
- » Nearly **2 in 5** visitors used an online search engine, such as Google, to help them plan their trip to Maine Beaches
- » Over **1 in 4** visitors used VisitMaine.com (+13% points from 2021)
- » More visitors used hotel websites (+6% points) and TheMaineBeaches.com (+7% points) compared to 2021



*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

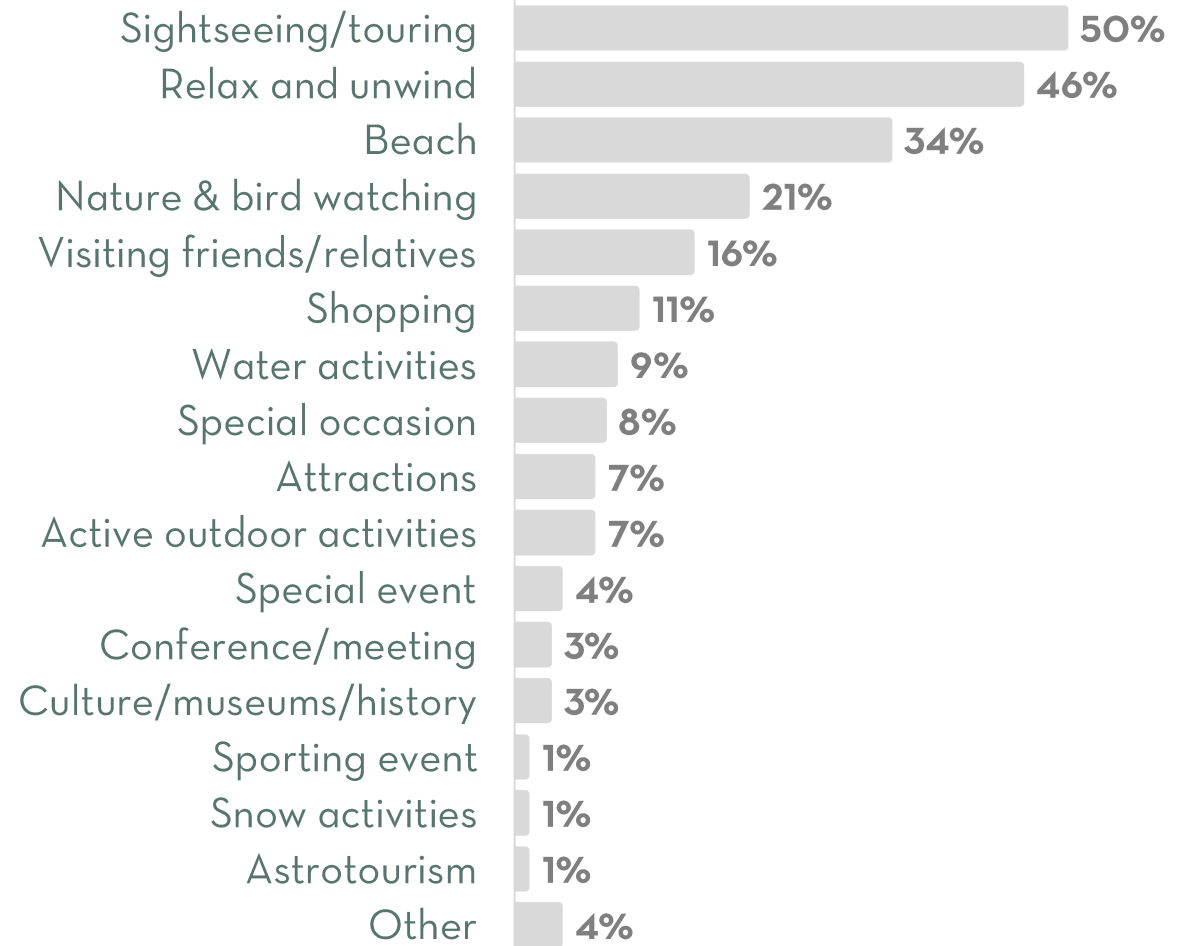
- » Nearly **1 in 3** visitors relied on advice from their friends and family to help them plan their trip to Maine Beaches
- » Nearly **1 in 4** visitors used travel guides/brochures (+10% points from 2021), and roughly **1 in 6** called the Maine Office of Tourism (+7% points from 2021) to help plan their trip to Maine Beaches
- » **1 in 3** visitors did not use any other resources to help them plan their trip to Maine Beaches



*Multiple responses permitted.

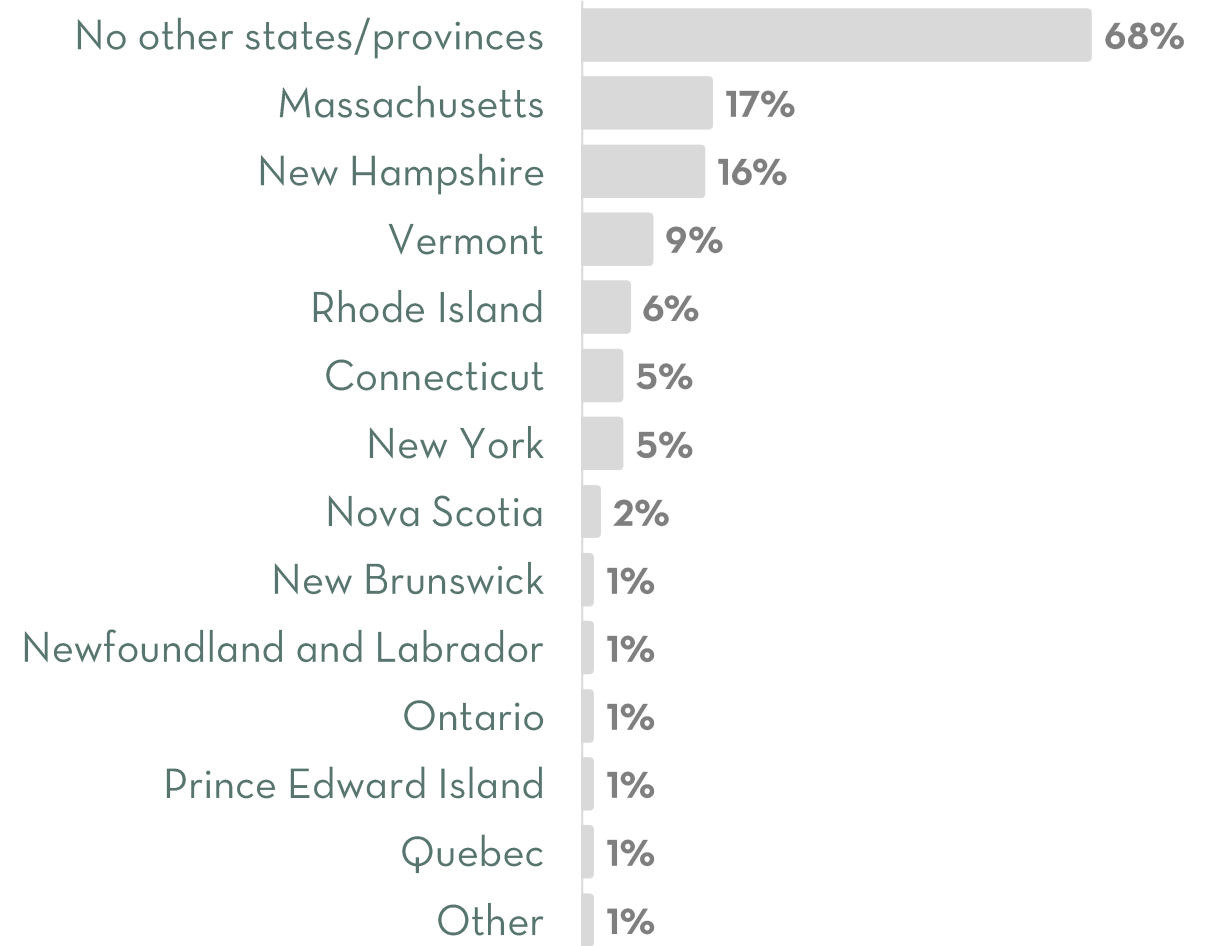
REASONS FOR VISITING*

- » **Half** of visitors traveled to Maine Beaches to go sightseeing/touring
- » **Nearly half** of visitors came to Maine Beaches to relax and unwind
- » Over **1 in 3** visitors traveled to Maine Beaches specifically to go to the beach



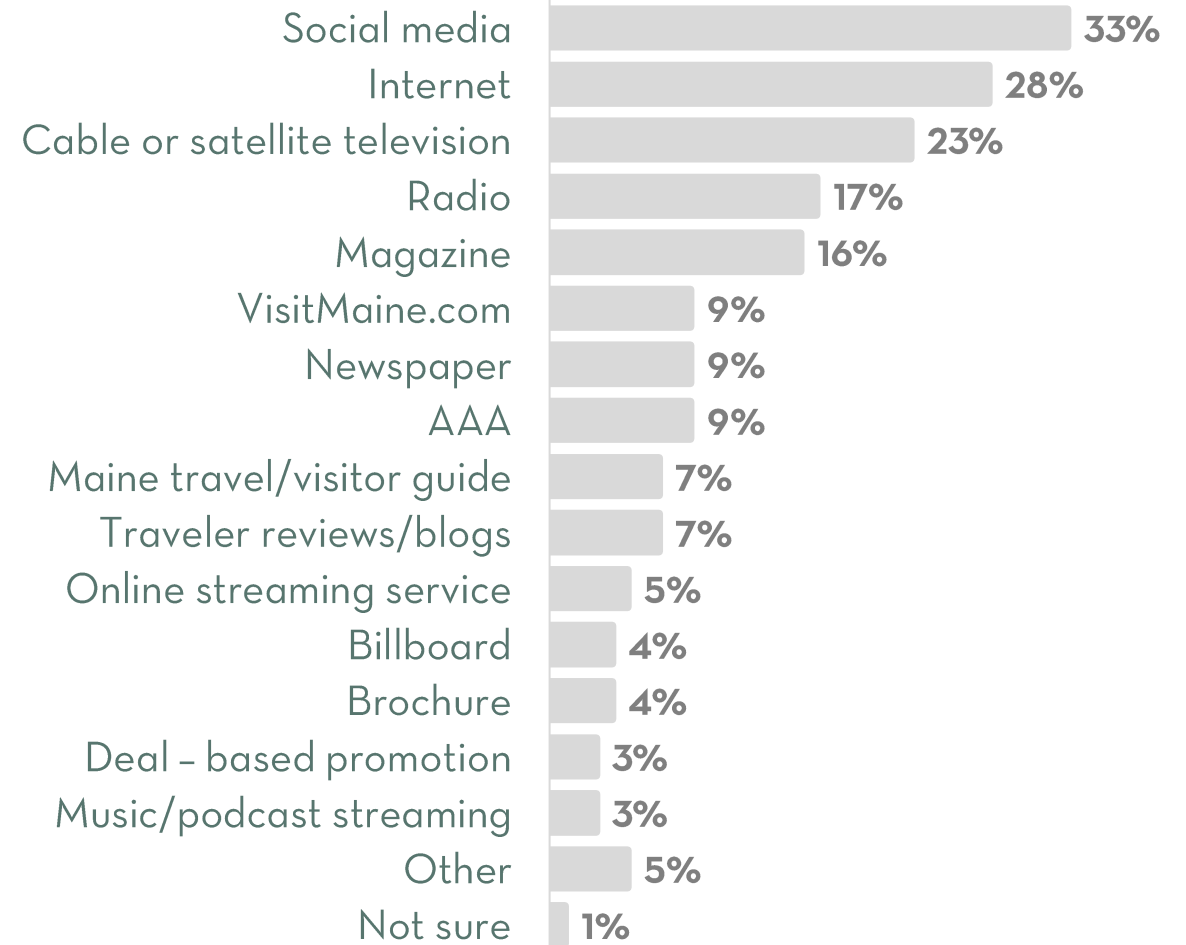
OTHER STATES & PROVINCES CONSIDERED*

- » **68%** (-2% points from 2021) of visitors considered visiting **only** Maine while planning their trips to Maine Beaches
- » Visitors to Maine Beaches were **more likely** to consider visiting nearby U.S. states rather than visiting Canadian provinces



PRE-TRIP RECALL OF ADVERTISING*

- » **37%** (+3% points from 2021) of visitors noticed advertising or promotions for Maine prior to their trip to Maine Beaches
- » Visitors who recalled this advertising primarily saw it on **social media** (+3% points from 2021) or the **internet**
- » This information influenced **16%** of all Maine Beaches visitors to visit Maine

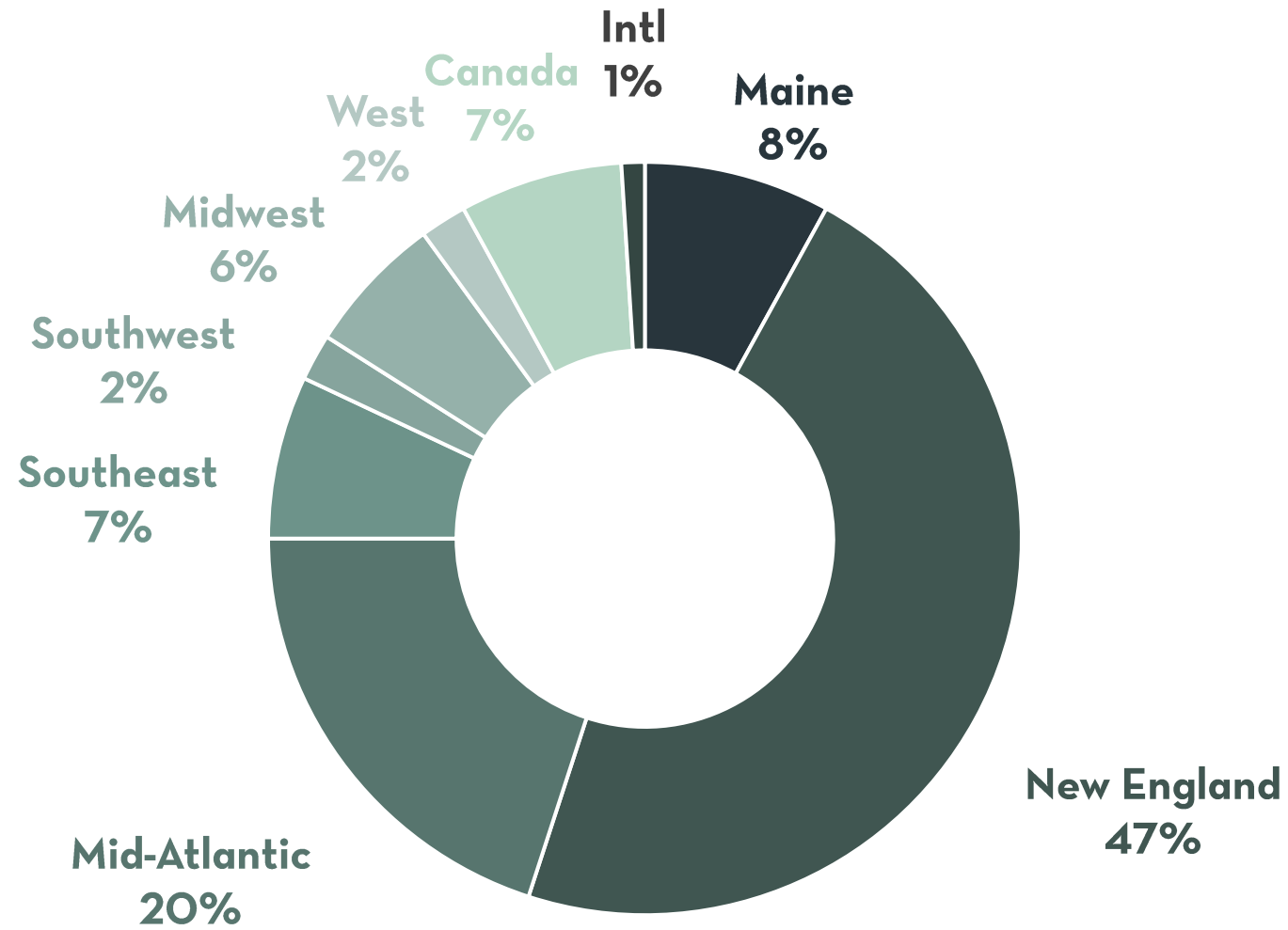


*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **3 in 4** visitors to Maine Beaches were from **9** U.S. states and Quebec
- » Roughly **1 in 12** visitors to Maine Beaches were residents of Maine traveling throughout the state

State/Province	Percent
Massachusetts	21%
New Hampshire	10%
New York	10%
Maine	8%
Connecticut	7%
Quebec	5%
New Jersey	4%
Vermont	4%
Florida	3%
Pennsylvania	3%

TOP ORIGIN MARKETS

- » Over **1 in 3** visitors to Maine Beaches traveled from **8** U.S. markets and Montreal
- » **12%** of visitors traveled to Maine Beaches from Boston

Market	Percent
Boston	12%
New York City ¹	7%
Augusta	3%
Washington DC - Baltimore ²	3%
Albany	2%
Providence, RI	2%
Rochester - Portsmouth, NH	2%
Philadelphia	2%
Montreal, CAN	2%

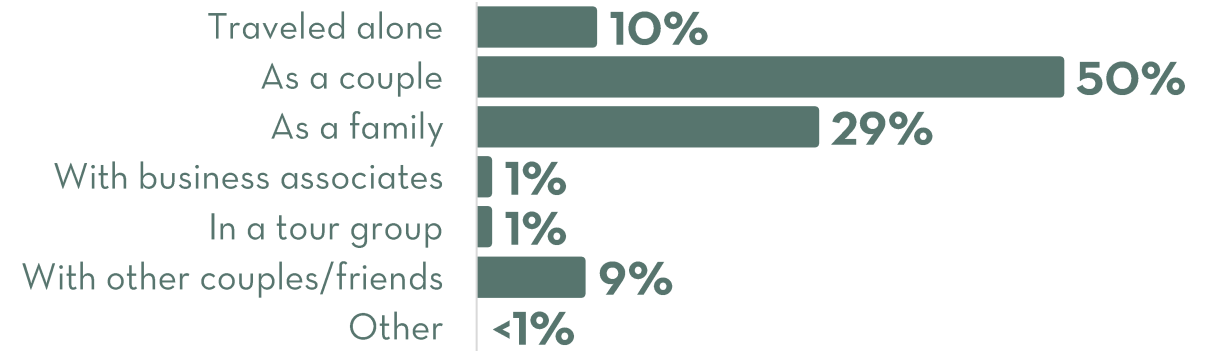
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

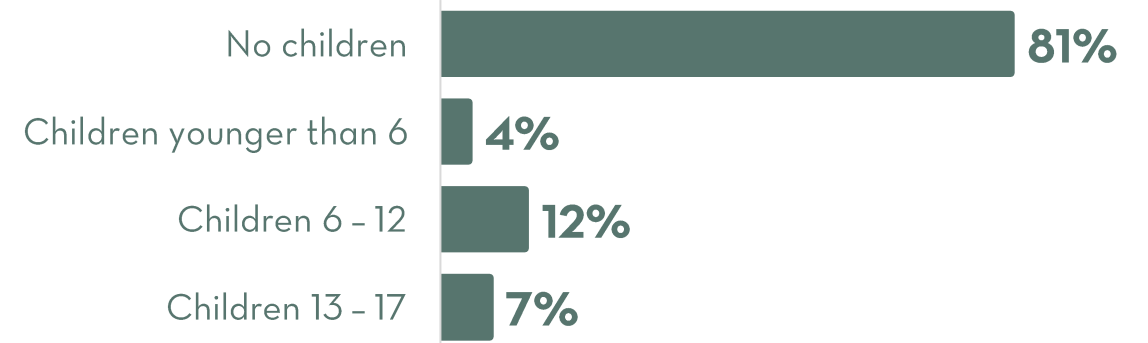
TRAVEL PARTIES

- » Typical visitors traveled to Maine Beaches in parties of **2.6** people
- » **Half** of visitors traveled as a couple
- » **19%** of visitors traveled with one or more children in their travel party

Travel Party Composition



Children in Travel Party*



*Multiple responses permitted.

GENDER

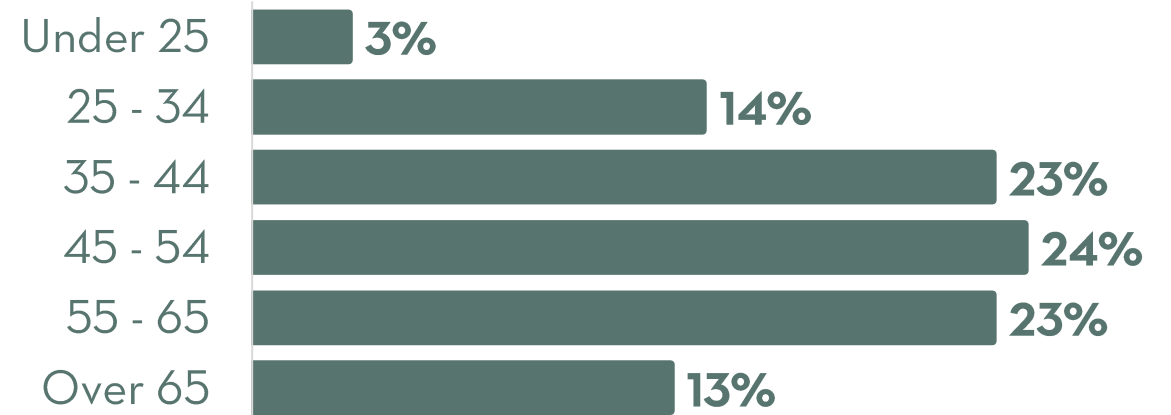
» Over **half** of visitors to Maine Beaches interviewed were females



*Of visitors interviewed.

AGE

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



RACE & ETHNICITY

» **9 in 10** visitors to Maine Beaches were white



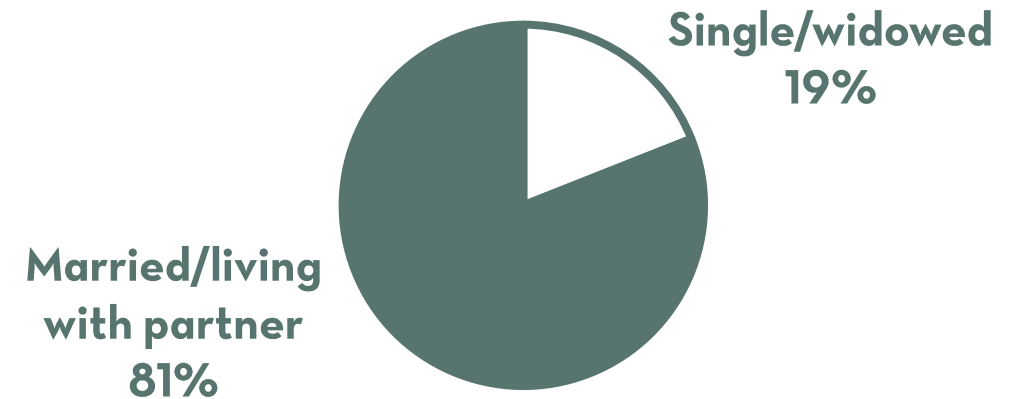
EDUCATIONAL ATTAINMENT

» Over **4 in 5** visitors to Maine Beaches have a college/technical school degree or higher



MARITAL STATUS

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



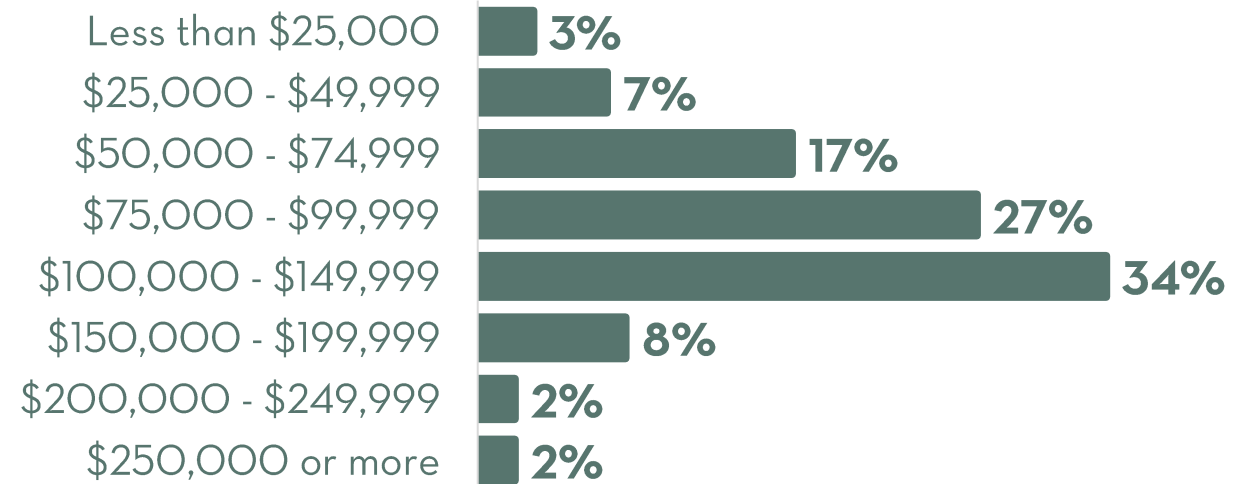
EMPLOYMENT STATUS

» Nearly **3 in 4** visitors to Maine Beaches were employed, most full-time



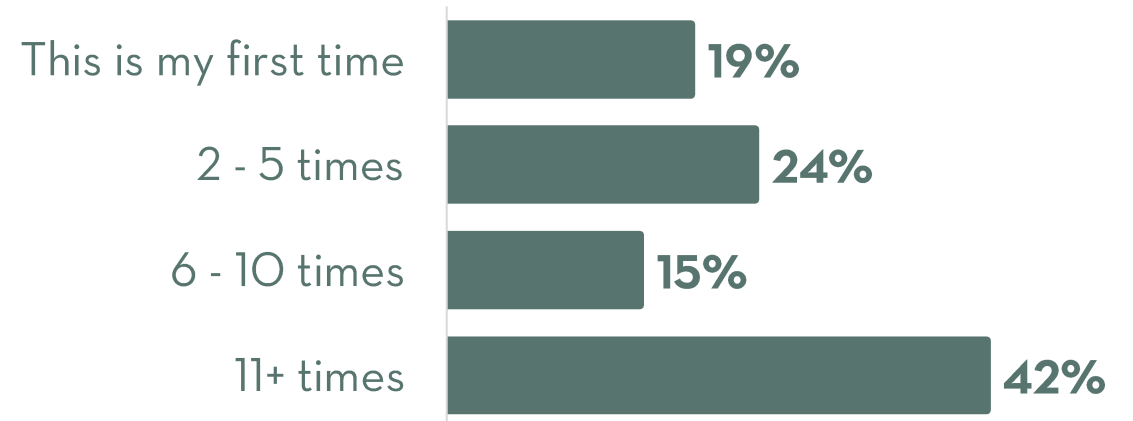
HOUSEHOLD INCOME

- » The average household income of visitors to Maine Beaches is **\$96,300** per year
- » **12%** of visitors to Maine Beaches earned more than \$150,000 per year



NEW & RETURNING VISITORS

- » **19%** of visitors to Maine Beaches were traveling in Maine for the first time
- » **42%** of visitors to Maine Beaches had previously traveled in Maine more than 10 times

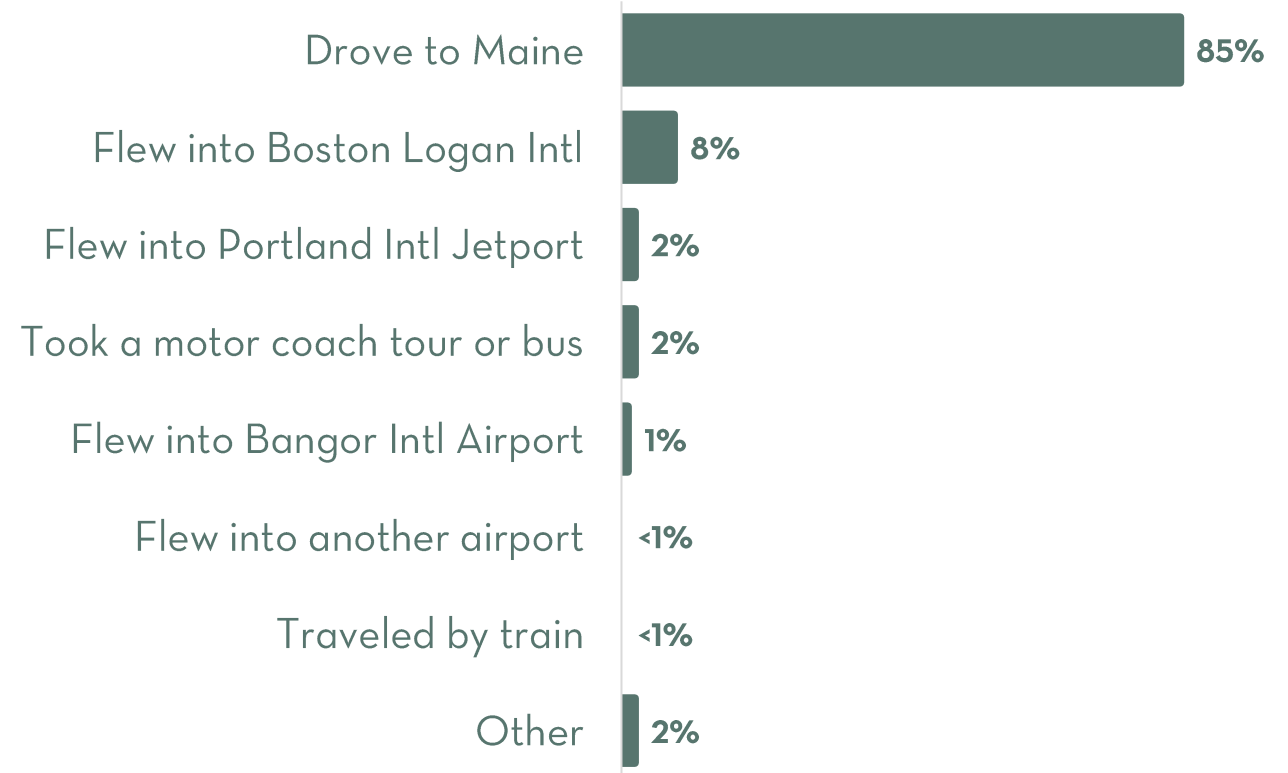


TRIP PLANNING CYCLE : TRIP EXPERIENCE



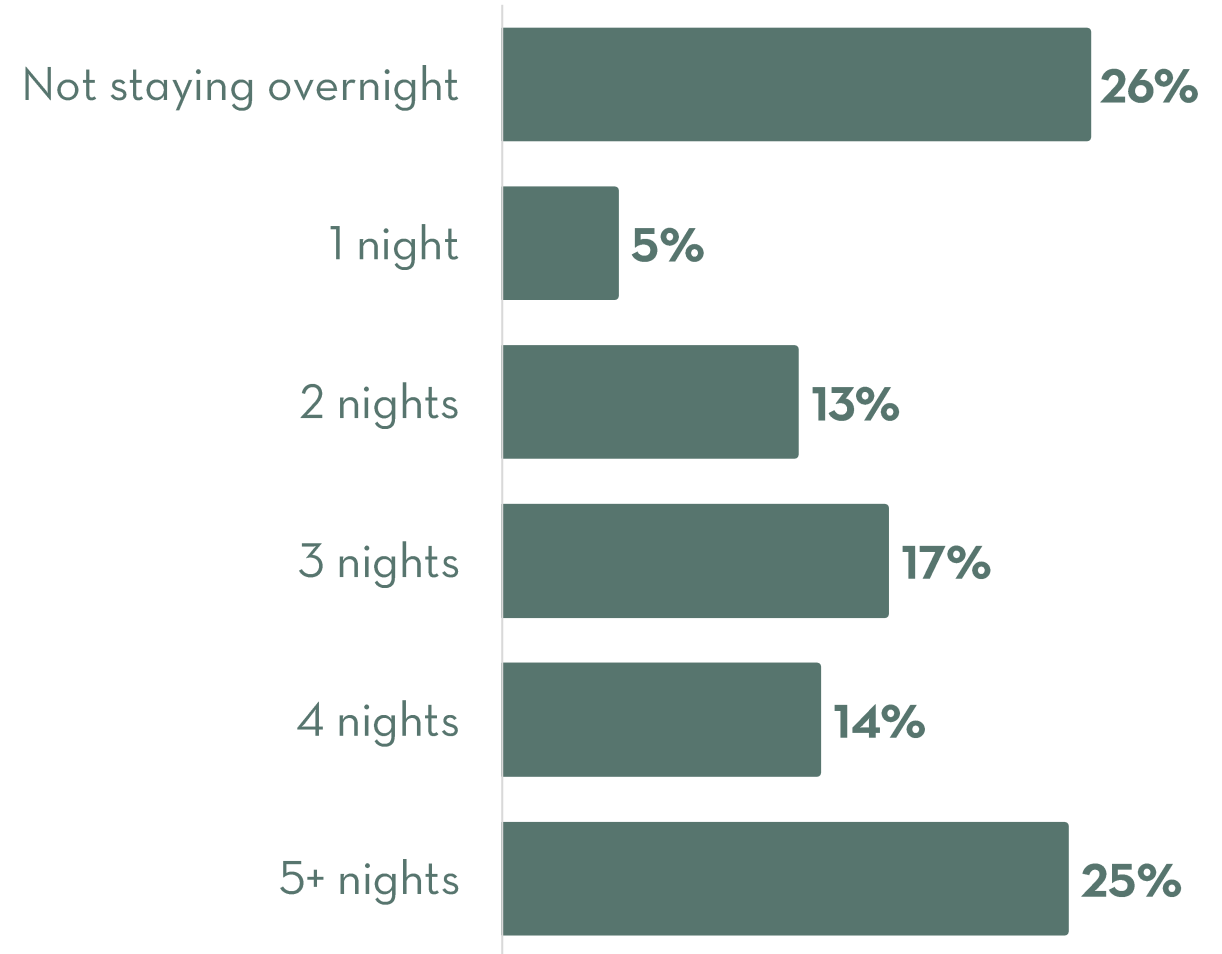
MODES OF TRANSPORTATION

- » Maine Beaches is a drive-market for most visitors, with **85%** choosing to travel by car instead of via plane, motor coach/bus, or train
- » Most Maine Beaches visitors who flew to Maine arrived at Boston Logan International Airport or Portland International Jetport



NIGHTS STAYED

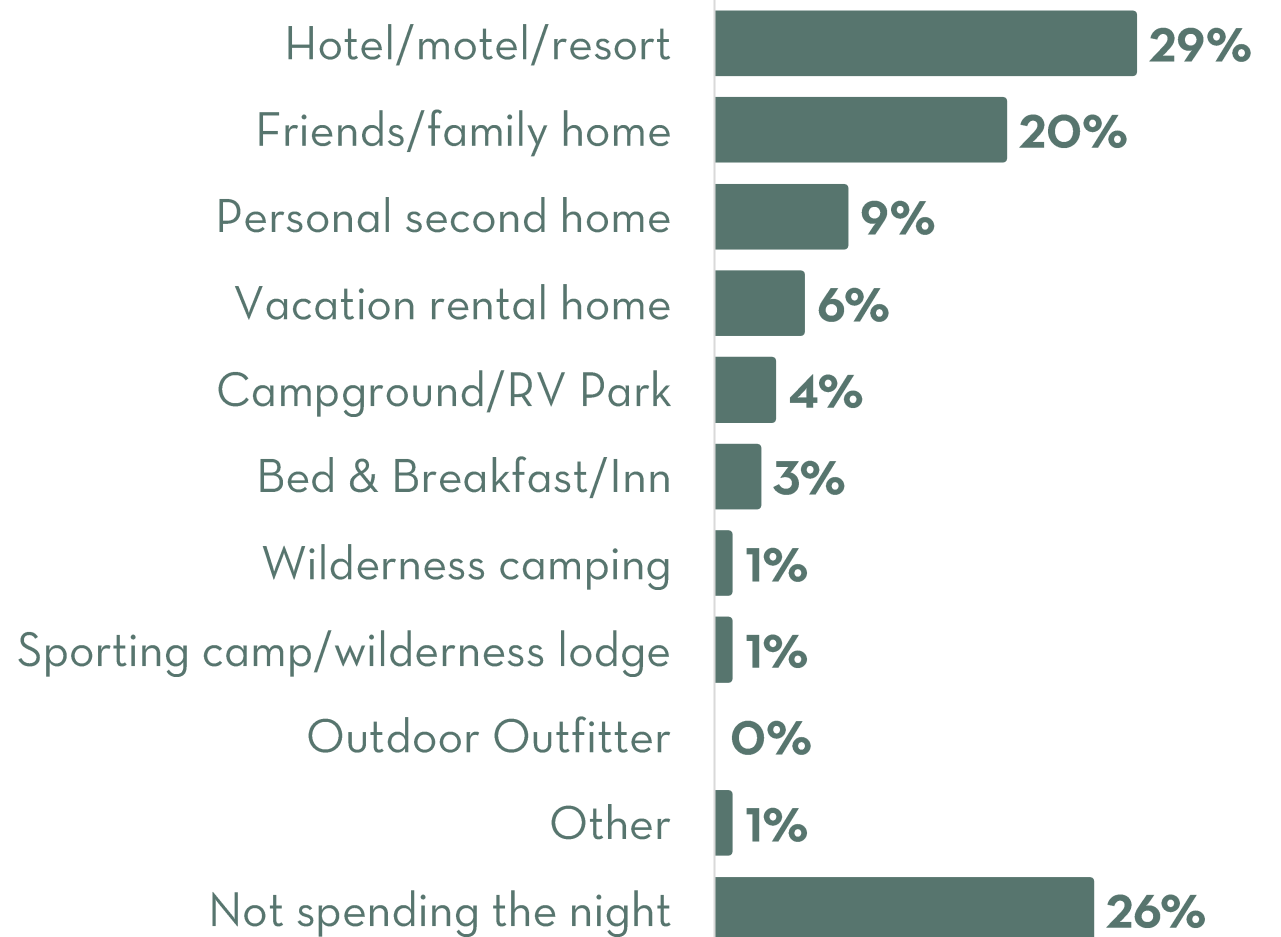
- » **74%** of visitors to Maine Beaches stayed one or more nights in Maine on their trip
- » Typical visitors stayed **4.0*** nights in Maine Beaches on their trips
- » Typical visitors to Maine Beaches staying overnight in paid accommodations stayed **3.7** nights in Maine on their trips



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

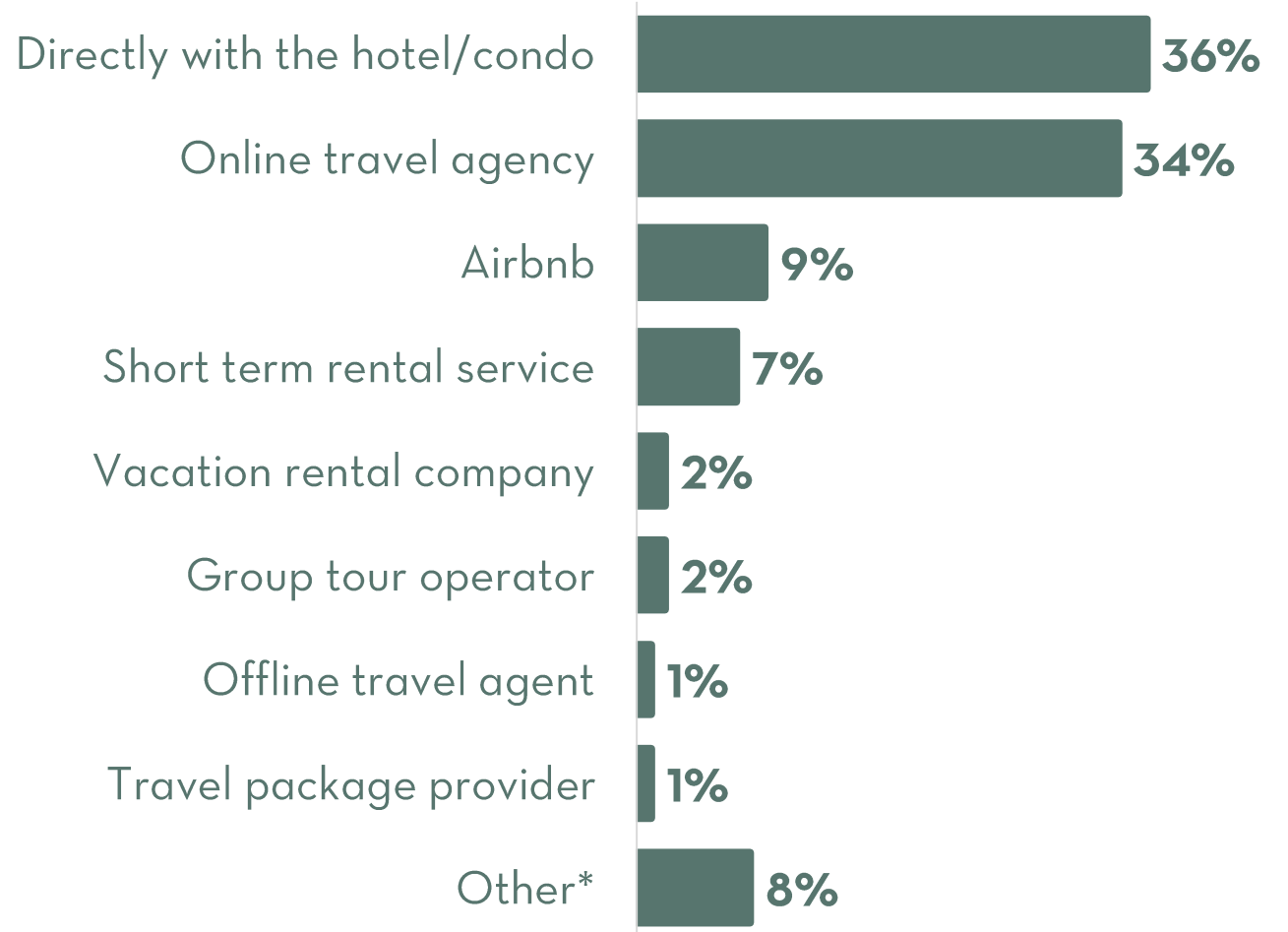
ACCOMMODATIONS

- » Nearly **3 in 10** visitors to Maine Beaches stayed overnight at a hotel/motel/resort
- » **1 in 5** visitors stayed with friends or relatives on their trip to Maine Beaches
- » Over **1 in 4** visitors to Maine Beaches did not stay overnight



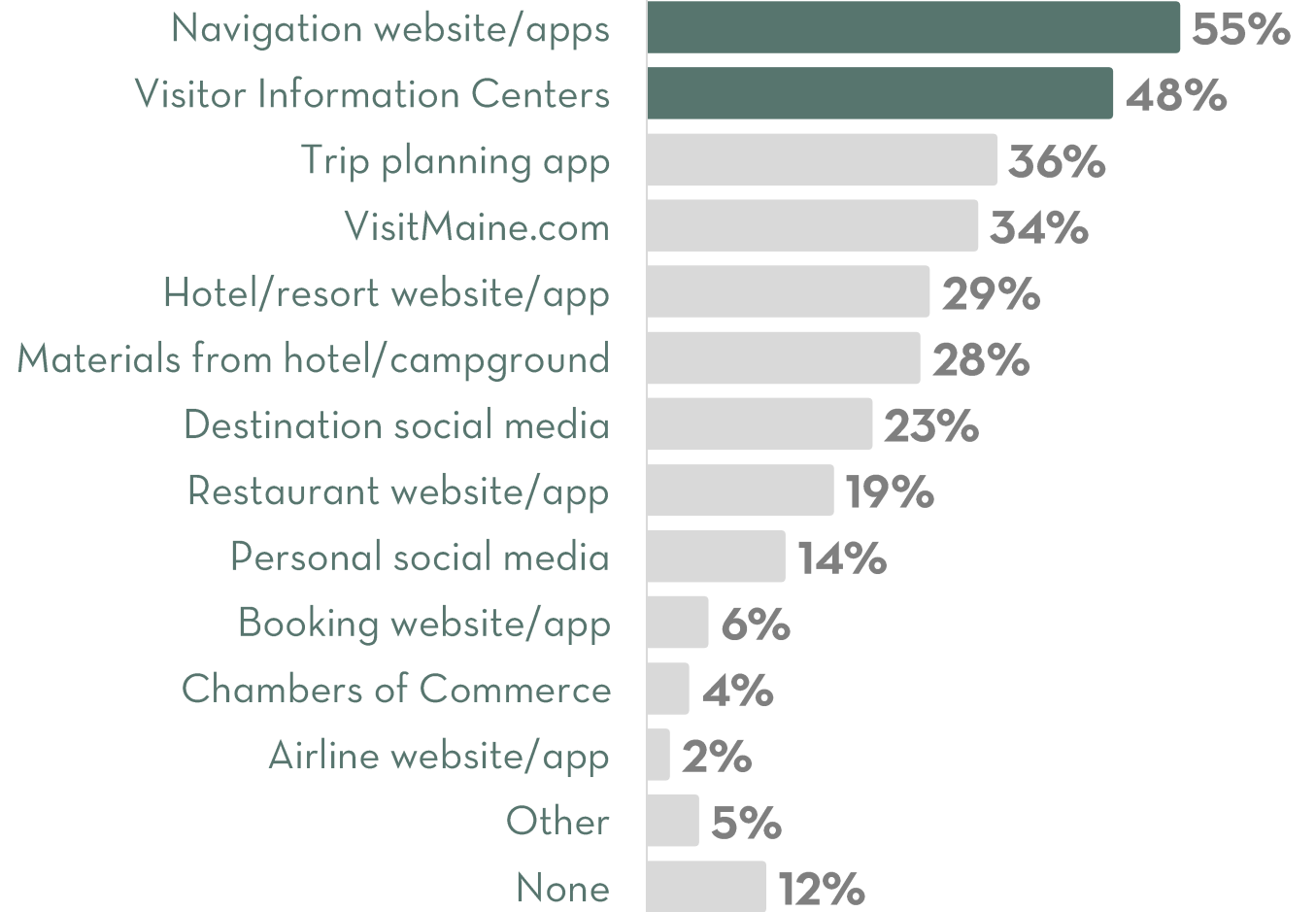
BOOKING METHODS

» Over **1 in 3** visitors to Maine Beaches who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



IN-MARKET VISITOR RESOURCES*

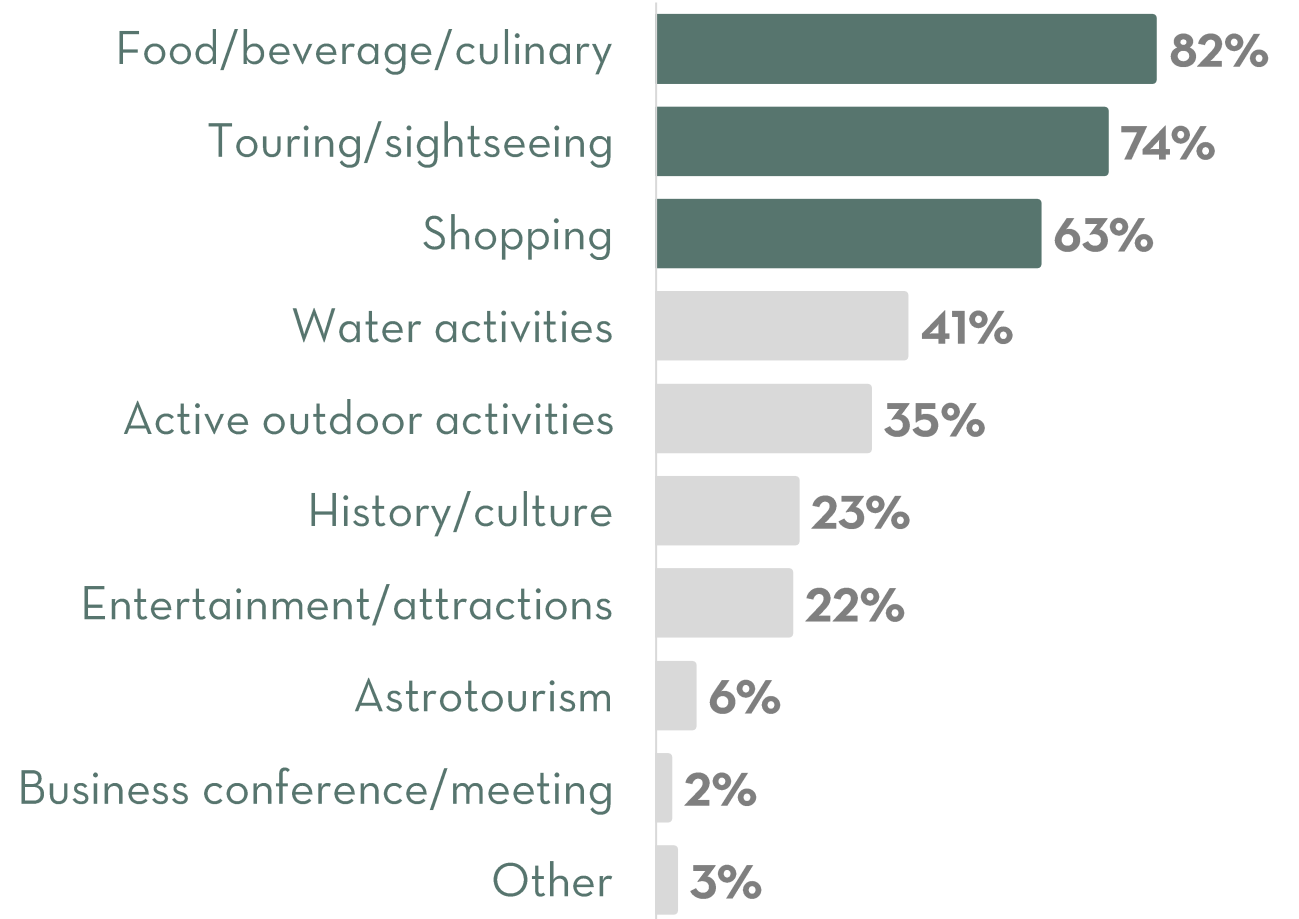
- » Visitors were more likely to rely on **navigation websites/apps** to plan activities in-market
- » Almost **half** of visitors visited a Visitor Information Center during their trip
- » **Nearly 1 in 8** visitors did not use any resources to plan activities while they were in Maine Beaches



*Multiple responses permitted.

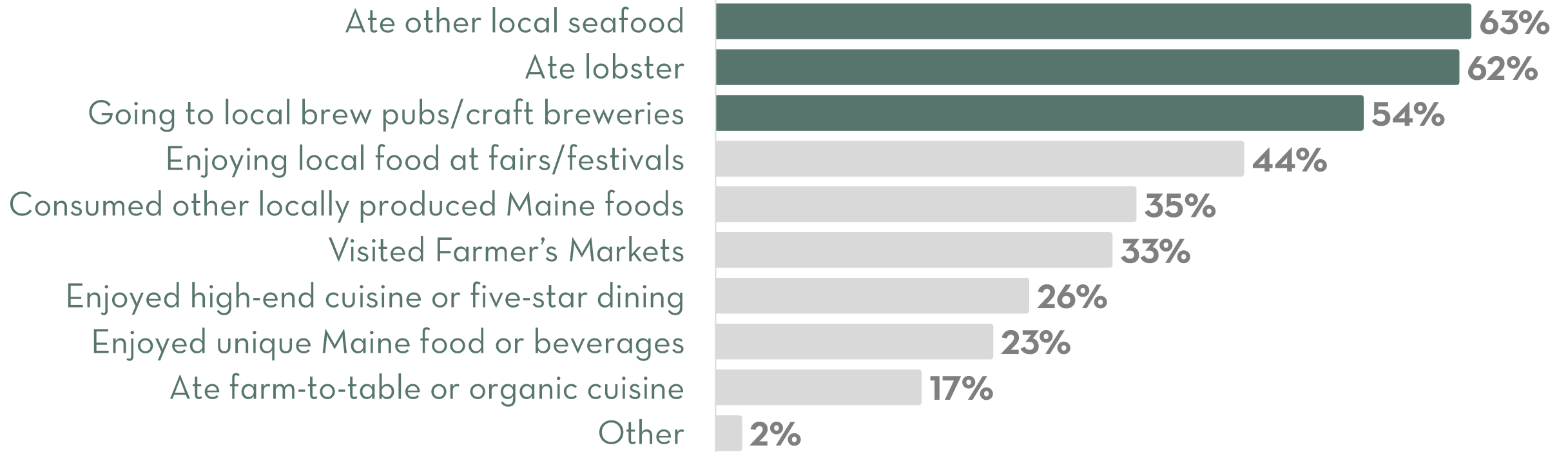
VISITOR ACTIVITIES*

- » **82%** of visitors engaged in food/beverage/culinary activities during their trip to Maine Beaches
- » About **3 in 4** visitors went touring/sightseeing during their trip to Maine Beaches
- » About **2 in 3** visitors went shopping during their trip to Maine Beaches



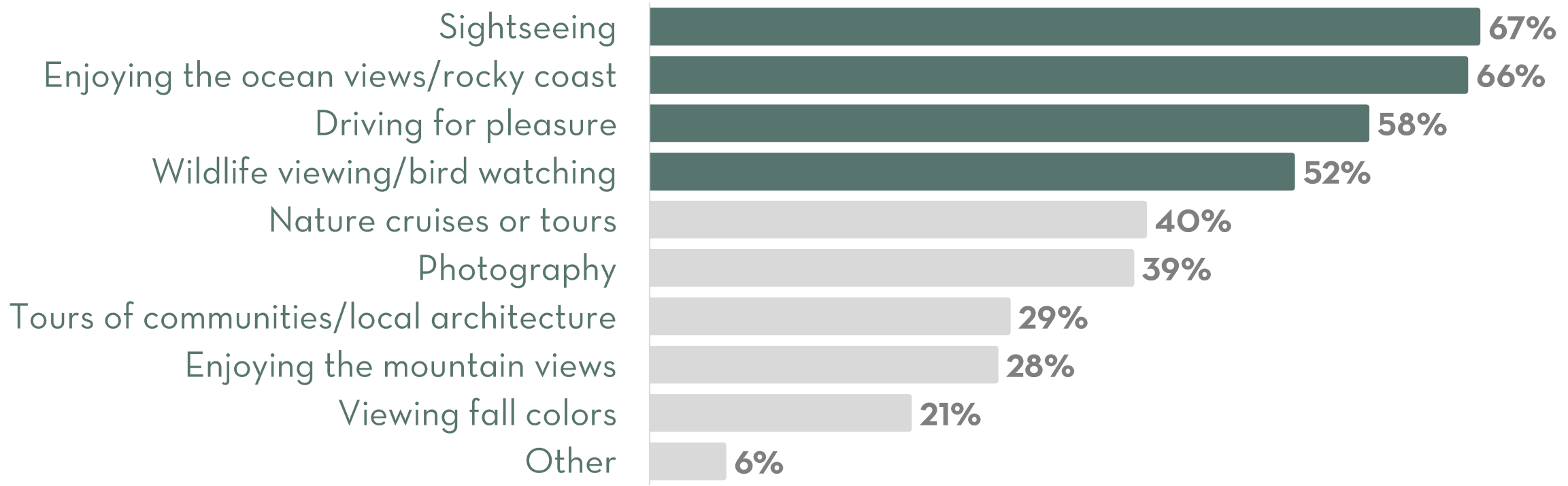
*Multiple responses permitted.

FOOD & BEVERAGE ACTIVITIES*



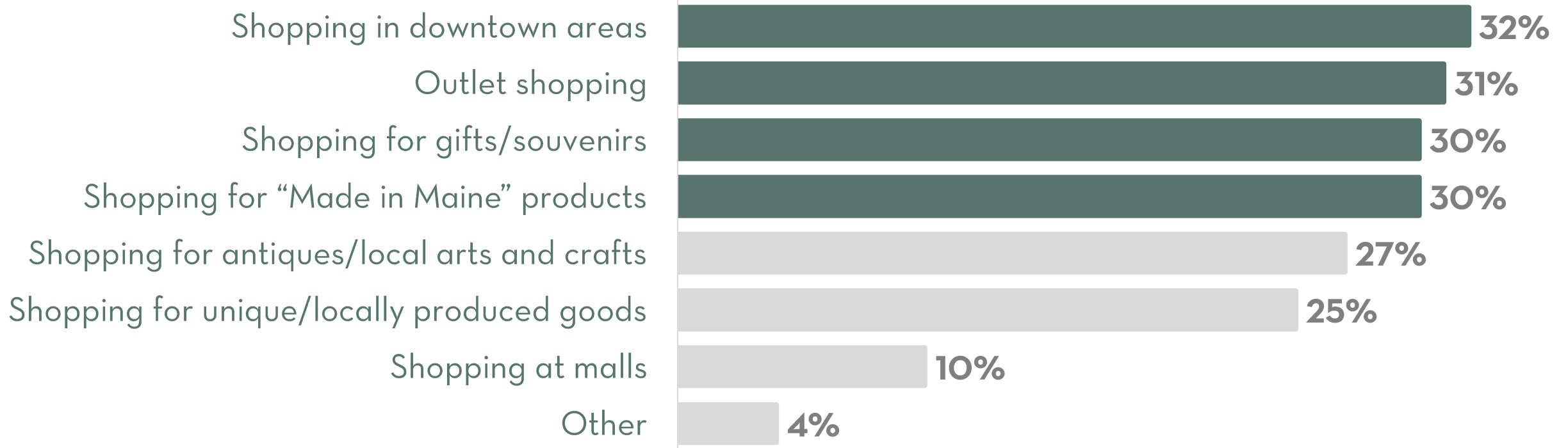
*Multiple responses permitted.

TOURING & SIGHTSEEING ACTIVITIES*

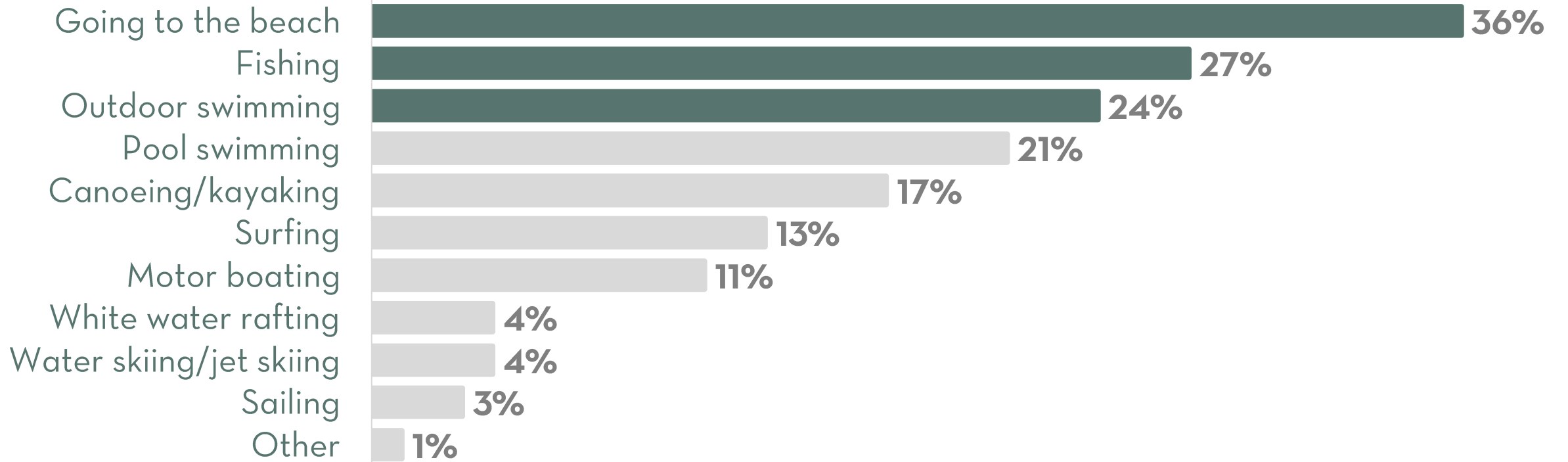


*Multiple responses permitted.

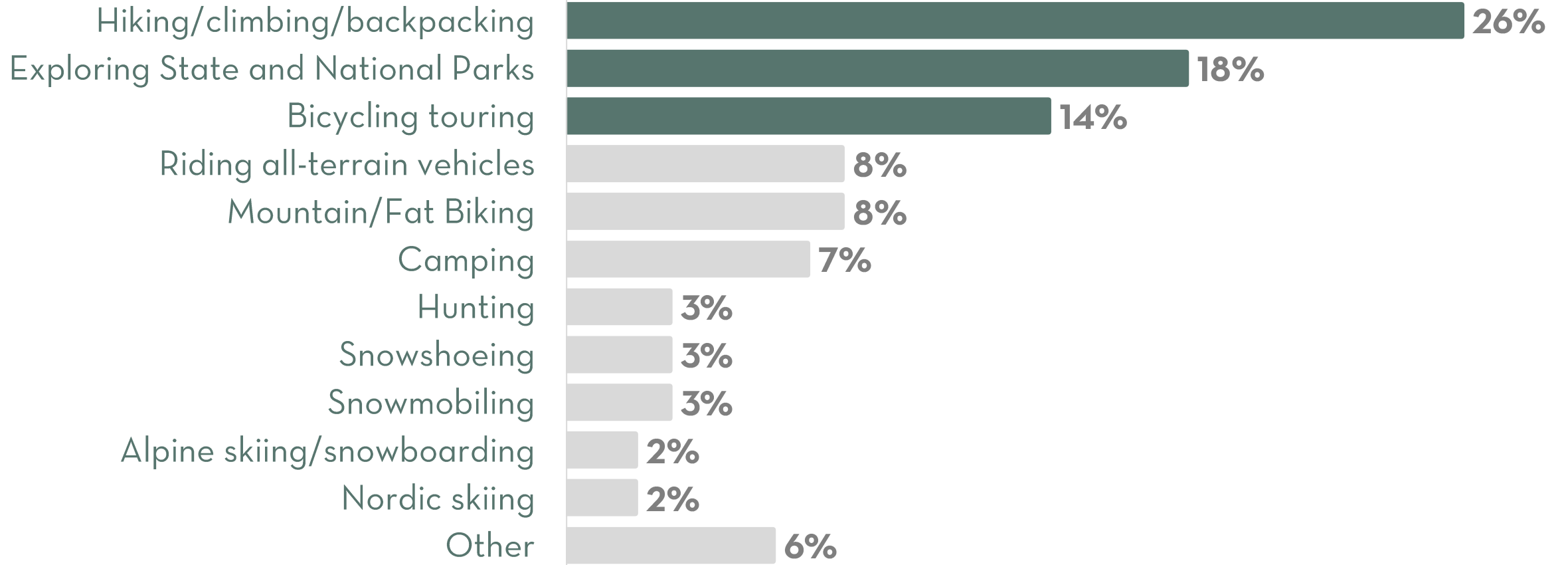
SHOPPING ACTIVITIES*



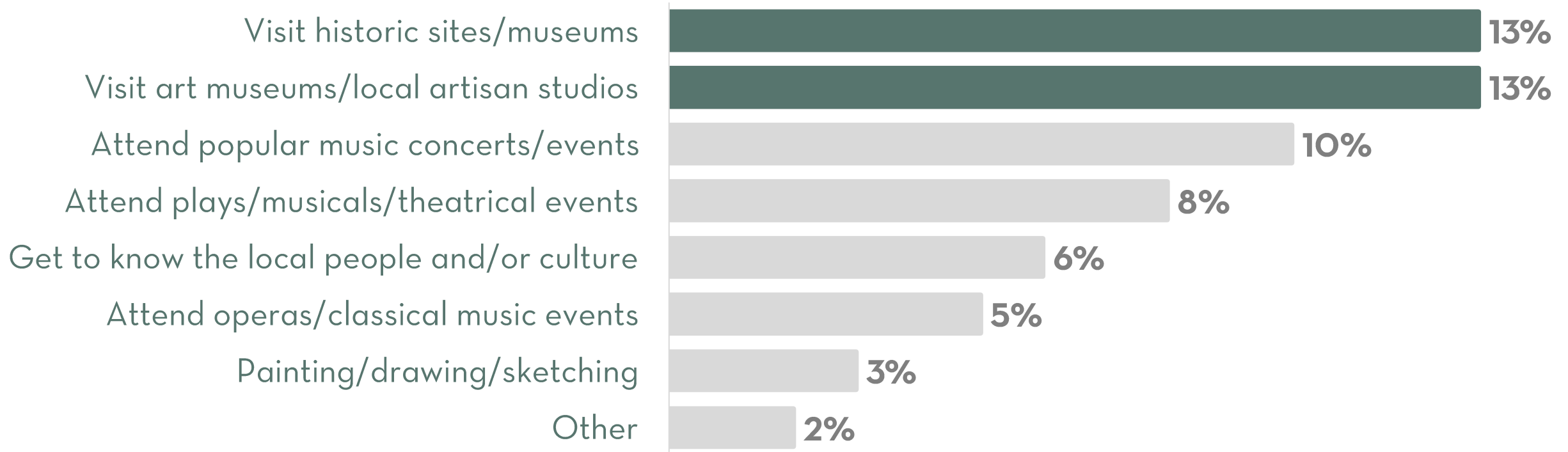
WATER ACTIVITIES*



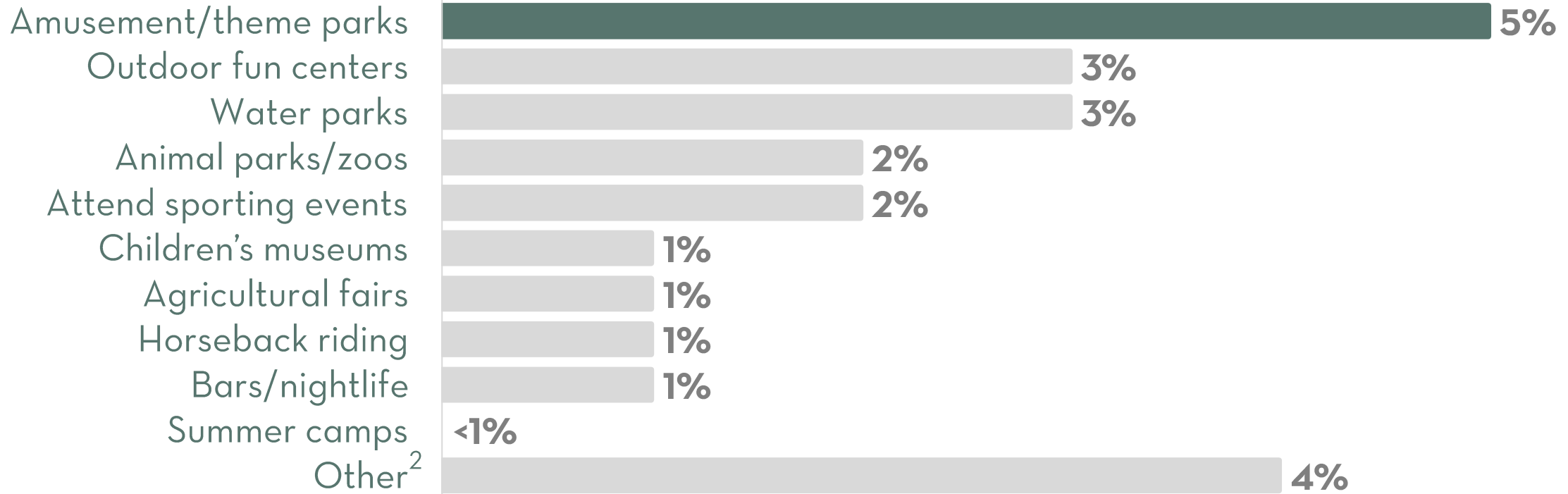
ACTIVE OUTDOOR ACTIVITIES*



HISTORICAL & CULTURAL ACTIVITIES*



ENTERTAINMENT ACTIVITIES¹



¹ Multiple responses permitted.

² "Other" responses include attending festivals and other non-sporting events.

DAILY TRAVEL PARTY SPENDING

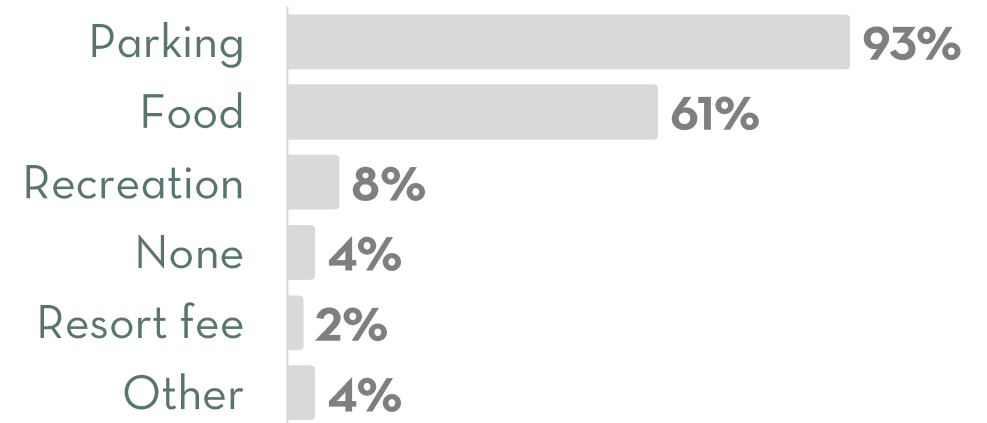
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$251	\$0	\$0
Restaurants	\$55	\$46	\$31
Groceries	\$33	\$51	\$12
Shopping	\$147	\$117	\$104
Activities & attractions	\$94	\$79	\$93
Transportation	\$93	\$77	\$38
Other	\$23	\$25	\$10
Daily Spending	\$696	\$395	\$288

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$1,085	\$0	\$0
Restaurants	\$235	\$283	\$31
Groceries	\$138	\$307	\$12
Shopping	\$643	\$734	\$104
Activities & attractions	\$411	\$490	\$93
Transportation	\$412	\$482	\$38
Other	\$101	\$159	\$10
Trip Spending	\$3,025	\$2,455	\$288

LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for over **9 in 10** visitors
- » Price for accommodations included parking for **93%** of visitors
- » Food was included in accommodations' pricing for over **3 in 5** visitors

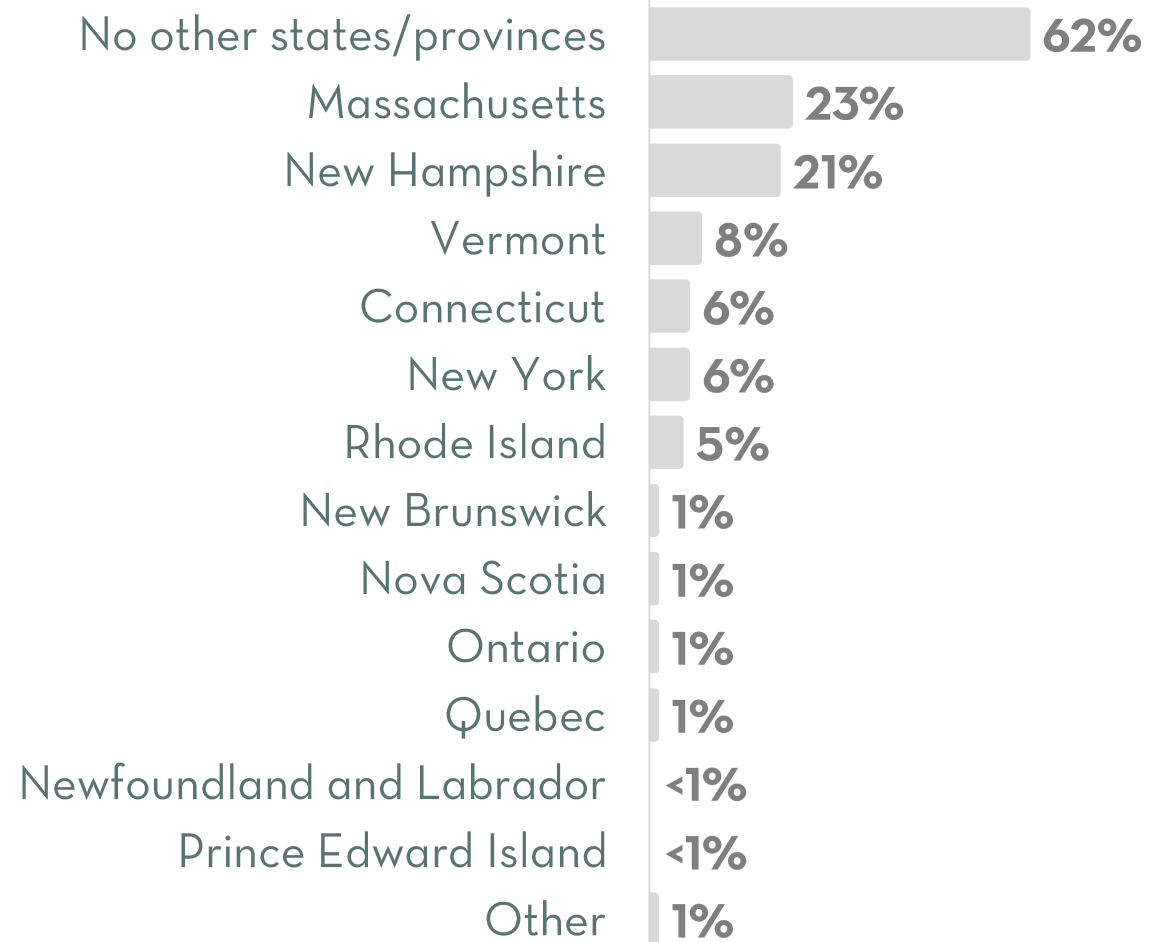


*Multiple responses permitted.

** Other includes access to Trolley/Shuttle, EV charging station, and tickets to the light show.

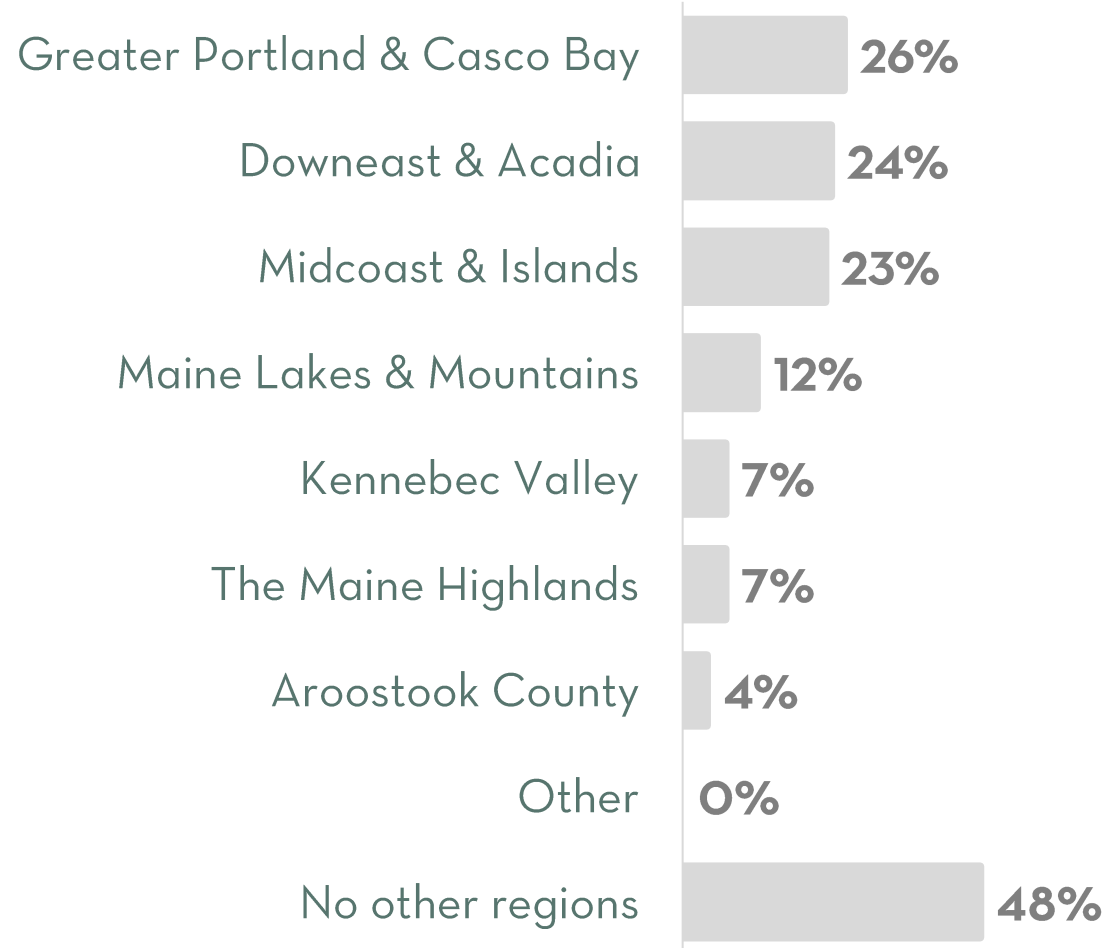
OTHER STATES & PROVINCES VISITED*

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



TRAVELING WITHIN MAINE*

- » Over **half** of visitors stayed within Maine Beaches during their trip in Maine, rather than traveling throughout the state
- » Roughly **1 in 4** visitors to Maine Beaches also traveled to either Greater Portland & Casco Bay, Downeast & Acadia, or the Midcoast & Islands during their trip in Maine



*Multiple responses permitted.

TRIP PLANNING CYCLE : POST-TRIP EVALUATION

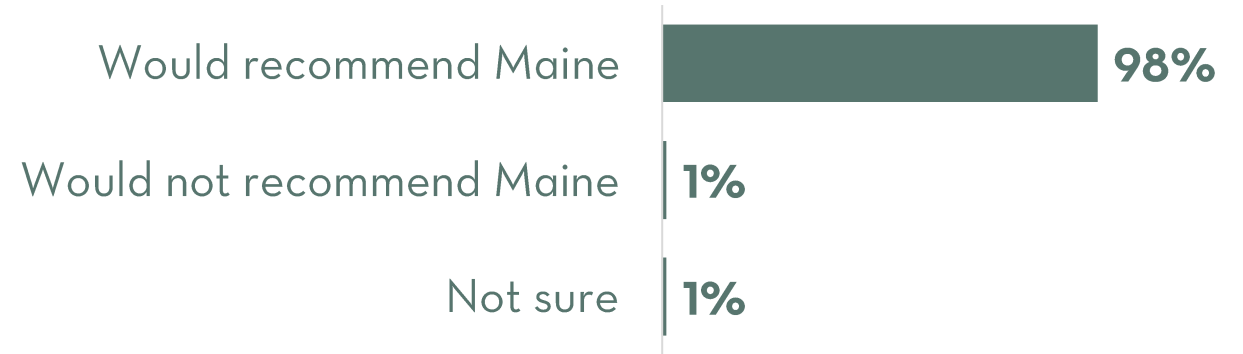


RECOMMENDING MAINE & ITS REGIONS

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

» **98%** of visitors would recommend that their friends and family visit Maine Beaches – **85%** would definitely recommend

Likelihood of Recommending Maine

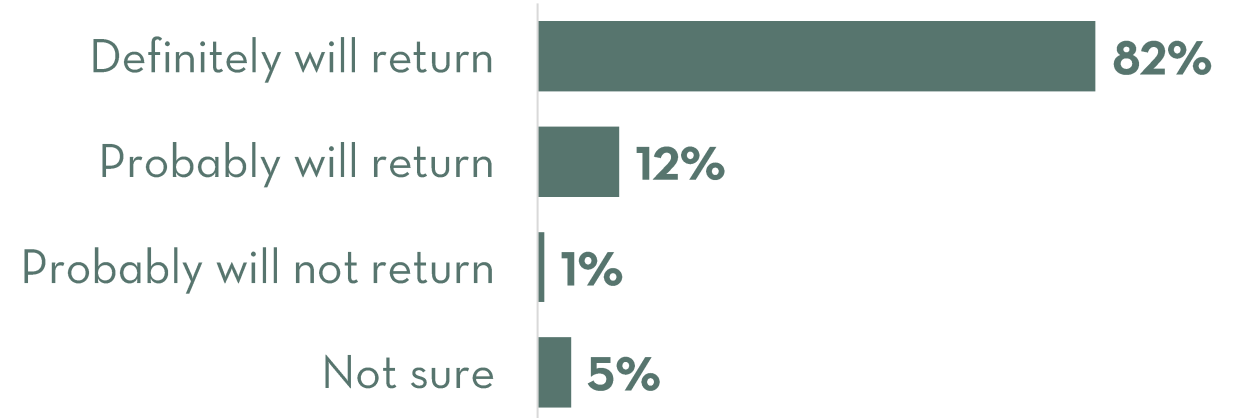


Likelihood of Recommending Region Visited



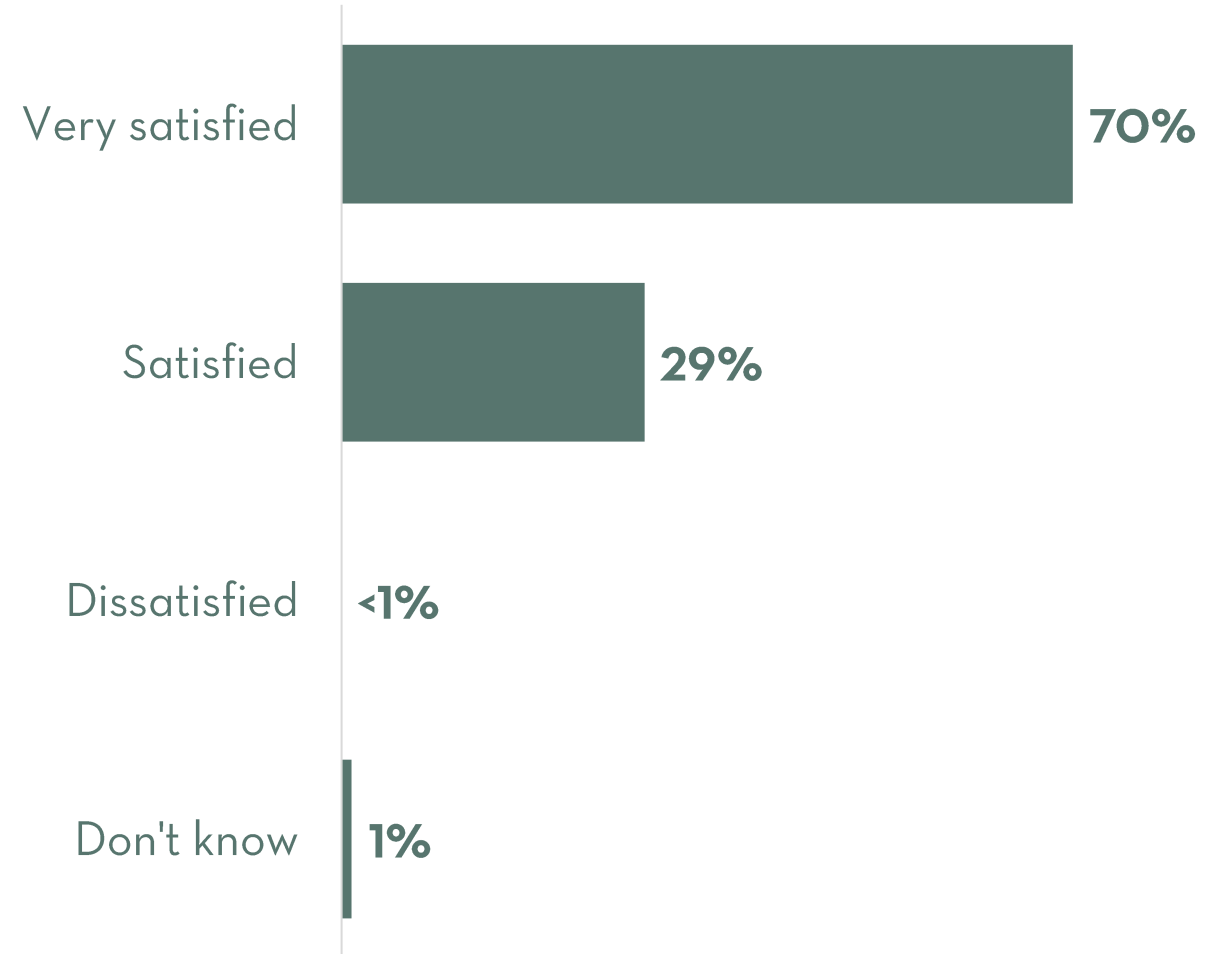
LIKELIHOOD OF RETURNING TO MAINE

- » **94%** of visitors to Maine Beaches will likely return to Maine for a future visit or vacation
 - » **82%** will definitely return to Maine for a future visit or vacation

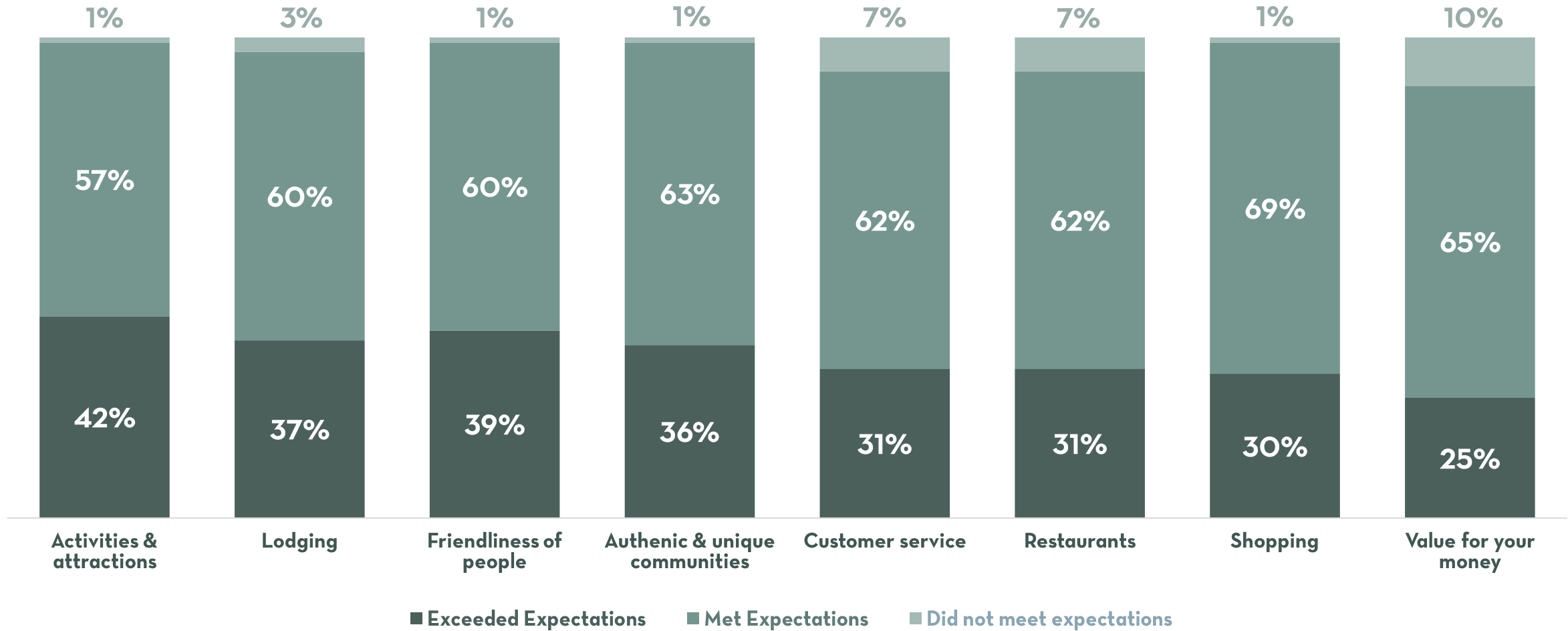


SATISFACTION

- » **99%** of visitors to Maine Beaches were satisfied with their trip to Maine
- » **7 in 10** visitors were very satisfied with their trip to Maine

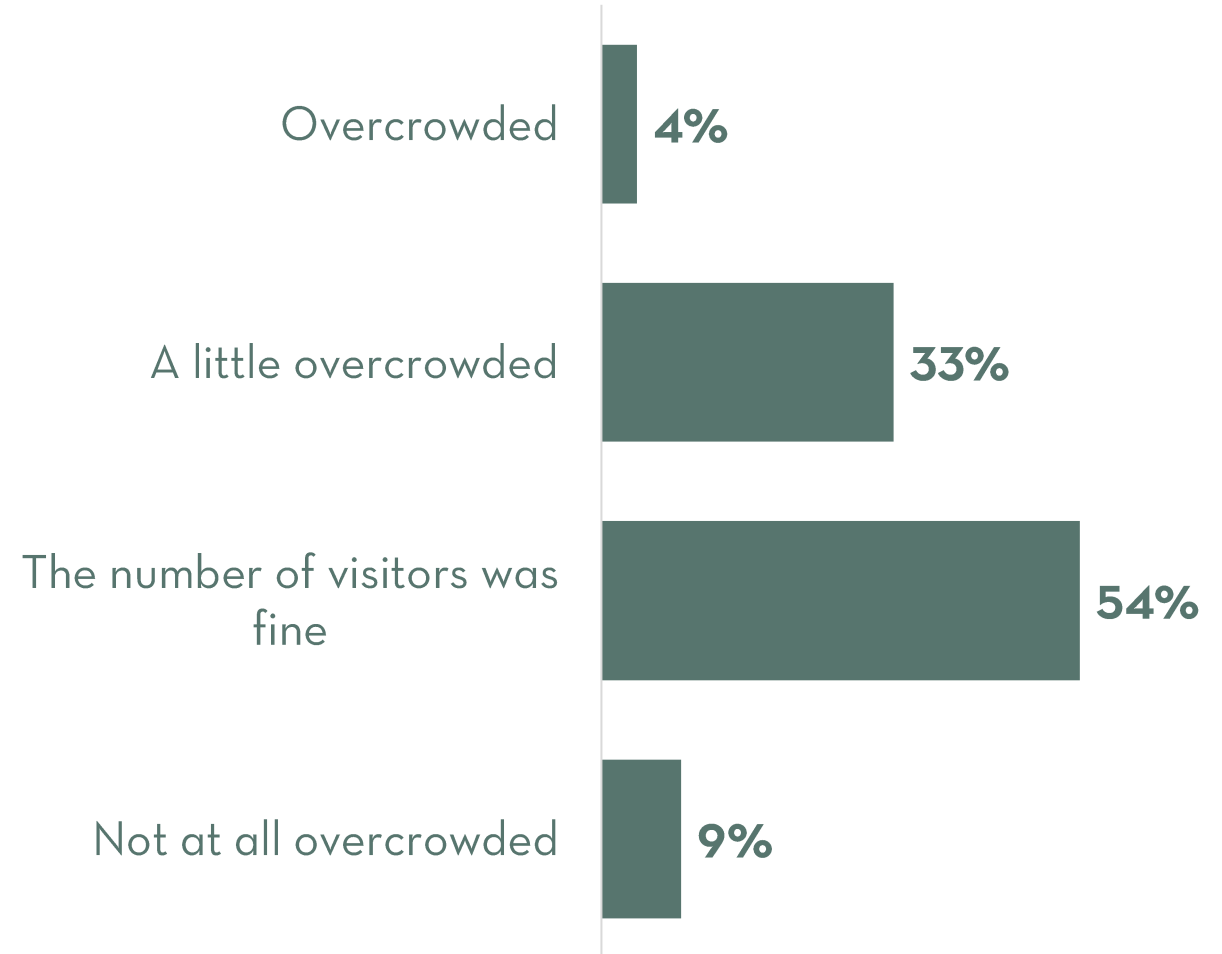


TRIP EXPECTATIONS



OVERCROWDING

- » **Over half** of visitors to Maine Beaches thought the number of visitors during their trip was fine
- » **1 in 3** visitors though it was a little overcrowded



ANNUAL COMPARISONS



TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

Trip Planning Cycle	2021	2022
A week or less	21%	18%
2 - 3 weeks	16%	14%
1 - 2 months	27%	31%
3 - 4 months	17%	19%
5 - 6 months	10%	10%
7 months - 1 year	4%	6%
More than 1 year	5%	2%
Days in Planning Cycle	44	47

Booking Window	2021	2022
A week or less	25%	21%
2 - 3 weeks	18%	15%
1 - 2 months	25%	31%
3 - 4 months	15%	17%
5 - 6 months	9%	8%
7 months - 1 year	4%	6%
More than 1 year	4%	2%
Days in Booking Window	38	44

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2021	2022
Online search engines	38%	38%
VisitMaine.com	15%	28%
TripAdvisor	19%	21%
Hotel websites	15%	21%
Online travel agency	18%	19%
TheMaineBeaches.com	4%	11%
MaineTourism.com	15%	11%
Airbnb	8%	9%
Traveler reviews/blogs/stories	8%	9%
DowneastAcadia.com	5%	8%
Facebook	9%	7%
VRBO/HomeAway	5%	6%
Instagram	8%	6%
Visit Maine social media	5%	5%
YouTube	6%	5%
MainesMidCoast.com	2%	4%
VisitPortland.com	3%	4%
MaineLakesandMountains.com	2%	4%
Vacation rental websites	4%	3%
Airline websites	4%	2%
DiscoverNewEngland.com	2%	2%
KennebecValley.org	1%	2%
Twitter	4%	2%
VisitBarHarbor.com	2%	2%
VisitAroostook.com	1%	1%
TheMaineHighlands.com	1%	1%
Other	6%	4%
None	30%	25%

*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2021	2022
Advice from friends/family	25%	30%
Travel guides/brochures	14%	24%
Called the Maine Office of Tourism	10%	17%
Articles or travelogues	7%	14%
AAA	7%	13%
Visit Maine e-newsletter	3%	12%
Visitor Guide	6%	9%
Travel books & magazines	10%	8%
Travel planning apps	6%	8%
Called local Chambers of Commerce	2%	3%
Called local convention and visitors bureaus	2%	2%
Called another Maine Tourism/Lodging Association	2%	2%
Travel agent	3%	2%
Other	3%	3%
None	50%	33%

REASON FOR VISITING*

Reasons for Visiting	2021	2022
Sightseeing/touring	40%	50%
Relax and unwind	50%	46%
Beach	24%	34%
Nature & bird watching	19%	21%
Visiting friends/relatives	18%	16%
Shopping	9%	11%
Water activities	5%	9%
Special occasion	8%	8%
Attractions	6%	7%
Active outdoor activities	7%	7%
Special event	3%	4%
Conference/meeting	2%	3%
Culture/museums/history	3%	3%
Sporting event	<1%	1%
Snow activities	1%	1%
Astrotourism	1%	1%
Other	2%	4%

*Multiple responses permitted.

OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	2021	2022
No other states/provinces	62%	62%
Massachusetts	21%	23%
New Hampshire	21%	21%
Vermont	6%	8%
Connecticut	6%	6%
New York	8%	6%
Rhode Island	4%	5%
New Brunswick	<1%	1%
Nova Scotia	1%	1%
Ontario	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	<1%	<1%
Prince Edward Island	<1%	<1%
Other	2%	1%

ADVERTISING/PROMOTIONS

Recalled Advertising	2021	2022
Yes	34%	37%
No	55%	56%
Not sure	11%	7%

Influenced by Advertising	2021	2022
Yes	N/A	44%

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2021	2022
Social media	30%	33%
Internet	34%	28%
Cable or satellite television	28%	23%
Radio	9%	17%
Magazine	16%	16%
VisitMaine.com	12%	9%
Newspaper	9%	9%
AAA	6%	9%
Maine travel/visitor guide	11%	7%
Traveler reviews/blogs	10%	7%
Online streaming service	9%	5%
Billboard	6%	4%
Brochure	6%	4%
Deal – based promotion	5%	3%
Music/podcast streaming	6%	3%
Other	7%	5%
Not sure	2%	1%

*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE



ORIGIN REGION

Region of Origin	2021	2022
Maine	8%	8%
New England	48%	47%
Mid-Atlantic	22%	20%
Southeast	9%	7%
Midwest	7%	6%
Southwest	3%	2%
West	3%	2%
Canada	<1%	7%
International	<1%	1%

ORIGIN STATE/PROVINCE

Origin States & Provinces	2021	2022
Maine	7%	8%
Massachusetts	18%	21%
New York	12%	10%
New Hampshire	14%	10%
Connecticut	7%	8%
New Jersey	4%	4%
Pennsylvania	3%	3%
Florida	4%	3%
Vermont	4%	4%
Quebec	<1%	5%
Maryland	2%	1%
Texas	2%	1%
Virginia	2%	2%
Ohio	2%	2%

ORIGIN MARKET

Origin Markets	2021	2022
Boston	10%	12%
New York City ¹	10%	7%
Washington DC – Baltimore ²	3%	3%
Montreal, CA	<1%	2%
Philadelphia	1%	2%
Augusta	4%	3%
Rochester – Portsmouth, NH	3%	2%
Bangor	<1%	1%
Albany	3%	2%

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

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

TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2021	2022
Traveled alone	12%	10%
As a couple	49%	50%
As a family	28%	29%
With business associates	<1%	1%
In a tour group	1%	1%
With other couples/friends	9%	9%
Other	1%	<1%
Average Travel Party Size	2.7	2.6

TRAVEL WITH CHILDREN*

Children in Travel Party	2021	2022
No children	81%	81%
Children younger than 6	6%	4%
Children 6 – 12	10%	12%
Children 13 – 17	7%	7%

Gender	2021	2022
Male	45%	48%
Female	55%	52%

DEMOGRAPHIC PROFILE

Age	2021	2022
Under 25	4%	3%
25 – 34	16%	14%
35 – 44	19%	23%
45 – 54	19%	24%
55 – 65	19%	23%
Over 65	23%	13%
Median Age	51	49

Race/Ethnicity	2021	2022
White	90%	90%
Asian	5%	4%
Hispanic	2%	3%
Black	2%	2%
Indigenous	<1%	<1%
Other	1%	1%

LIFESTYLE PROFILE

Marital Status	2021	2022
Single/widowed	21%	19%
Married/living with partner	79%	81%

Employment Status	2021	2022
Employed full-time	55%	64%
Employed part-time	8%	7%
Contract/freelance/temporary employee	4%	3%
Retired	25%	20%
Not currently employed	4%	4%
Student	4%	2%

LIFESTYLE PROFILE

Household Income	2021	2022
Less than \$25,000	5%	3%
\$25,000 - \$49,999	10%	7%
\$50,000 - \$74,999	20%	17%
\$75,000 - \$99,999	27%	27%
\$100,000 - \$149,999	22%	34%
\$150,000 - \$199,999	10%	8%
\$200,000 - \$249,999	3%	2%
\$250,000 or more	3%	2%
Median Household Income	\$88,900	\$96,300

LIFESTYLE PROFILE

Educational Attainment	2021	2022
High school or less	8%	6%
Some college or technical school	15%	13%
College or technical school graduate	49%	56%
Graduate school	28%	25%

NEW & RETURNING VISITORS

Previous Trips to Maine Beaches	2021	2022
This is my first time	22%	19%
2 - 5 times	22%	24%
6 - 10 times	14%	15%
11+ times	42%	42%

TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

Means of Transportation	2021	2022
Drove to Maine Beaches	82%	85%
Flew into Portland Intl Jetport	6%	2%
Flew into Boston Logan Intl	7%	8%
Flew into Bangor Intl Airport	1%	1%
Took a motor coach tour or bus	2%	2%
Traveled by train	<1%	<1%
Other	1%	2%

LENGTH OF STAY

Nights Stayed	2021	2022
Not staying overnight	31%	26%
1 night	5%	5%
2 nights	13%	13%
3 nights	13%	17%
4 nights	12%	14%
5+ nights	26%	25%
Average Length of Stay	3.3	4.0

ACCOMMODATIONS

Accommodations	2021	2022
Not spending the night	31%	26%
Hotel/motel/resort	38%	29%
Friends/family home	7%	20%
Vacation rental home	6%	6%
Bed & Breakfast/Inn	5%	3%
Campground/RV Park	5%	4%
Personal second home	4%	9%
Wilderness camping	1%	1%
Sporting camp/wilderness lodge	<1%	1%
Outdoor Outfitter	<1%	<1%
Other	2%	1%

BOOKING

Booking Methods	2021	2022
Directly with the hotel/condo	48%	36%
Online travel agency	27%	34%
Airbnb	8%	9%
Short term rental service	5%	7%
Vacation rental company	3%	2%
Offline travel agent	1%	1%
Group tour operator	1%	2%
Travel package provider	1%	1%
Other	6%	8%

IN-MARKET RESOURCES*

In-Market Resources	2021	2022
Navigation website/apps	44%	55%
Restaurant website/app	16%	19%
Visitor Information Centers	40%	48%
Materials from hotel/campground	14%	28%
Trip planning app	13%	36%
Personal social media	11%	14%
VisitMaine.com	14%	34%
Hotel/resort website/app	25%	29%
Destination social media	10%	23%
Booking website/app	6%	6%
Chambers of Commerce	3%	4%
Airline website/app	3%	1%
Other	4%	5%
None	22%	12%

ACTIVITIES*

Activities	2021	2022
Food/beverage/culinary	74%	82%
Touring/sightseeing	65%	74%
Shopping	49%	63%
Active outdoor activities	32%	35%
Entertainment/attractions	12%	22%
Water activities	28%	41%
History/culture	21%	23%
Astrotourism	3%	6%
Business conference/meeting	2%	2%
Other	3%	3%

FOOD & BEVERAGE ACTIVITIES*

Food & Beverage Activities	2021	2022
Ate other local seafood	50%	63%
Ate lobster	46%	62%
Going to local brew pubs/craft breweries	30%	54%
Enjoying local food at fairs/festivals	17%	44%
Consumed other locally produced Maine foods	24%	35%
Visited Farmer's Markets	12%	33%
Enjoyed high-end cuisine or five-star dining	15%	26%
Enjoyed unique Maine food or beverages	22%	23%
Ate farm-to-table or organic cuisine	11%	17%
Other	4%	2%

TOURING & SIGHTSEEING ACTIVITIES*

Touring & Sightseeing Activities	2021	2022
Sightseeing	55%	67%
Enjoying the ocean views/rocky coast	57%	66%
Driving for pleasure	46%	58%
Viewing fall colors	21%	21%
Enjoying the mountain views	23%	28%
Wildlife viewing/bird watching	38%	52%
Photography	31%	39%
Nature cruises or tours	30%	40%
Tours of communities/local architecture	21%	29%
Other	3%	6%

SHOPPING ACTIVITIES*

Shopping Activities	2021	2022
Shopping in downtown areas	13%	32%
Outlet shopping	29%	31%
Shopping for gifts/souvenirs	21%	30%
Shopping for "Made in Maine" products	10%	30%
Shopping for antiques/local arts and crafts	7%	27%
Shopping for unique/locally produced goods	16%	25%
Shopping at malls	10%	10%
Other	2%	4%

ACTIVE OUTDOOR ACTIVITIES*

Active Outdoor Activities	2021	2022
Hiking/climbing/backpacking	24%	26%
Exploring State and National Parks	17%	18%
Riding all-terrain vehicles	3%	14%
Hunting	2%	8%
Camping	6%	7%
Bicycling touring	9%	14%
Mountain/Fat Biking	4%	8%
Alpine skiing/snowboarding	1%	2%
Snowshoeing	1%	3%
Snowmobiling	1%	3%
Nordic skiing	<1%	2%
Other	4%	6%

ENTERTAINMENT ACTIVITIES*

Entertainment Activities	2021	2022
Amusement/theme parks	4%	5%
Outdoor fun centers	4%	3%
Water parks	3%	3%
Animal parks/zoos	3%	2%
Attend sporting events	1%	2%
Children's museums	2%	1%
Agricultural fairs	1%	1%
Horseback riding	1%	1%
Bars/nightlife	3%	1%
Summer camps	1%	<1%
Other	4%	4%

*Multiple responses permitted.

WATER ACTIVITIES*

Water Activities	2021	2022
Going to the beach	21%	36%
Fishing	10%	27%
Outdoor swimming	14%	24%
Pool swimming	6%	21%
Canoeing/kayaking	6%	17%
Surfing	2%	13%
Motor boating	5%	11%
White water rafting	1%	4%
Water skiing/jet skiing	2%	4%
Sailing	4%	3%
Other	1%	1%

HISTORY/CULTURE ACTIVITIES*

History/Culture Activities	2021	2022
Visit historic sites/museums	16%	13%
Visit art museums/local artisan studios	8%	13%
Attend popular music concerts/events	2%	10%
Attend plays/musicals/theatrical events	3%	8%
Get to know the local people and/or culture	12%	6%
Attend operas/classical music events	3%	5%
Painting/drawing/sketching	3%	3%
Other	1%	2%

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2021	2022
Massachusetts	18%	21%
New Hampshire	14%	10%
New York	12%	10%
Maine	7%	8%
Connecticut	7%	7%
Quebec	<1%	5%
New Jersey	4%	4%
Vermont	4%	4%
Florida	4%	3%
Pennsylvania	3%	3%
Ohio	2%	2%
Rhode Island	1%	2%
Virginia	2%	2%

TRAVELING IN MAINE*

Maine Beaches Regions Visited	2021	2022
Greater Portland & Casco Bay	34%	26%
Downeast & Acadia	26%	24%
Midcoast & Islands	24%	23%
Maine Lakes & Mountains	11%	12%
Kennebec Valley	9%	7%
The Maine Highlands	8%	7%
Aroostook County	5%	4%
No Other Regions	41%	48%

TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine Beaches	2021	2022
Would recommend Maine Beaches	98%	98%
Would not recommend Maine Beaches	1%	1%
Not sure	1%	1%

Recommending Regions	2021	2022
Definitely recommend region	84%	85%
Probably would recommend region	13%	13%
Would not recommend region	<1%	<1%
Not sure	3%	2%

SATISFACTION

Satisfaction	2021	2022
Very satisfied	N/A	70%
Satisfied	N/A	29%
Dissatisfied	N/A	<1%
Don't know	N/A	1%

RETURNING TO MAINE

Returning to Maine	2021	2022
Definitely will return	79%	82%
Probably will return	16%	12%
Probably will not return	1%	1%
Not sure	4%	5%

TRIP EXPECTATIONS

Exceeded Expectations	2021	2022
Activities & attractions	45%	42%
Lodging	39%	37%
Friendliness of people	48%	39%
Authentic & unique communities	43%	36%
Customer service	39%	31%
Restaurants	40%	31%
Shopping	36%	30%
Value for your money	32%	25%

OVERCROWDING

Overcrowding	2021	2022
Overcrowded	N/A	4%
A little overcrowded	N/A	33%
The number of visitors was fine	N/A	54%
Not at all overcrowded	N/A	9%
Other	N/A	<1%

STUDY METHODS



METHODOLOGY



Visitor Tracking

991 interviews were completed with visitors to Maine Beaches online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1st, 2021, and November 30th, 2022.

Economic Impact

Total economic impact of tourism on Maine Beaches is a function of direct spending by visitors to Maine Beaches, 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 Beaches. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. Maine Beaches' multiplier is 1.51.

MAINE BEACHES

2022 Economic Impact & Visitor Tracking Report

DECEMBER 2021 – NOVEMBER 2022

Downs & St. Germain Research
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