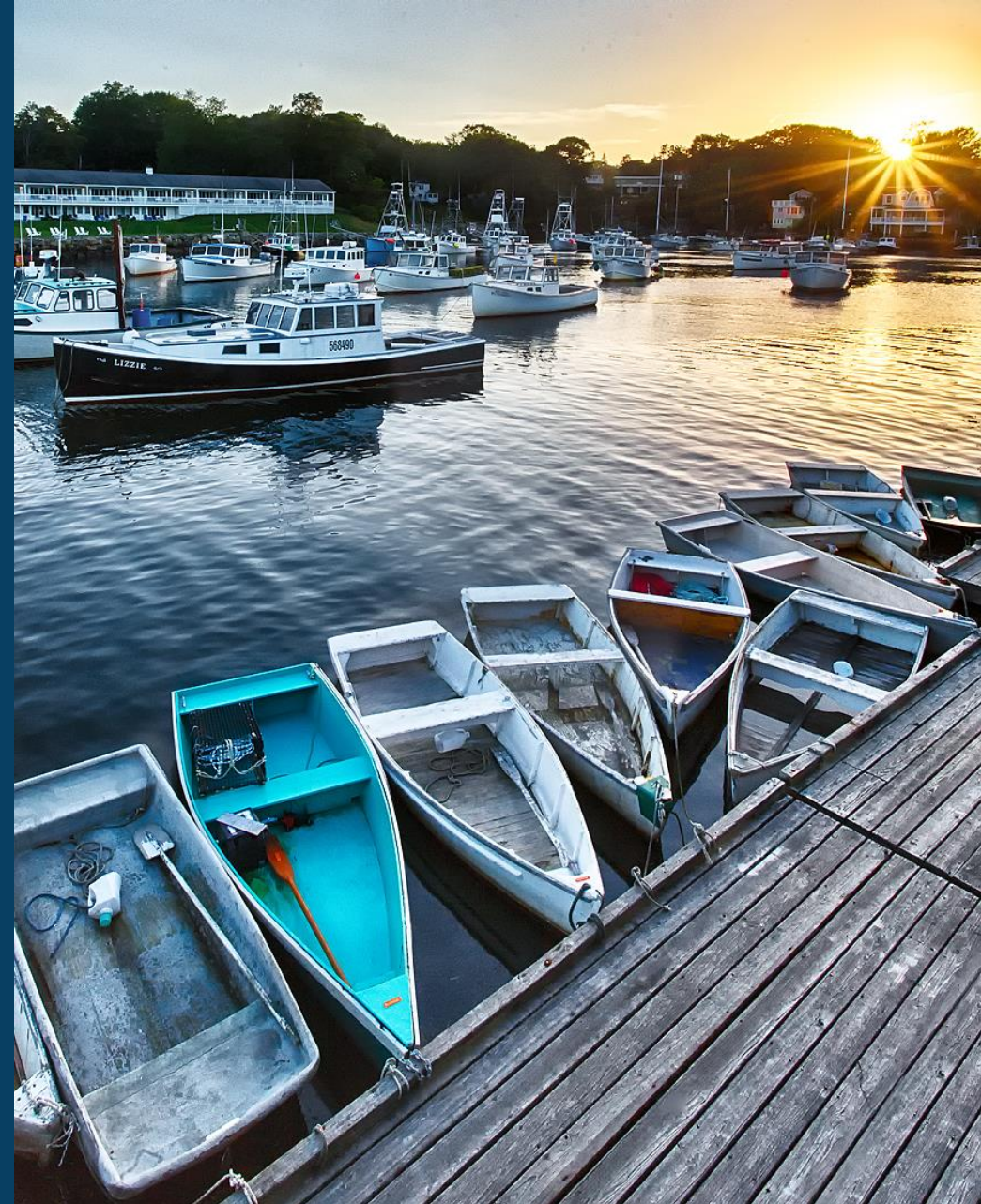


# MAINE BEACHES

2024 Winter Visitor Tracking Report

December 2023 – April 2024

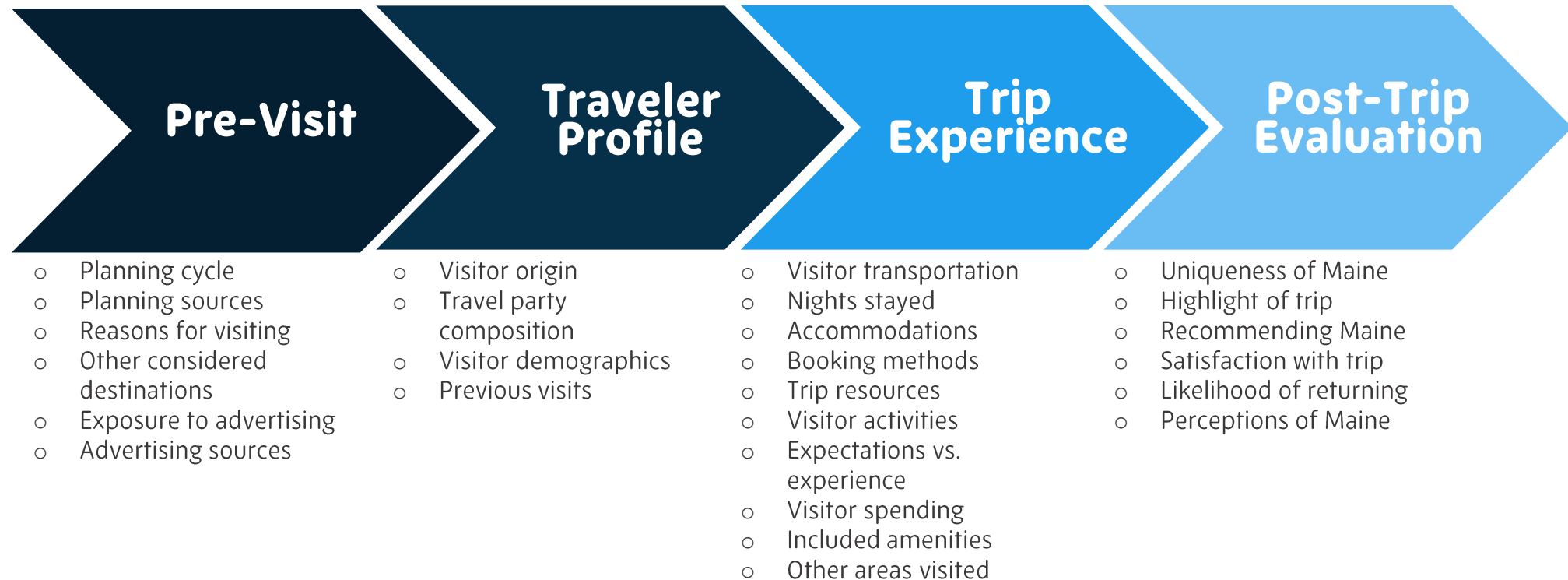


# STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2023 to April 2024.

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.



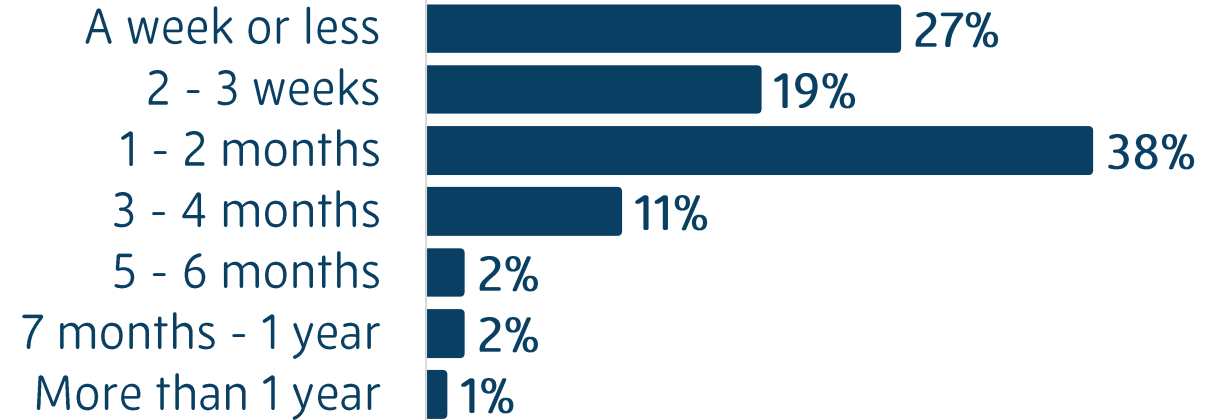
# VISITOR JOURNEY: PRE-VISIT



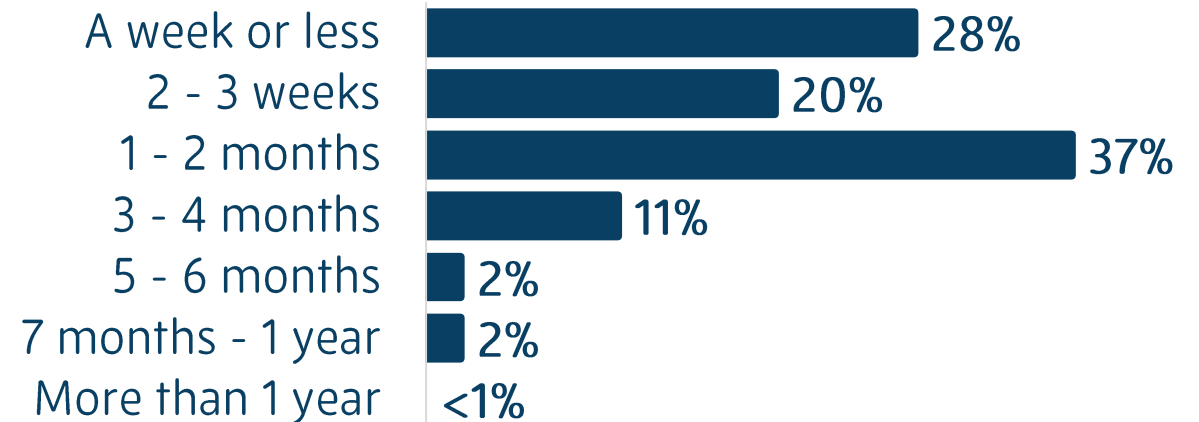
# TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **33 days** in advance
- » Over **half** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **32 days** in advance
- » **85%** of visitors have a booking window of less than 3 months

## Beginning of Trip Planning Cycle

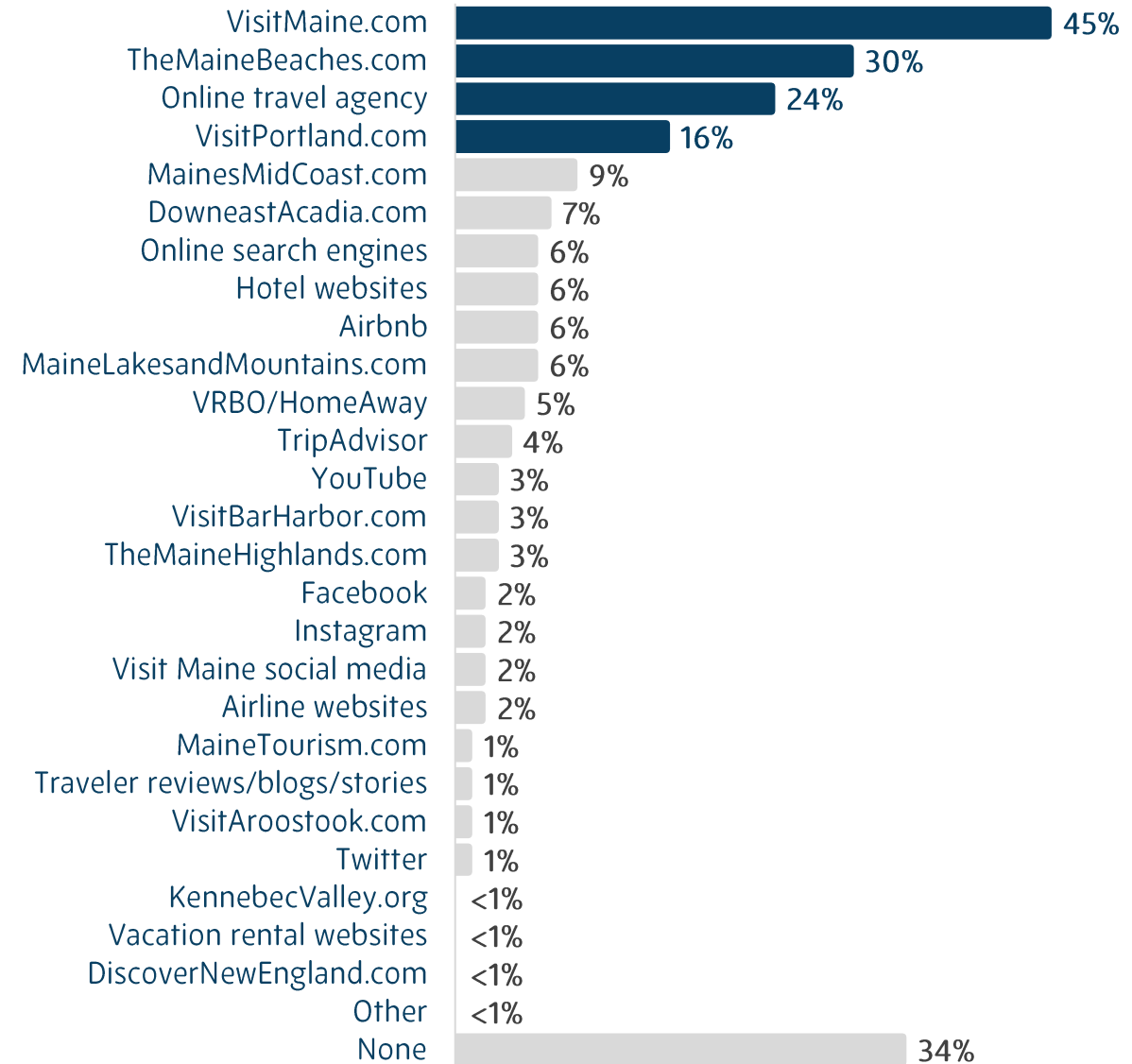


## Booked Accommodations/Made Trip Decisions



# ONLINE TRIP PLANNING SOURCES\*

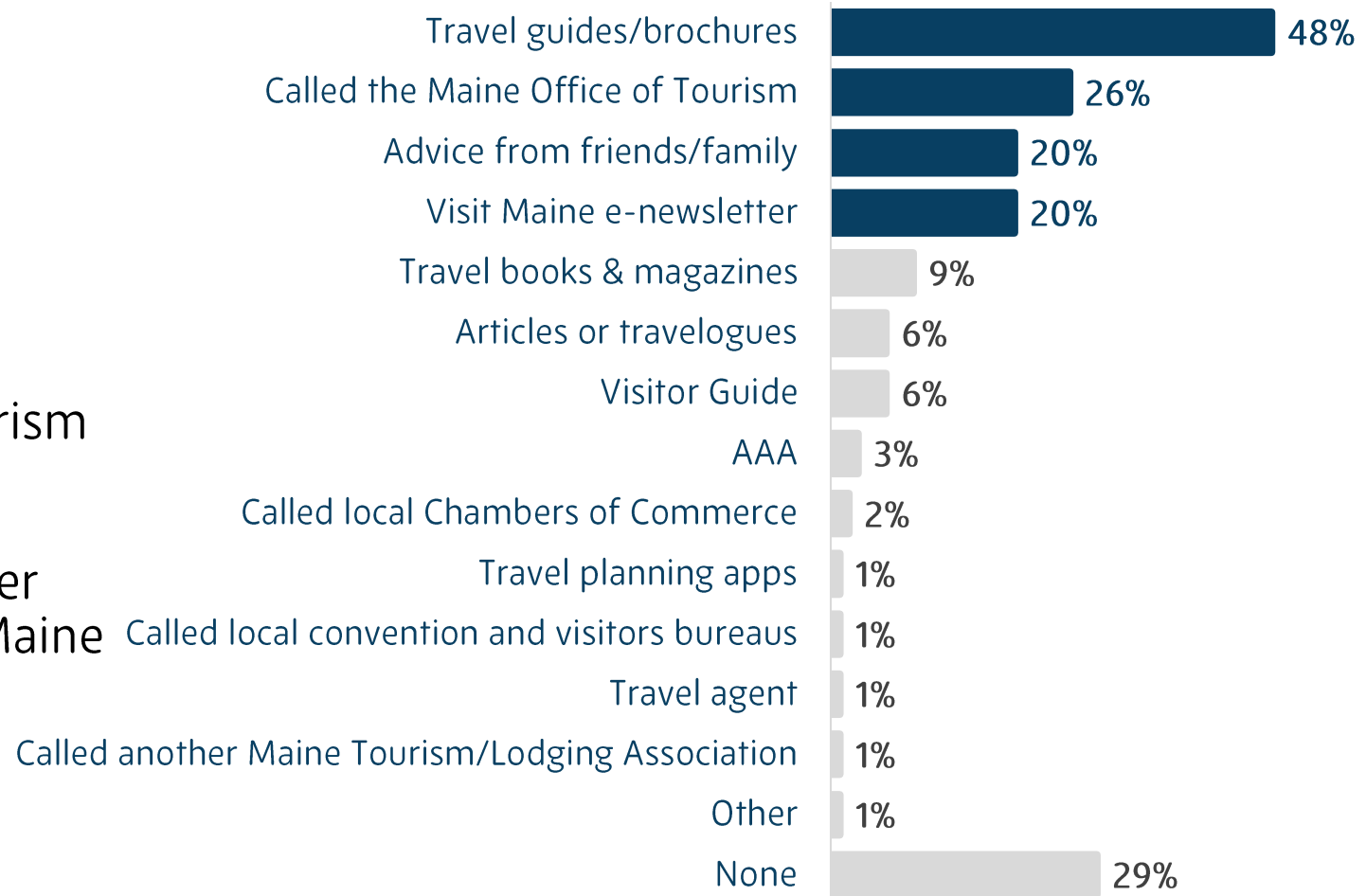
- » **2 in 3** visitors used one or more online resources to help them plan their trip in Maine
- » Nearly **half** of visitors used VisitMaine.com to help them plan their trip in Maine
- » **3 in 10** used TheMaineBeaches.com



\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

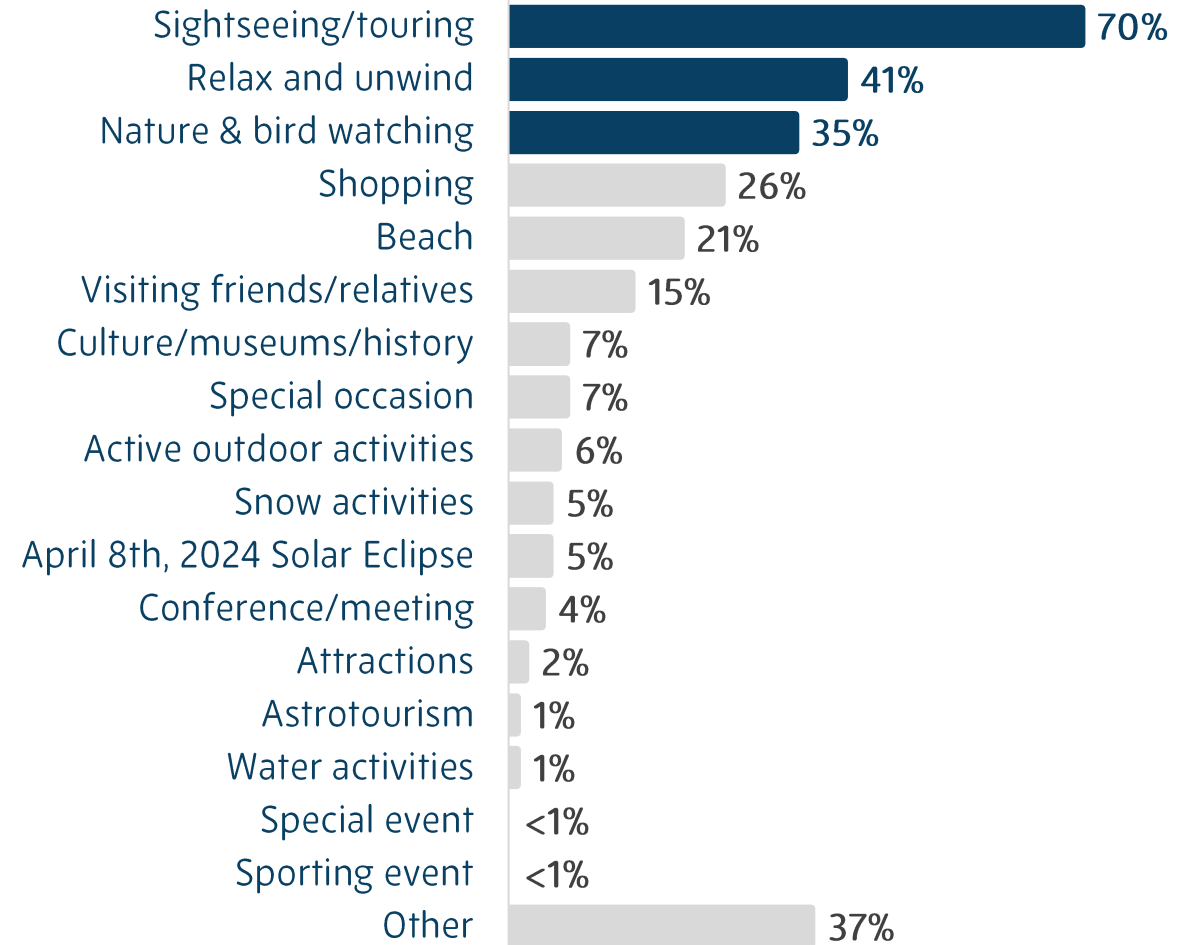
- » Nearly **half** of visitors used travel guides/brochures to help plan their trip in Maine
- » Over **1 in 4** called the Maine Office of Tourism
- » Nearly **3 in 10** visitors did not use any other resources to help them plan their trip in Maine



\*Multiple responses permitted.

# REASONS FOR VISITING\*

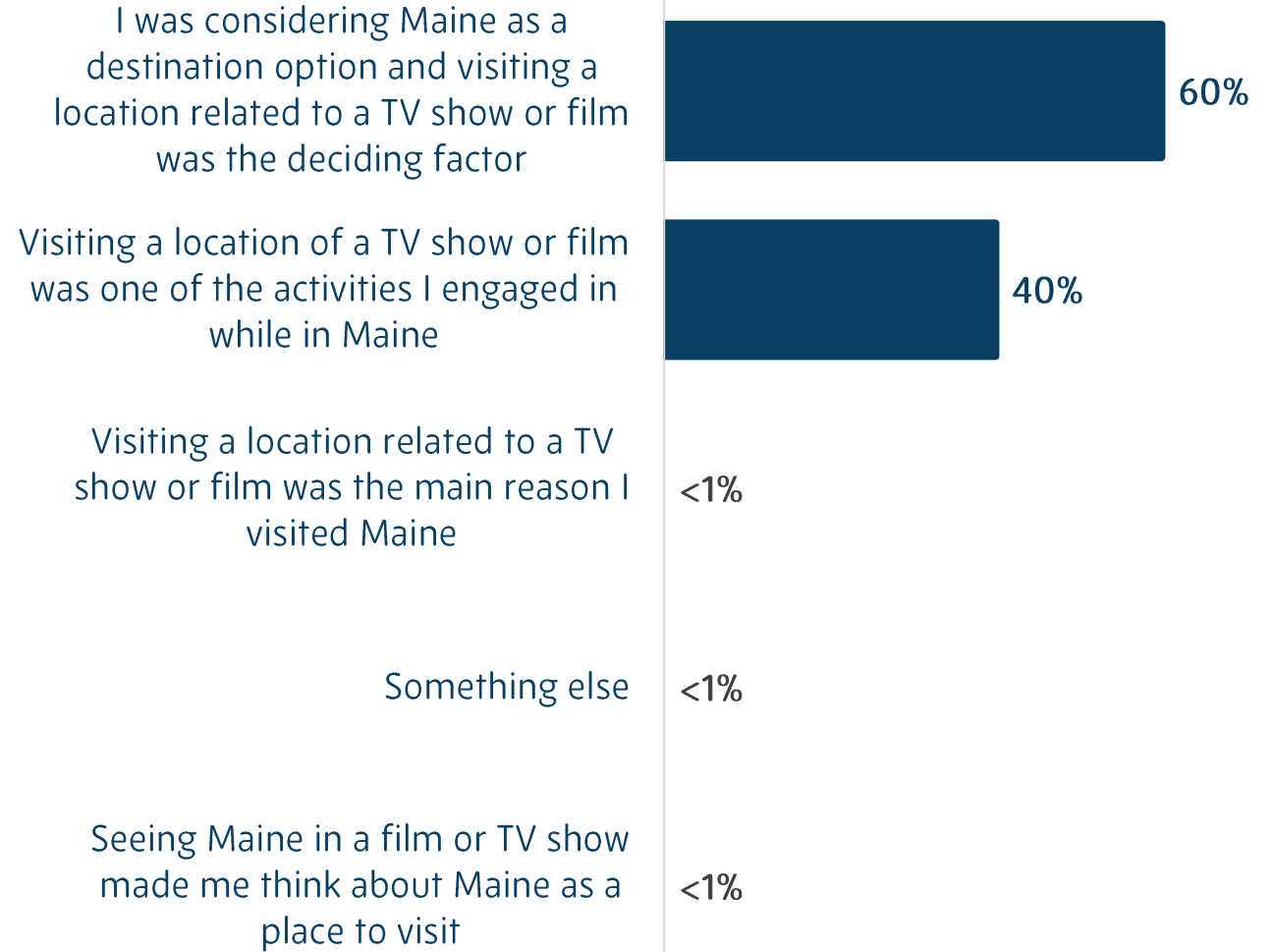
- » **7 in 10** visitors came to the area for sightseeing/touring
- » Over **2 in 5** visitors came to the area to relax and unwind



# TV SHOWS & FILM\*

- » **1%** of visitors said a TV show or film inspired their trip to Maine
- » **60%** of visitors who were inspired by a TV show or film said visiting a location related to the show was the deciding factor in them visiting Maine
- » **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: 1% of visitors who were inspired by a TV show or film

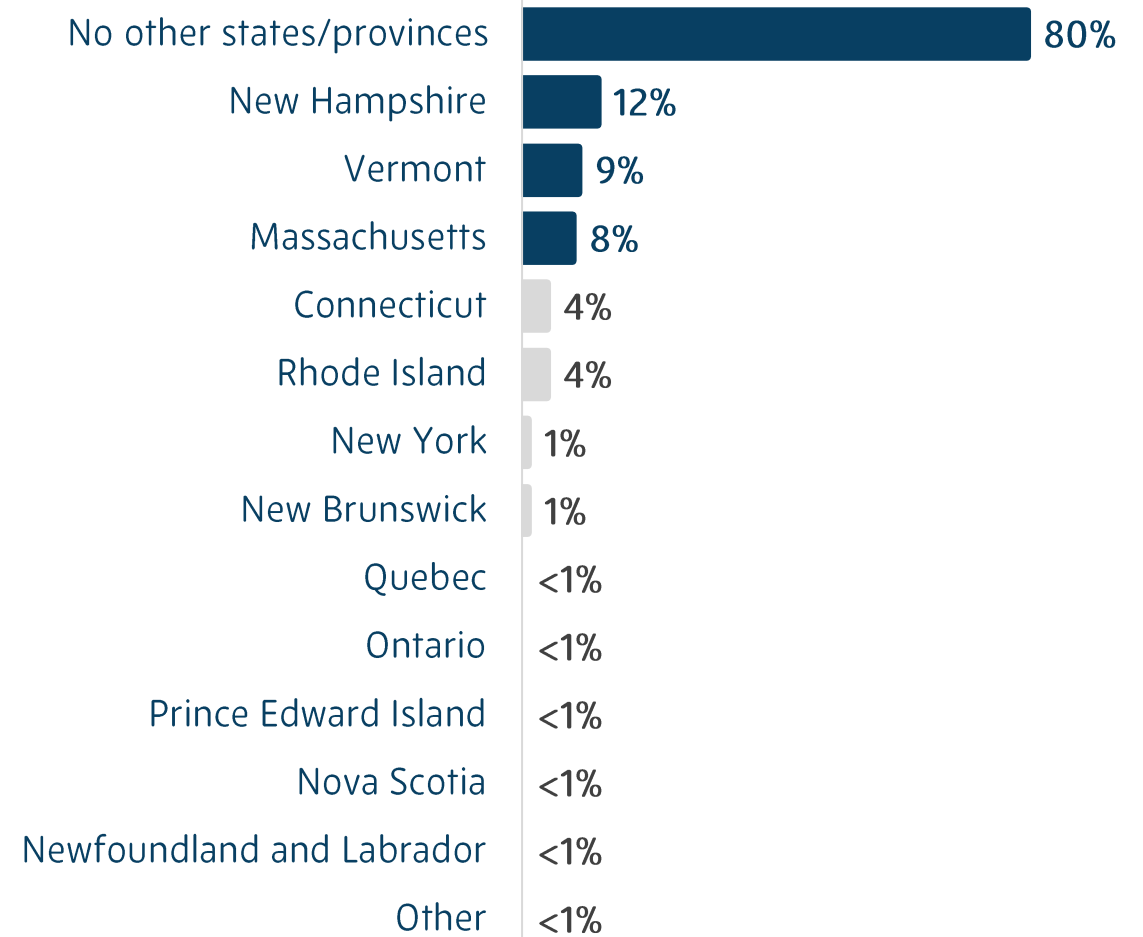


\*Questions were not asked until January 2023.



# OTHER STATES & PROVINCES CONSIDERED\*

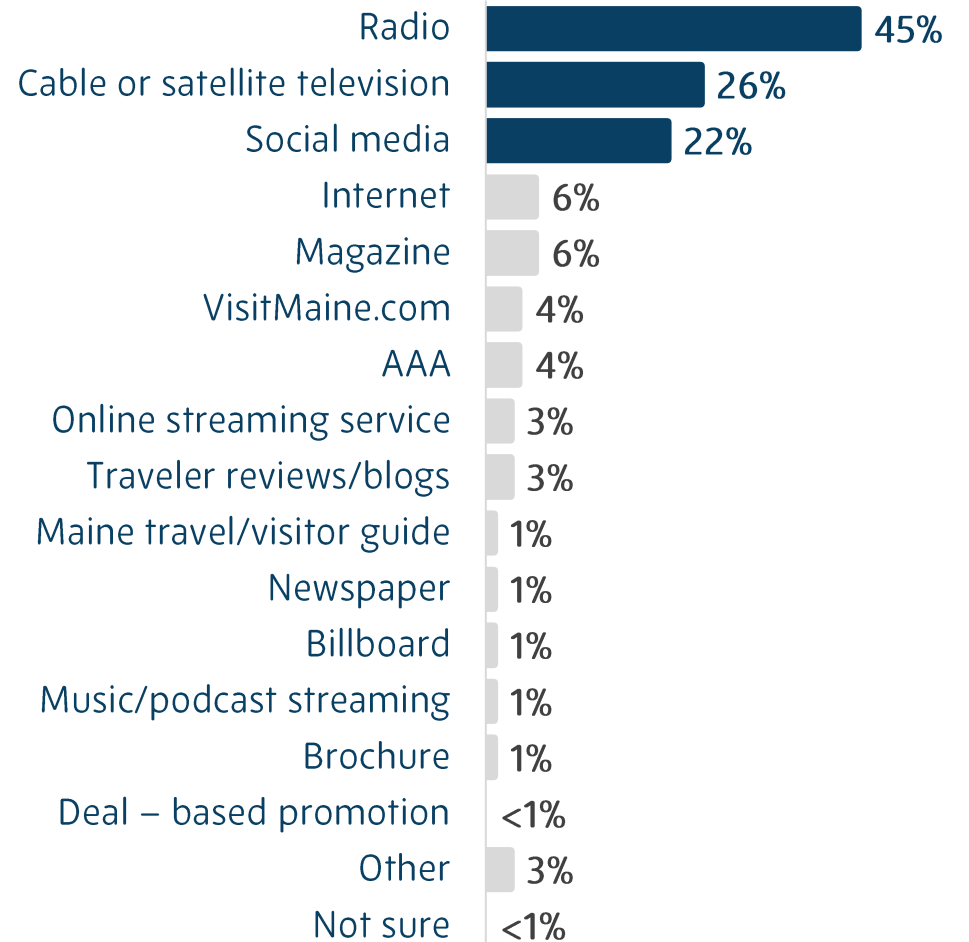
- » 4 in 5 visitors considered visiting **ONLY** Maine while planning their trips
- » Visitors were more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



# PRE-TRIP RECALL OF ADVERTISING\*

- » Nearly **1 in 3** visitors noticed advertising or promotions for Maine prior to their trip
- » Nearly **half** of visitors who recalled this advertising heard it on the radio
- » This information influenced **8% of all** visitors to visit Maine

Base: 32% of visitors who noticed advertising

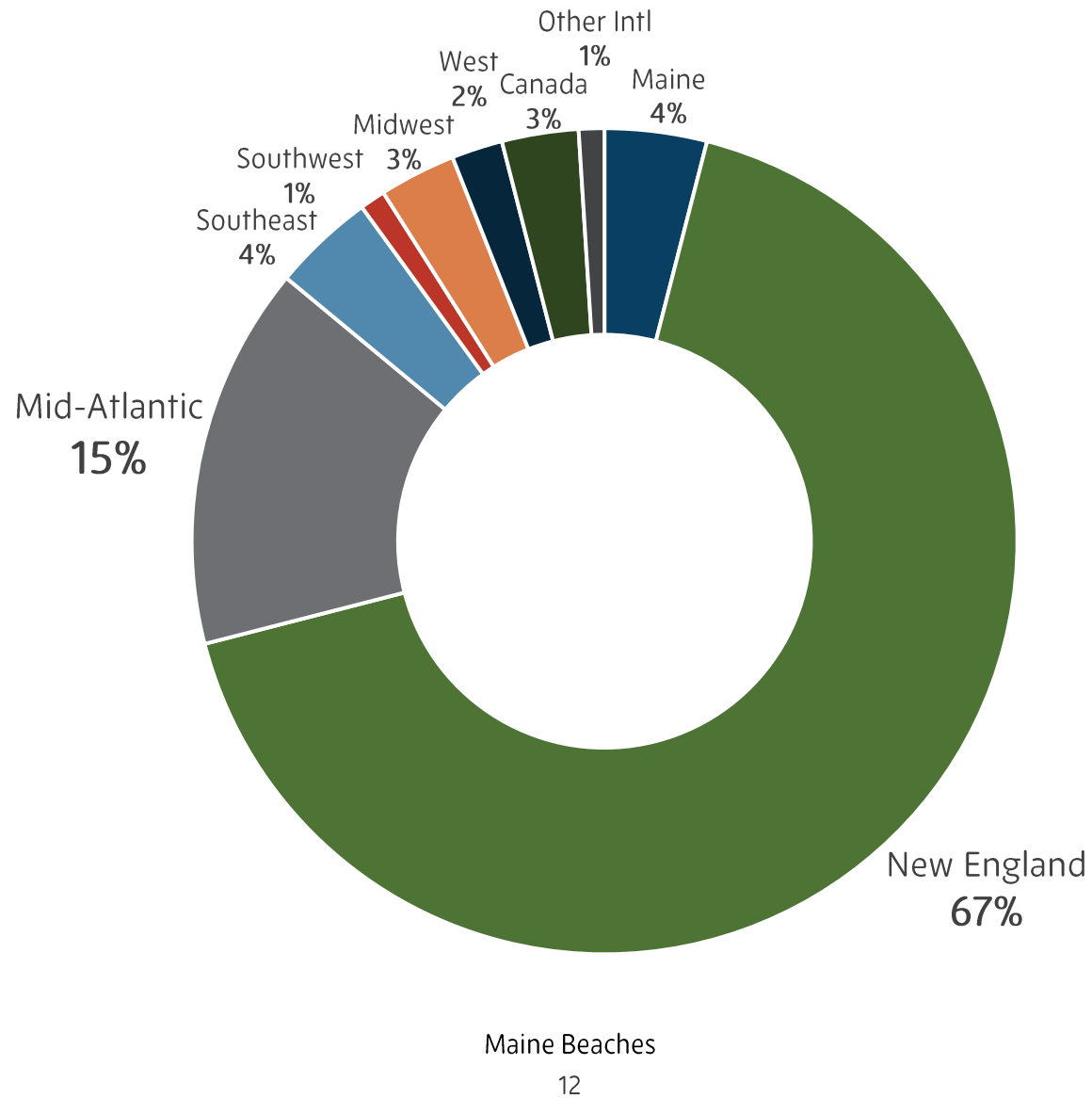


\*Multiple responses permitted.

# VISITOR JOURNEY: TRAVELER PROFILE



# VISITOR ORIGINS



# TOP ORIGIN STATES & PROVINCES

- » **86%** 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	37%
New Hampshire	12%
Connecticut	9%
New York	7%
Vermont	6%
New Jersey	4%
Rhode Island	4%
Maine	3%
Pennsylvania	2%
Florida	2%

# TOP ORIGIN MARKETS

- » Over **2 in 5** visitors traveled from **6** U.S. and international markets
- » **20%** of visitors traveled to Maine from Boston or New York City

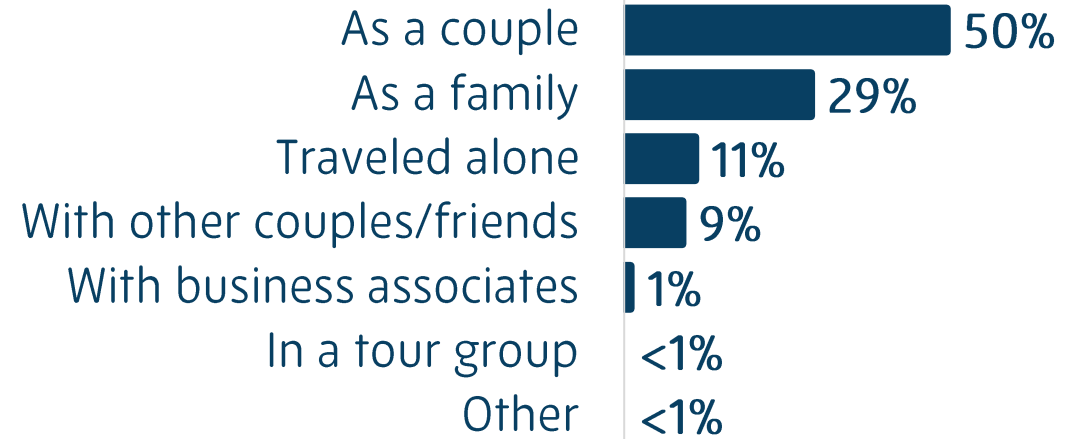
Market	Percent
Boston	23%
New York City <sup>1</sup>	7%
Providence, RI	5%
Manchester, NH	3%
Worcester, MA	3%
Lowell, MA	2%

<sup>1</sup>Includes some markets in New Jersey, Pennsylvania, and Connecticut.

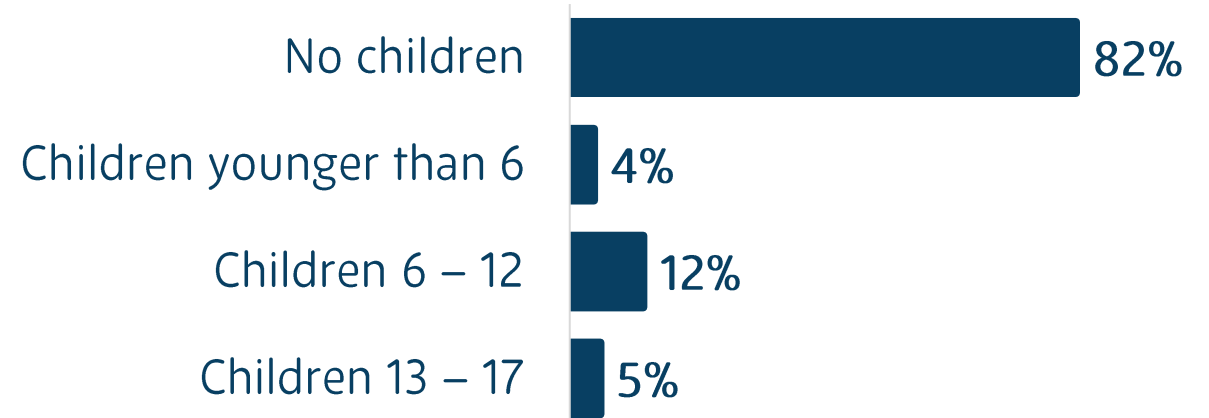
# TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.6** people
- » **Half** of visitors traveled as a couple
- » Nearly **3 in 10** visitors traveled as a family
- » **18%** of visitors traveled with one or more children in their travel party

## Travel Party Composition



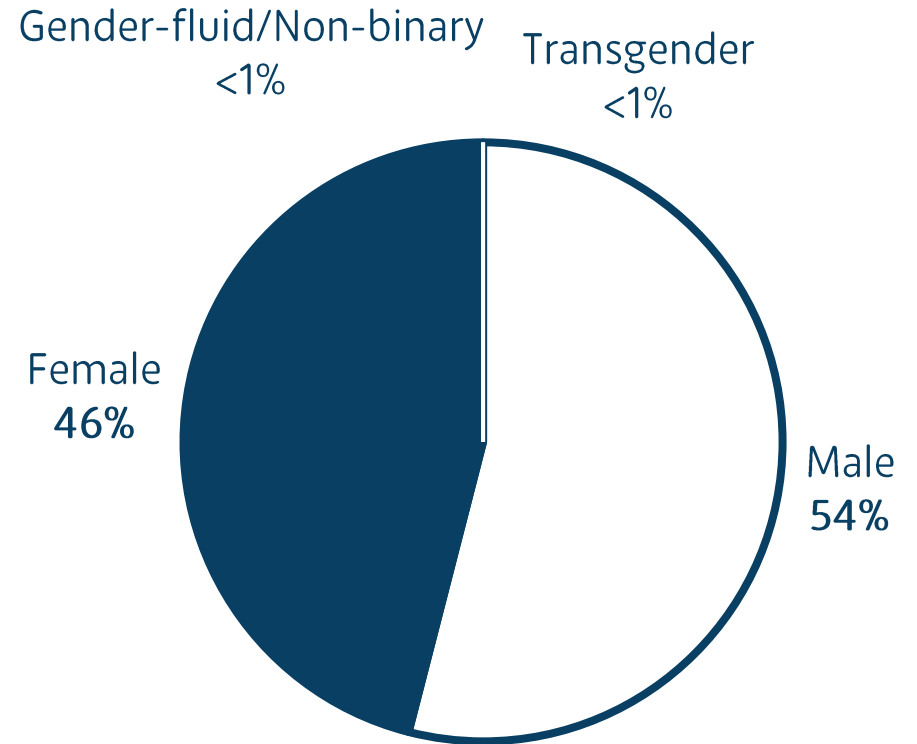
## Children in Travel Party\*



\*Multiple responses permitted.

# GENDER

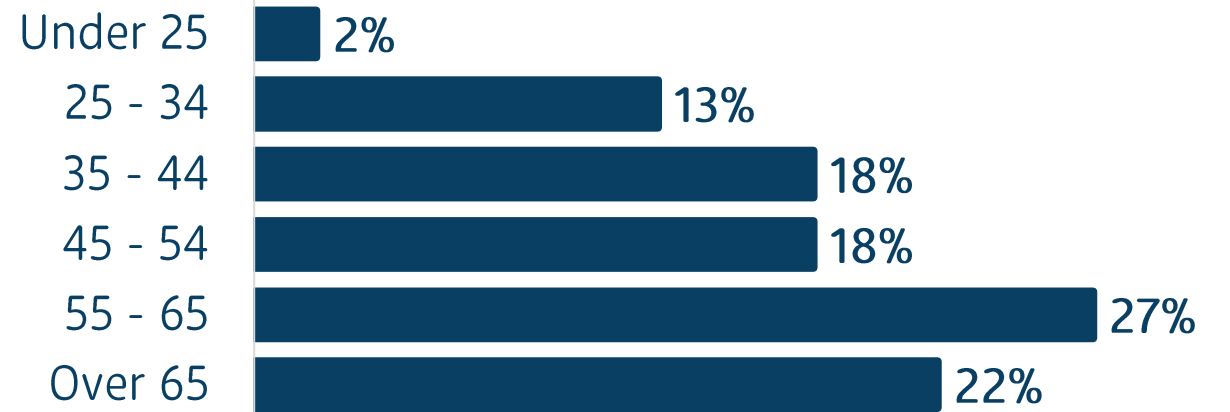
» Over **half** of visitors to Maine interviewed were males





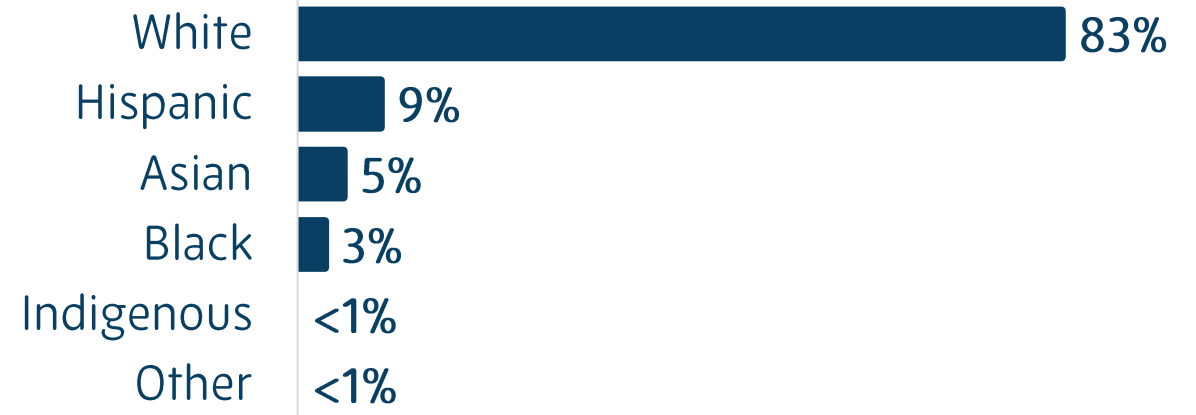
# AGE

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



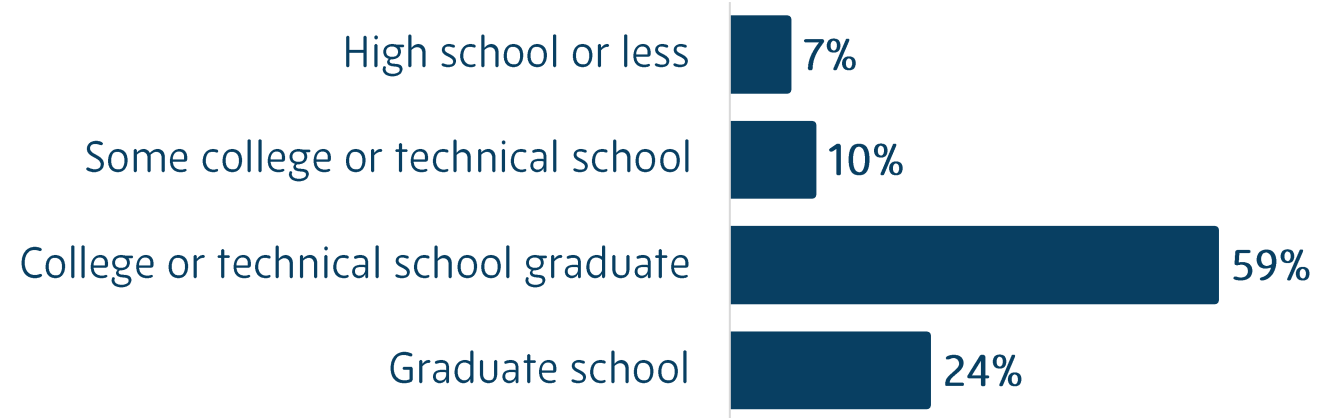
# RACE & ETHNICITY

» Over 4 in 5 visitors to Maine were white



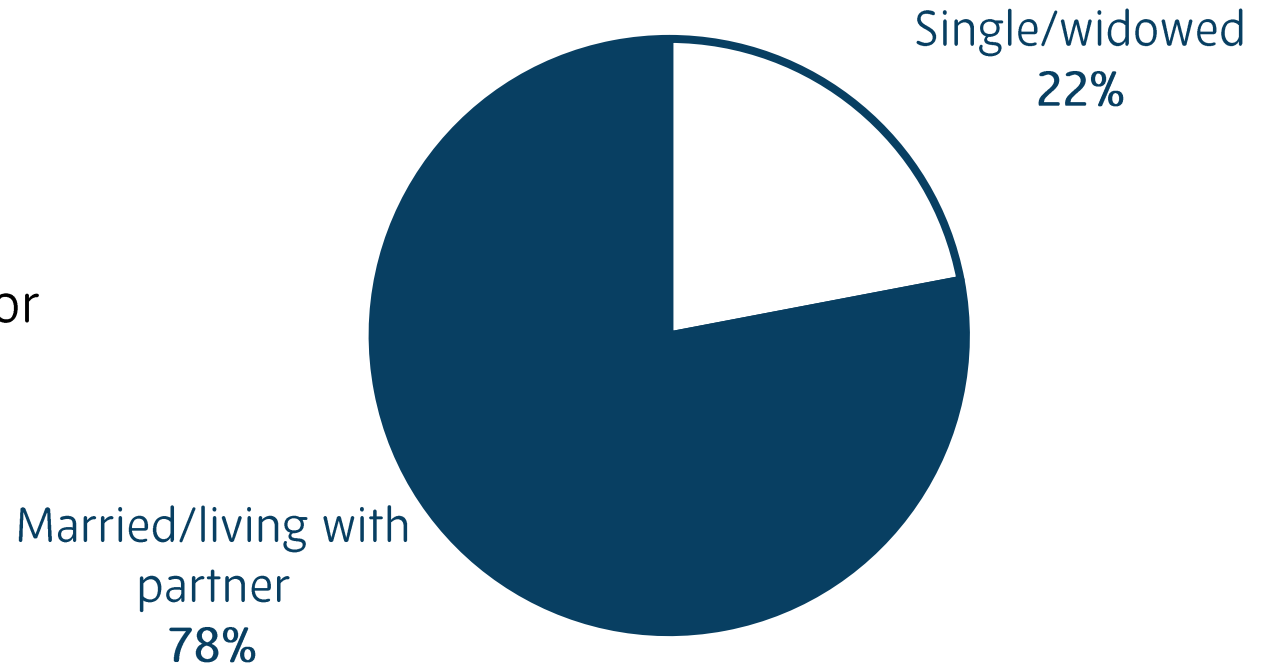
# EDUCATIONAL ATTAINMENT

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



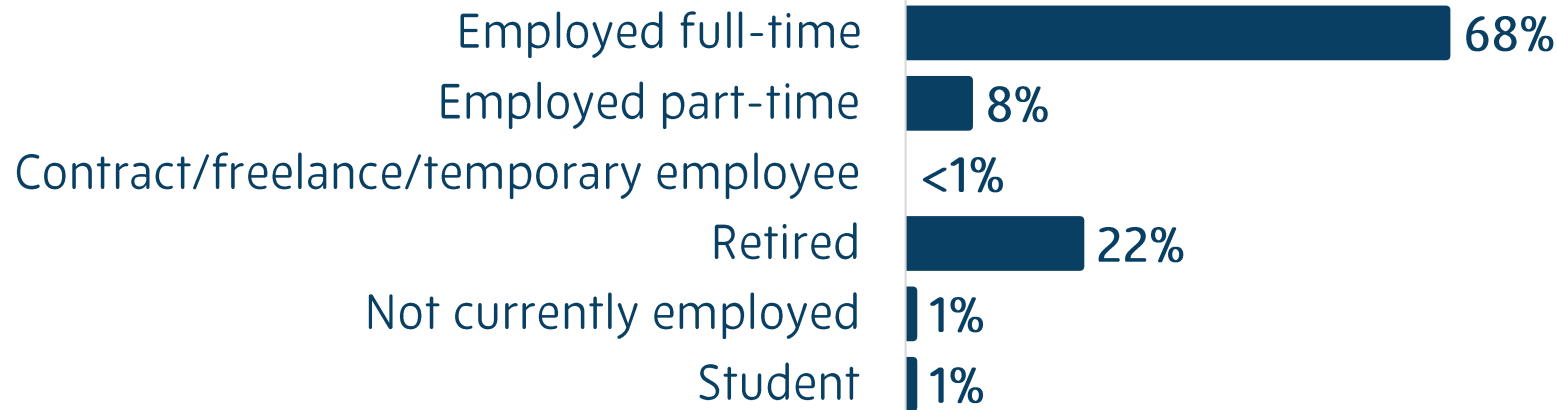
# MARITAL STATUS

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



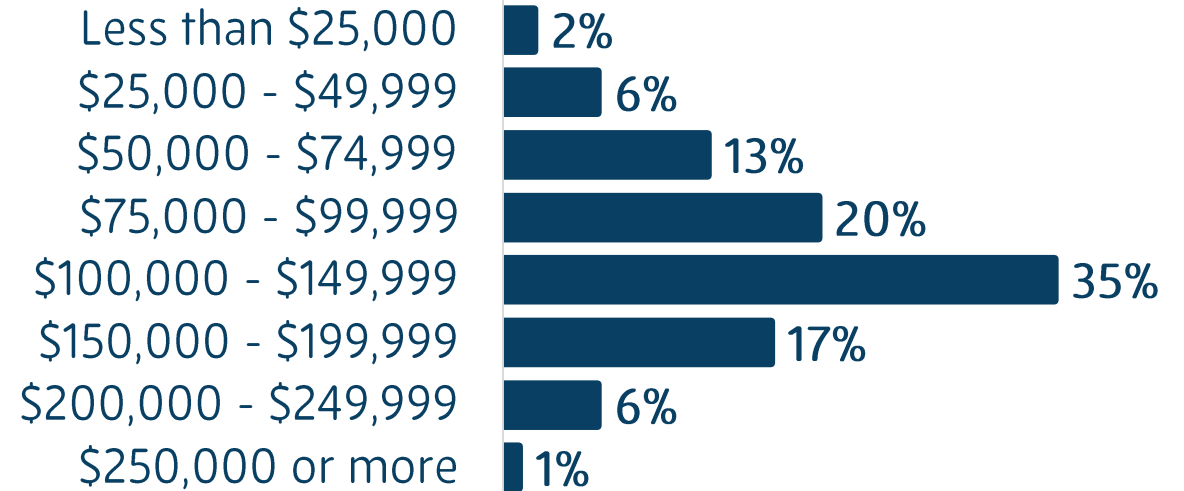
# EMPLOYMENT STATUS

» Over 3 in 4 visitors to Maine were employed, most full-time



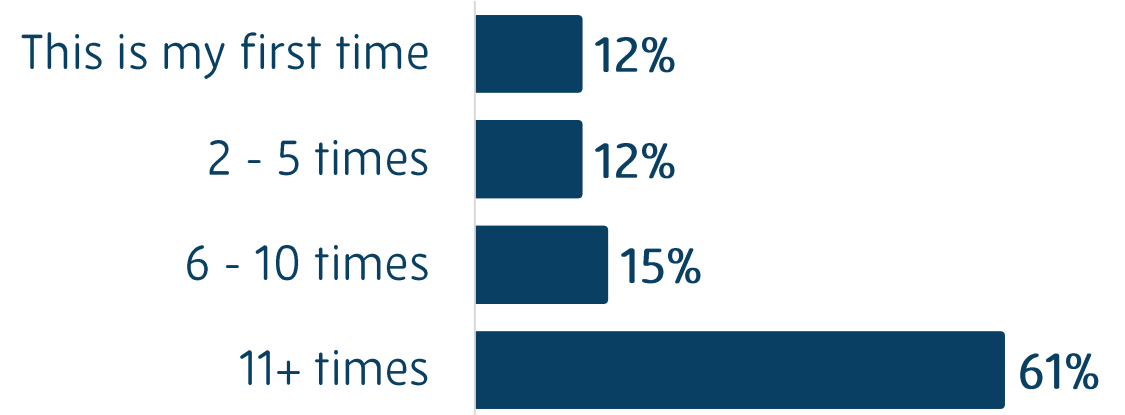
# HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$112,900** per year
- » **24%** of visitors to Maine earned more than \$150,000 per year



# NEW & RETURNING VISITORS

- » 12% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 61% had previously traveled in Maine more than 10 times



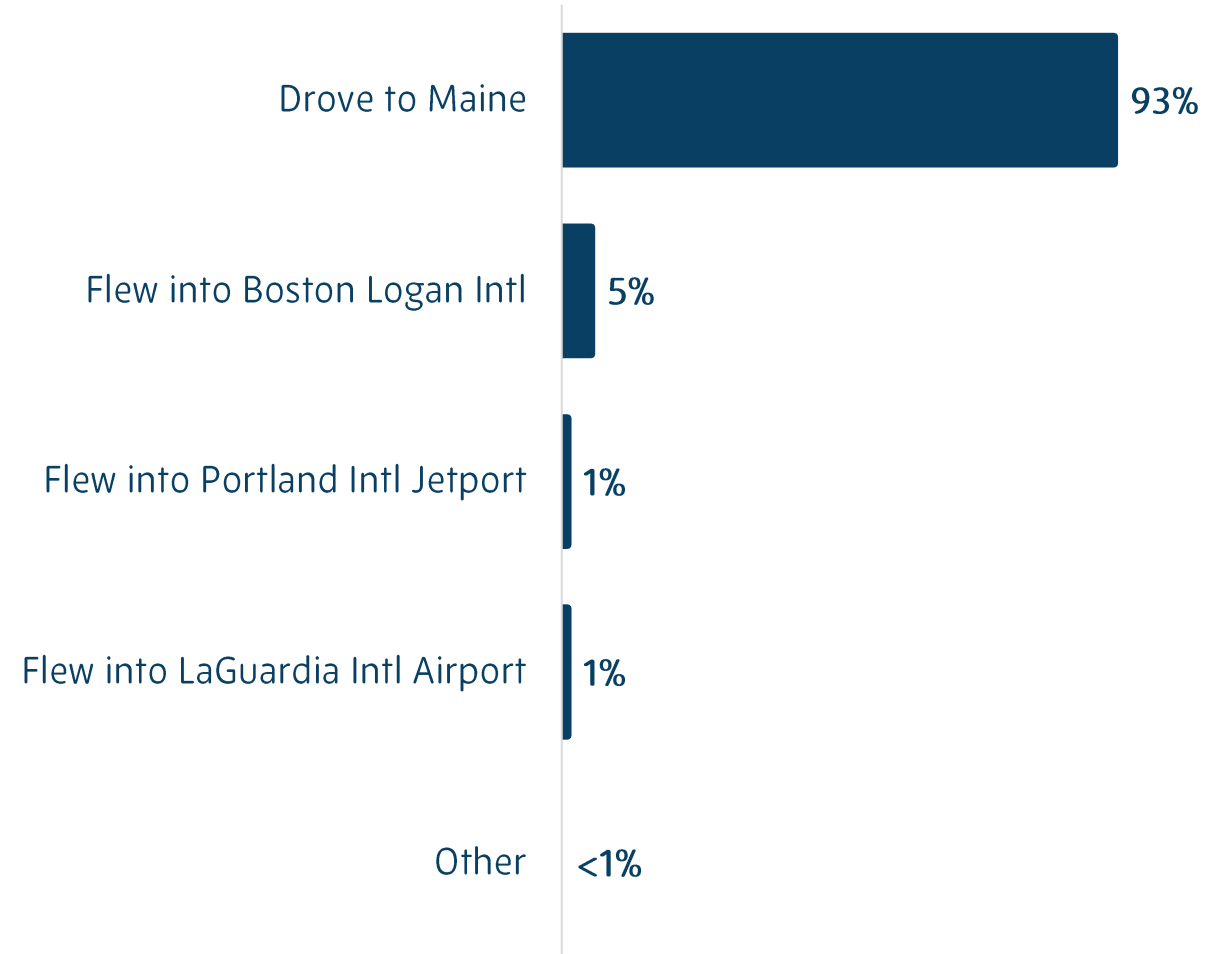
# VISITOR JOURNEY: TRIP EXPERIENCE





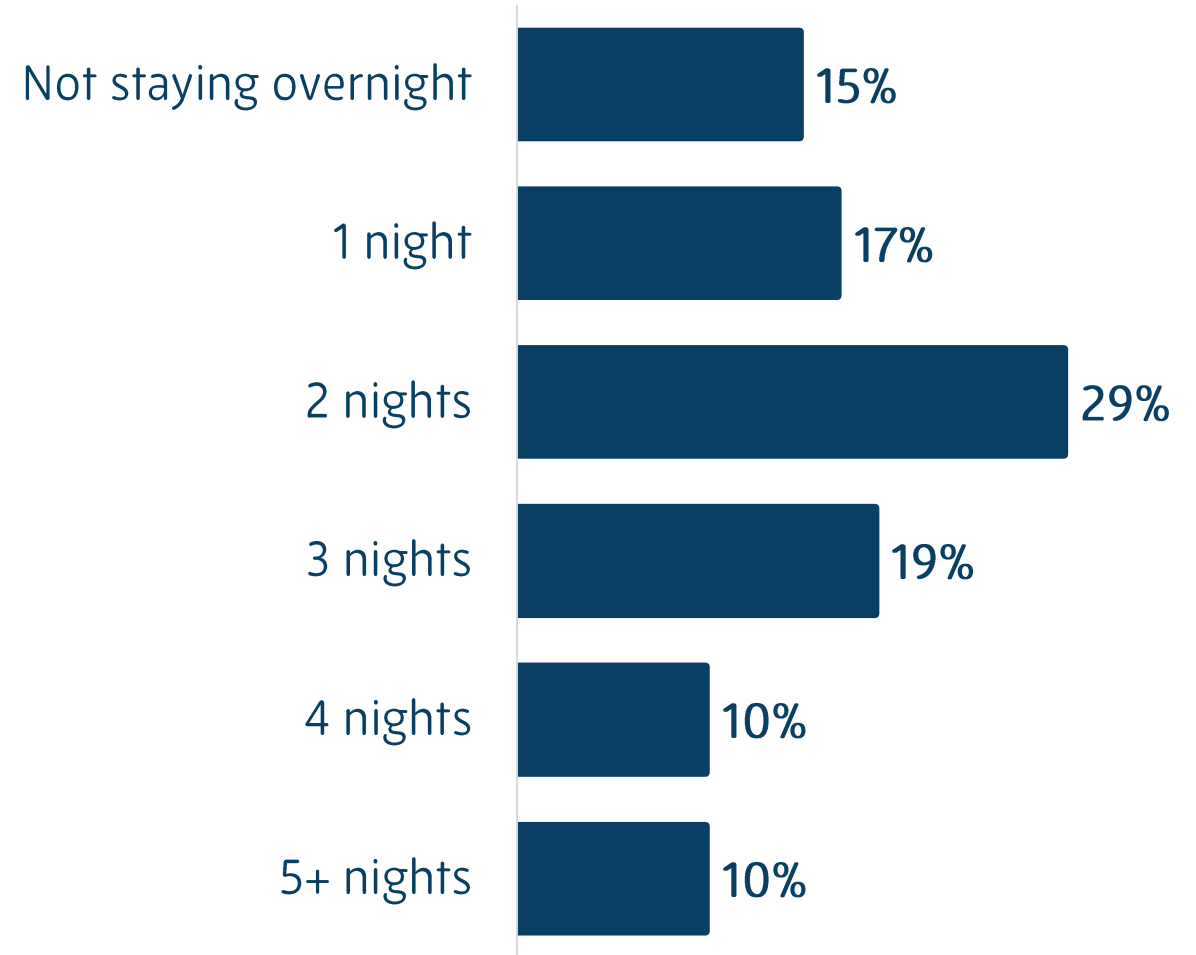
# MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **93%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Boston Logan International Airport



# NIGHTS STAYED

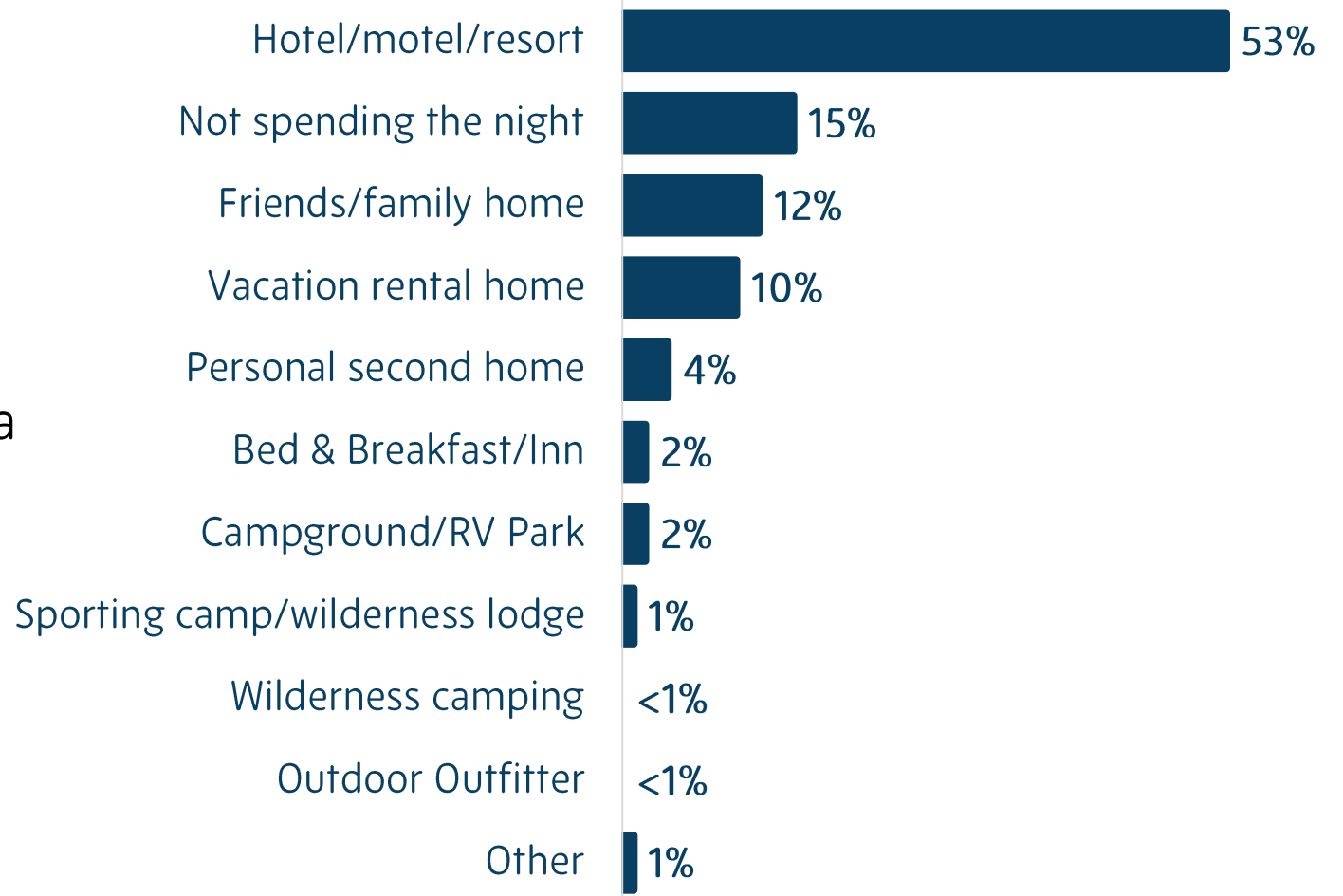
- » 85% of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed 2.7\* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 2.8 nights in Maine on their trips



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

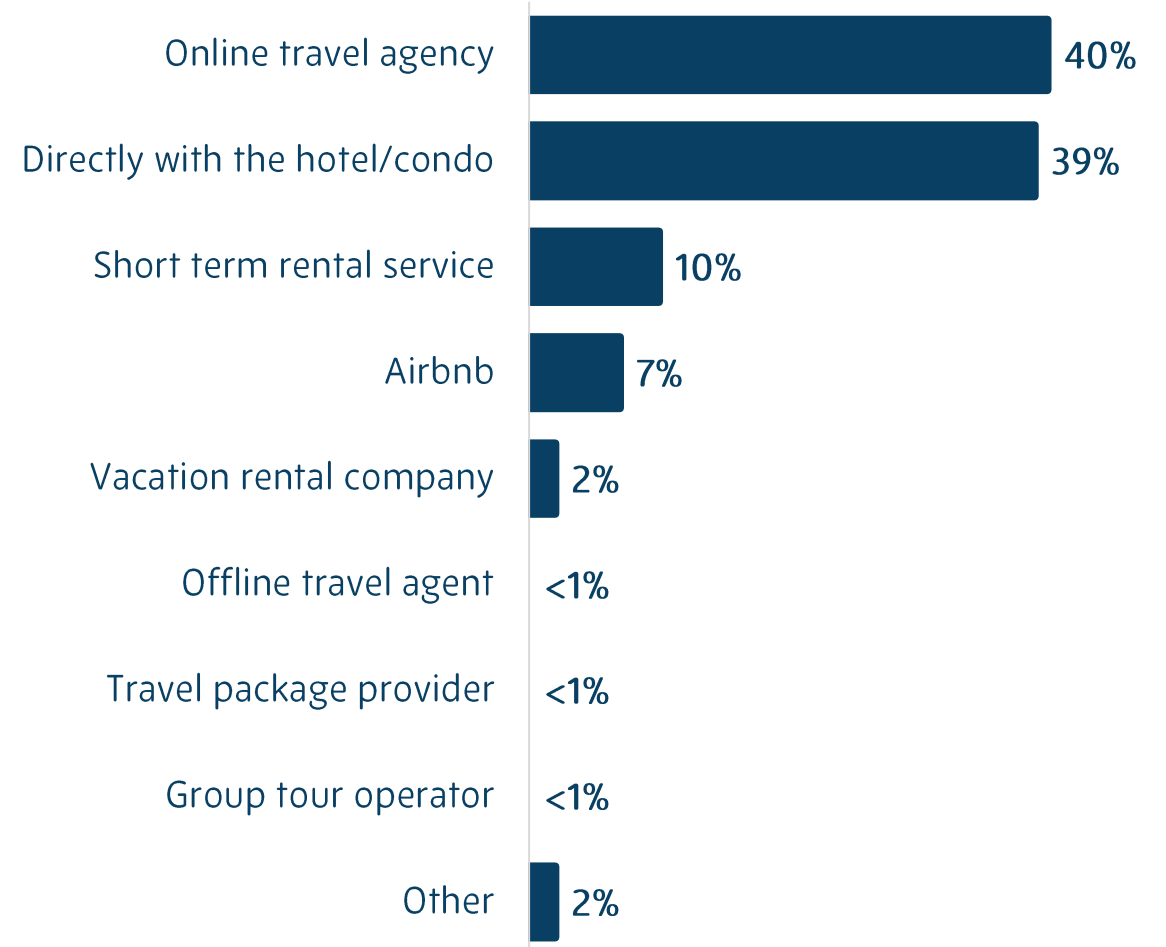
# ACCOMMODATIONS

» Over **half** of visitors stayed overnight at a hotel/motel/resort



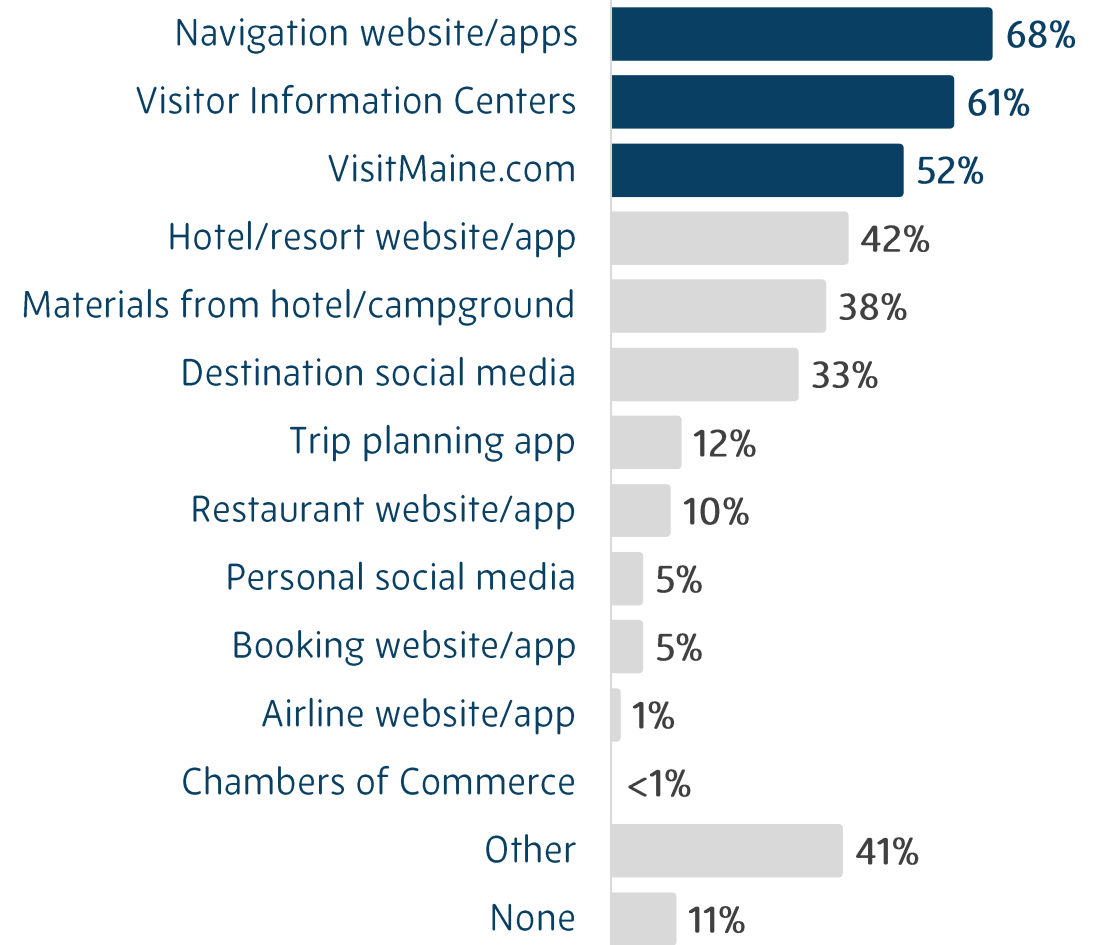
# BOOKING METHODS

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



# IN-MARKET VISITOR RESOURCES\*

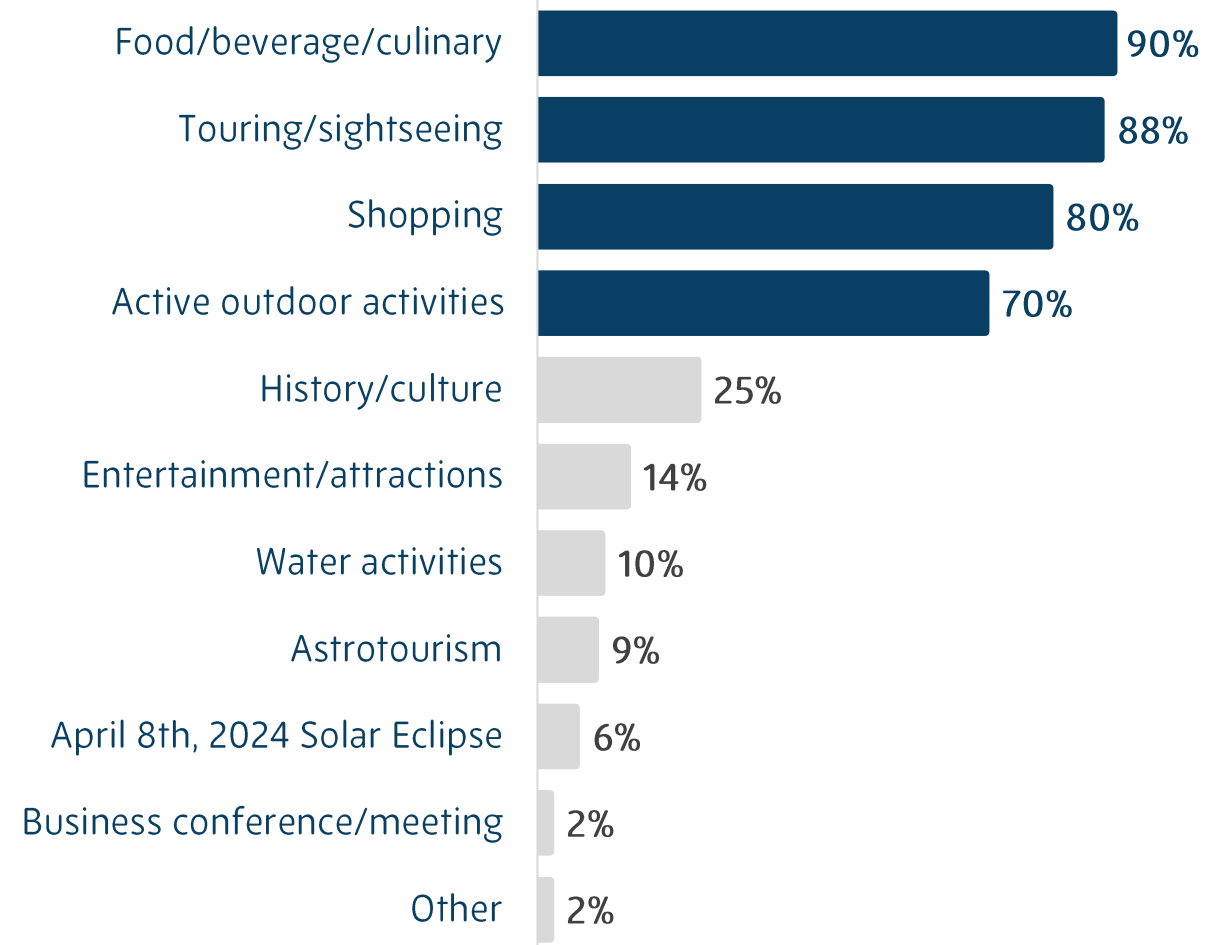
- » Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Over **3 in 5** visitors went to visitor information centers
- » Over **half** of visitors used VisitMaine.com



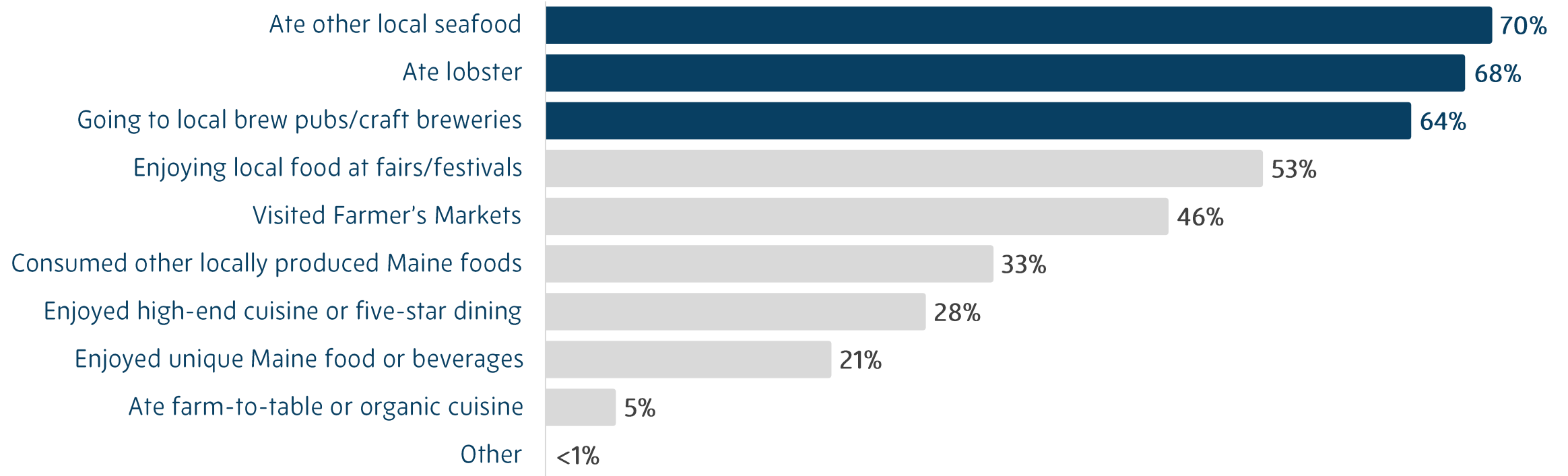
\*Multiple responses permitted.

# VISITOR ACTIVITIES\*

- » 90% of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Nearly 9 in 10 visitors went touring/sightseeing during their trip to Maine

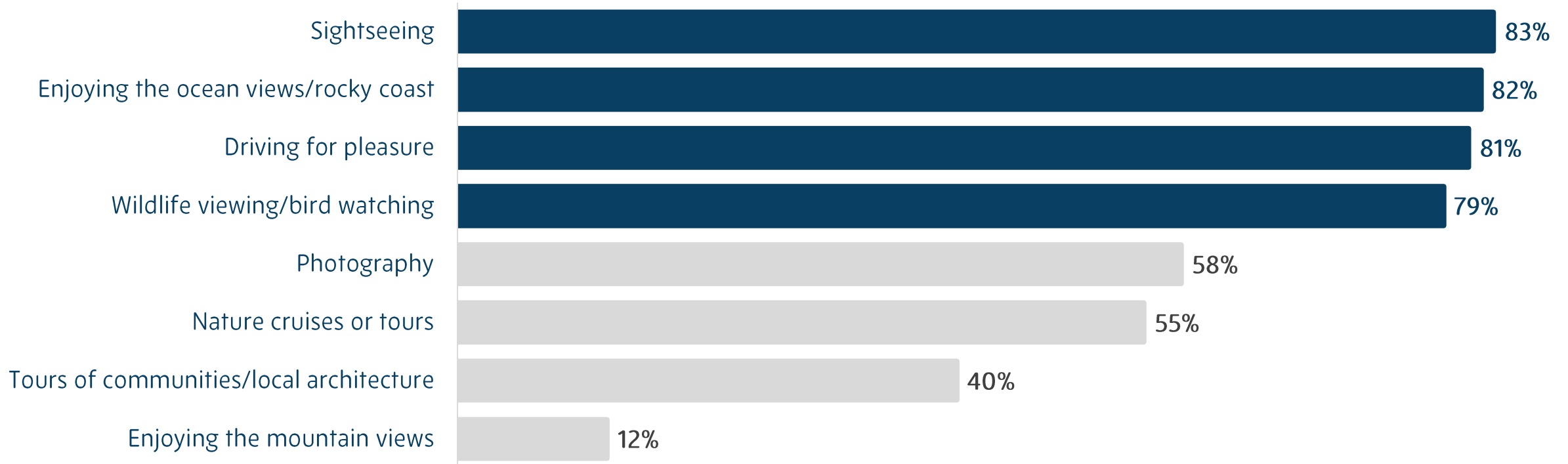


# FOOD & BEVERAGE ACTIVITIES\*



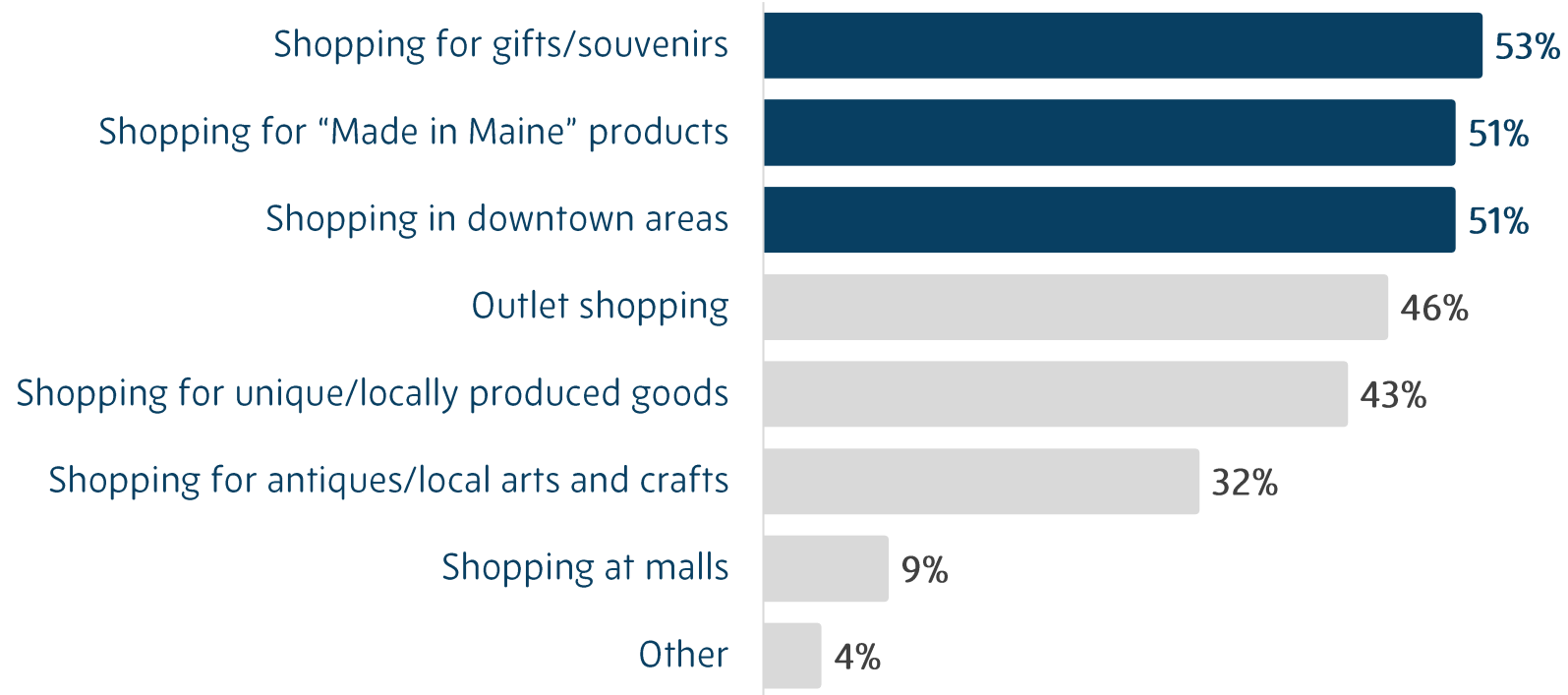
\*Multiple responses permitted.

# TOURING & SIGHTSEEING ACTIVITIES\*

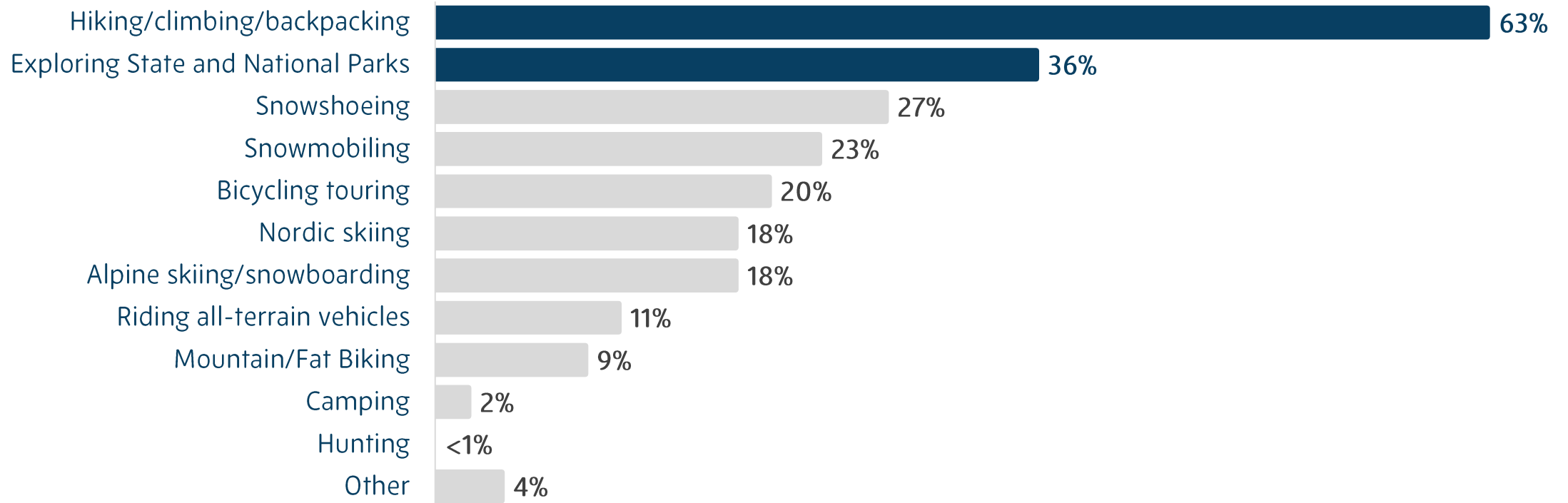




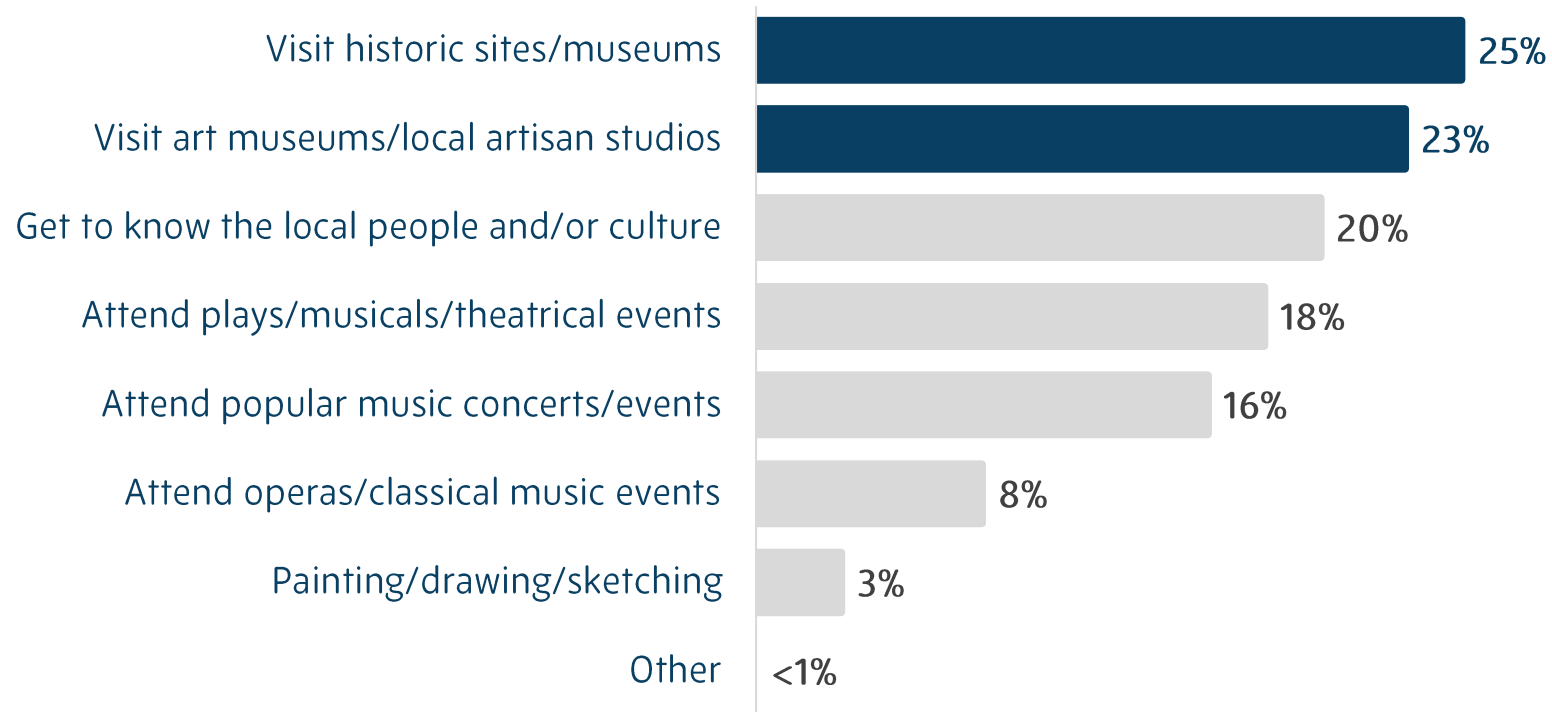
# SHOPPING ACTIVITIES\*



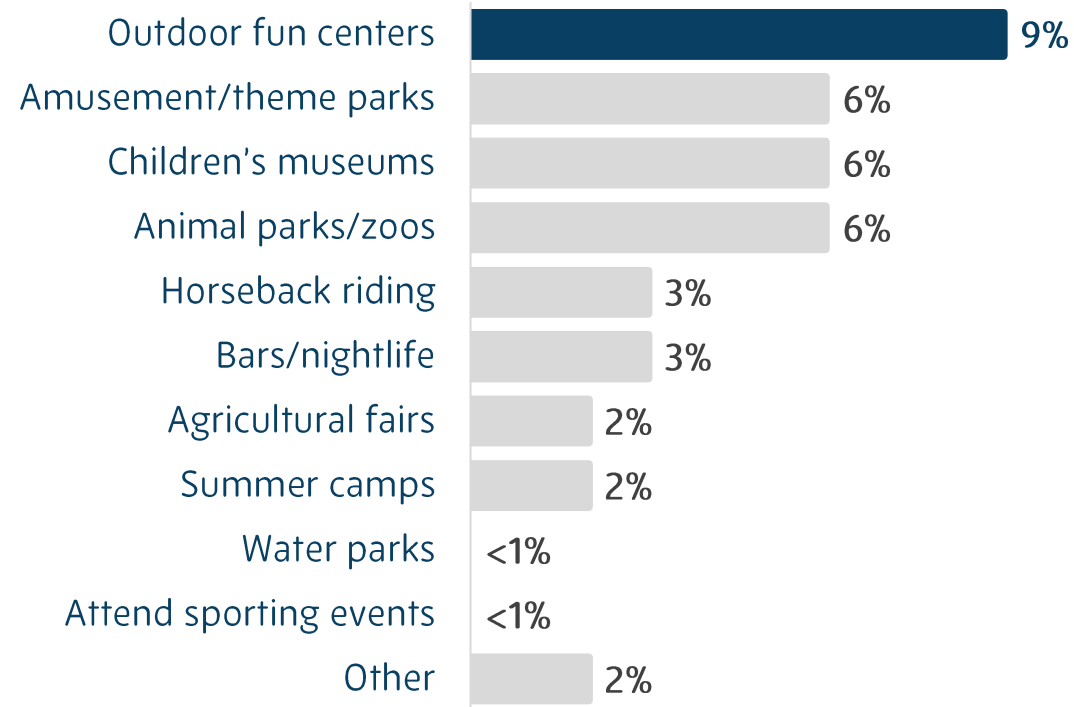
# ACTIVE OUTDOOR ACTIVITIES\*



# HISTORICAL & CULTURAL ACTIVITIES\*



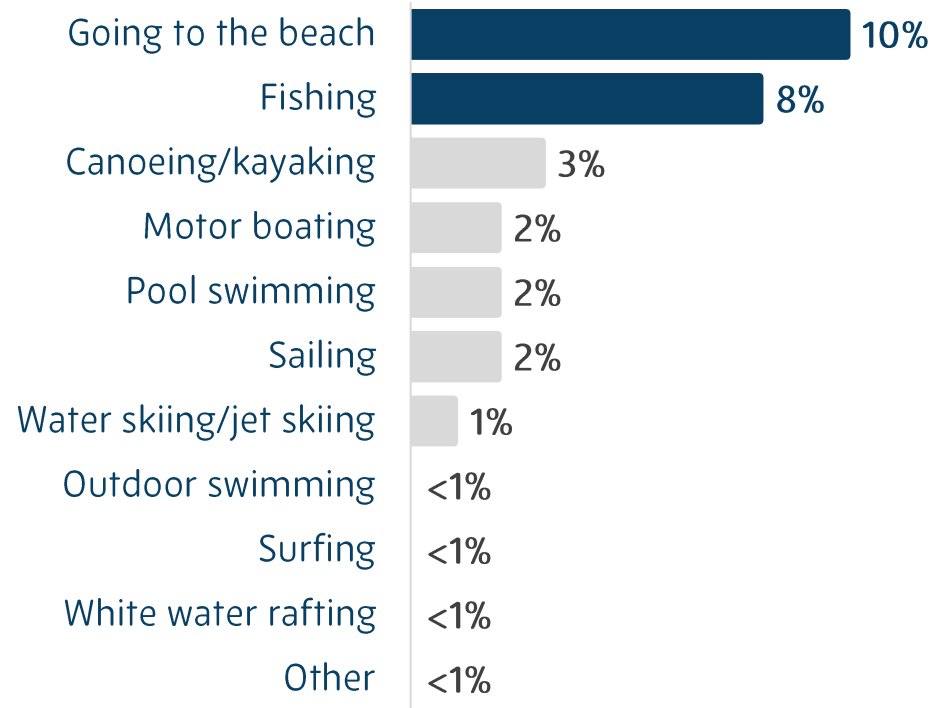
# ENTERTAINMENT ACTIVITIES\*



\*Multiple responses permitted.

\*\*Other includes attending plays or house shows.

# WATER ACTIVITIES\*



# DAILY TRAVEL PARTY SPENDING

## All Visitors

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Accommodations	\$140
Transportation	\$33
Groceries	\$29
Restaurants	\$174
Shopping	\$157
Activities & Attractions	\$108
Other	\$26

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**Daily Spending** **\$667**

# TOTAL TRAVEL PARTY SPENDING

## All Visitors

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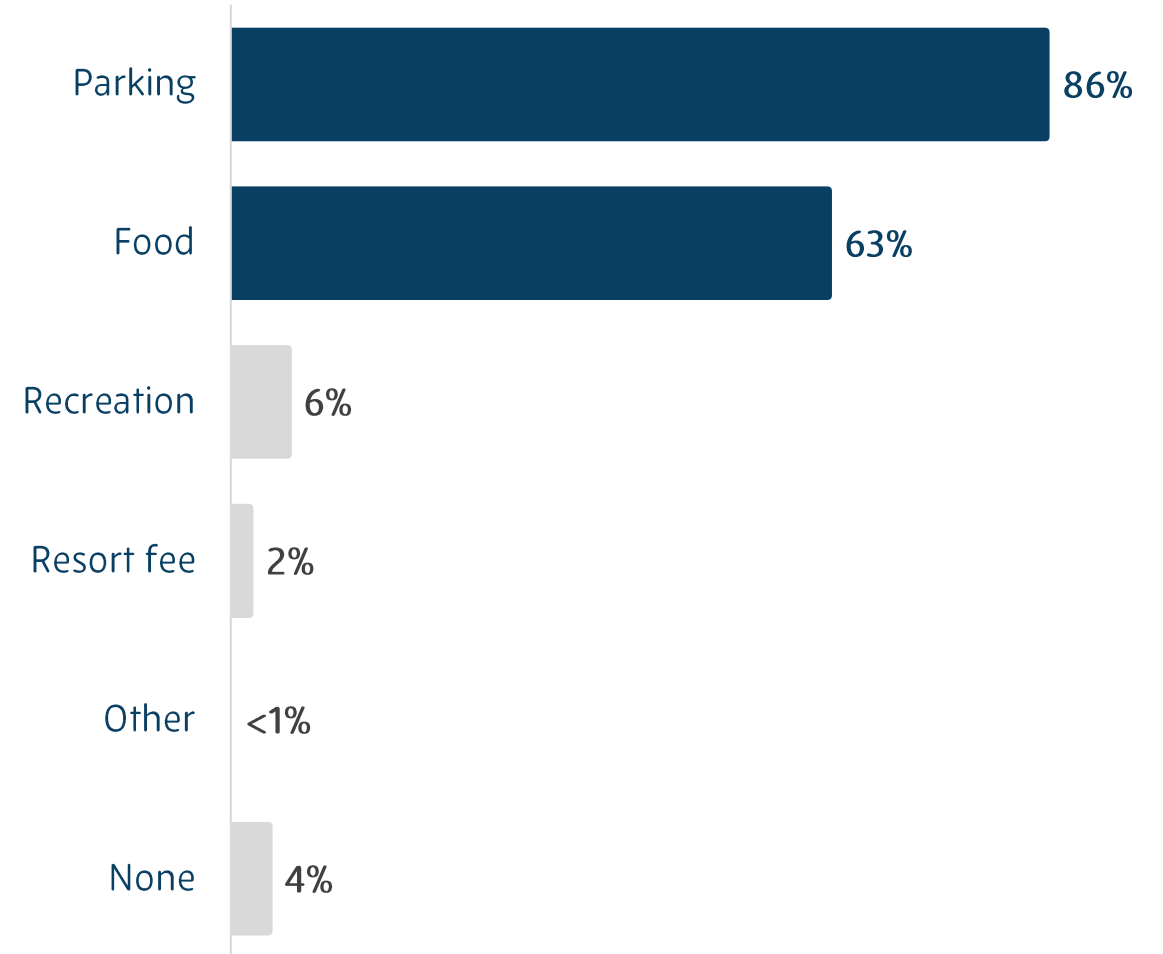
Accommodations	\$384
Transportation	\$90
Groceries	\$80
Restaurants	\$478
Shopping	\$433
Activities & Attractions	\$297
Other	\$72

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**Total Spending** **\$1,834**

# LODGING AMENITIES\*

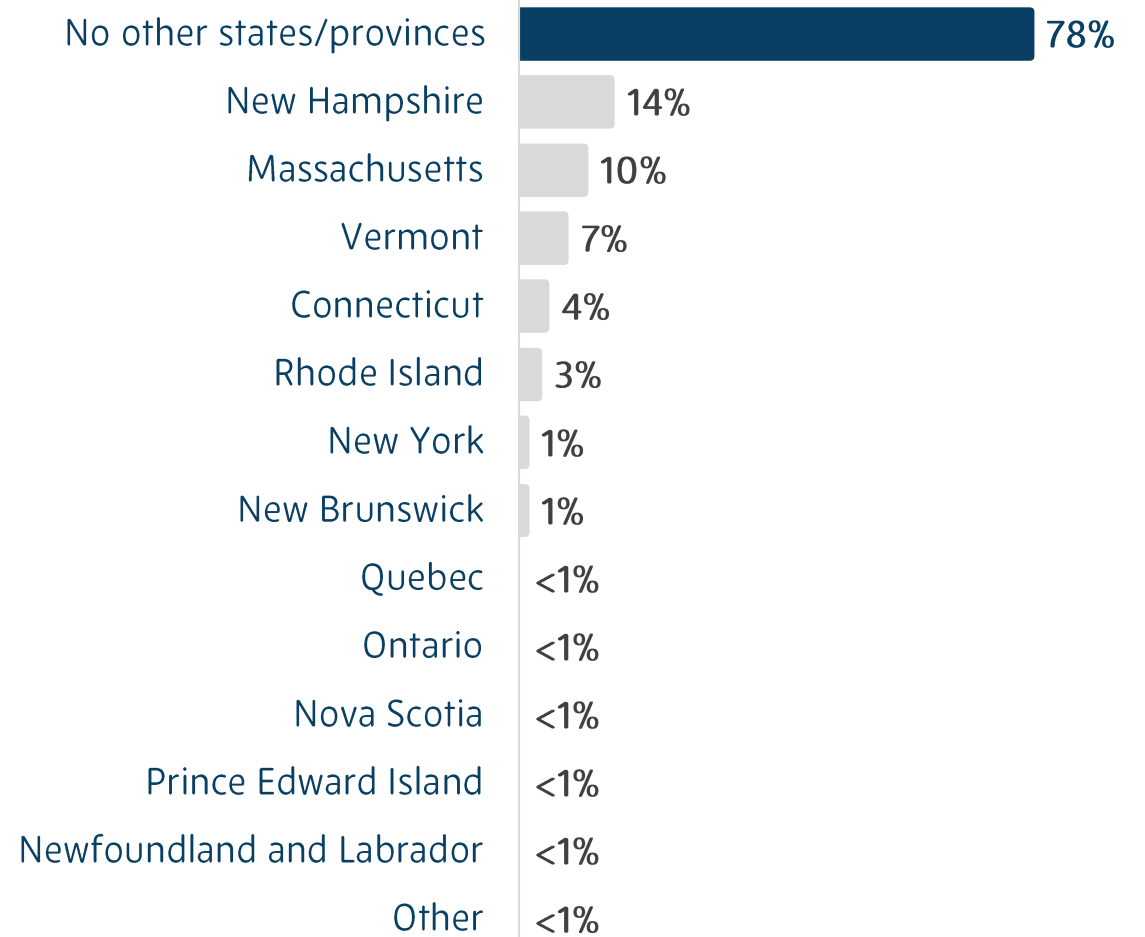
- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for **96%** of visitors
- » Price for accommodations included parking for nearly **9 in 10** visitors
- » Food was included in accommodations' pricing for over **3 in 5** visitors





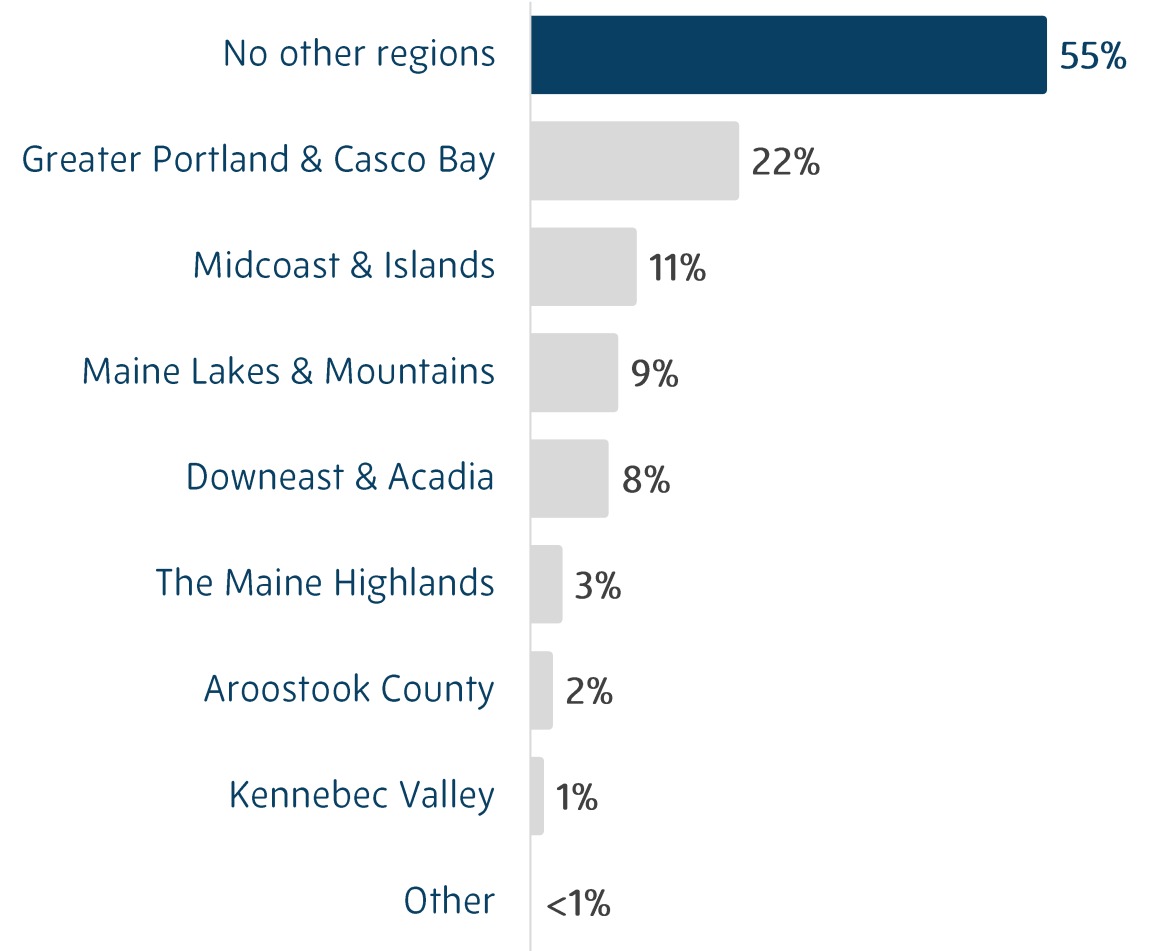
# OTHER STATES & PROVINCES VISITED\*

- » Nearly **4 in 5** 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

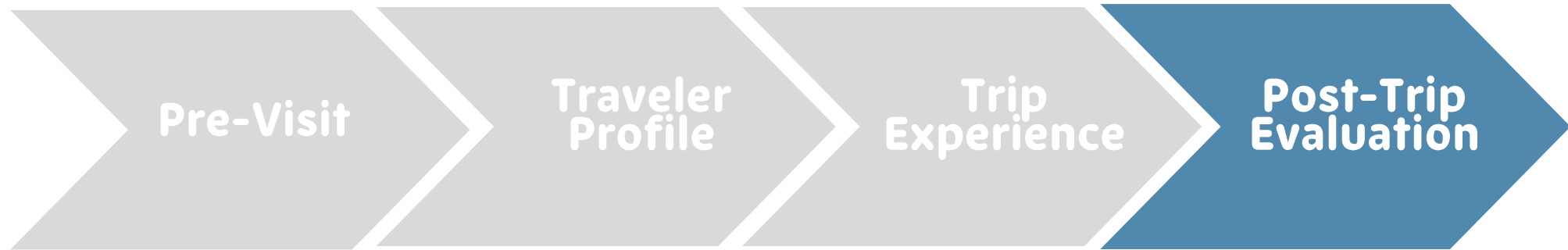


# TRAVELING WITHIN MAINE\*

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



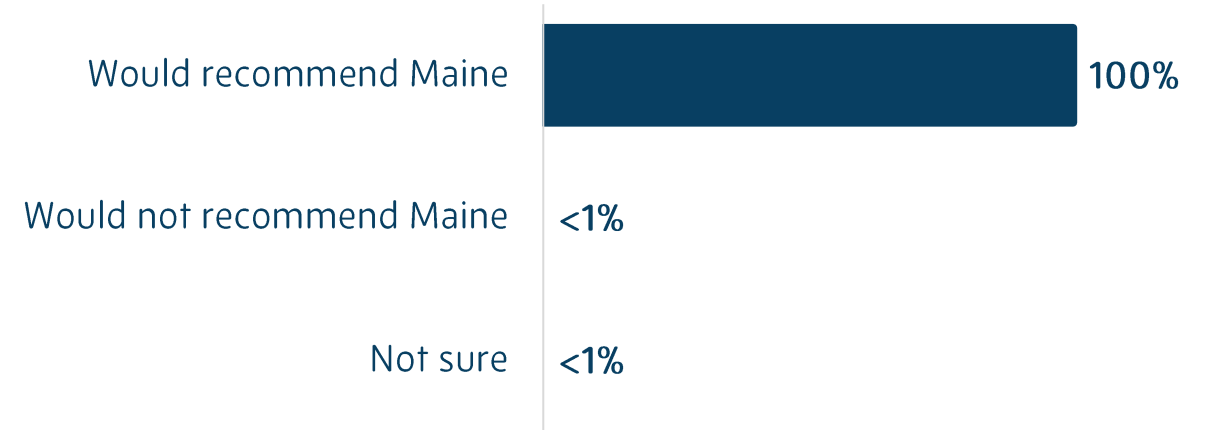
# VISITOR JOURNEY: POST-TRIP EVALUATION



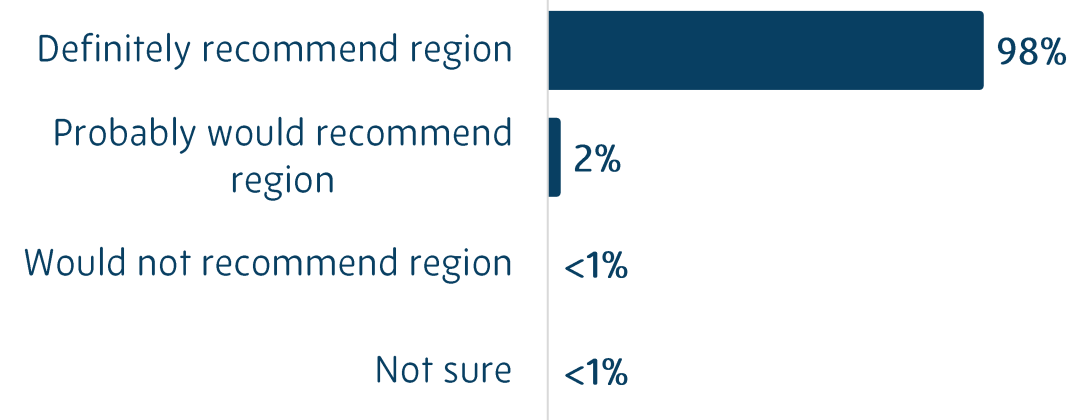
# RECOMMENDING MAINE & ITS REGIONS

- » 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 – 98% would definitely recommend

## Likelihood of Recommending Maine

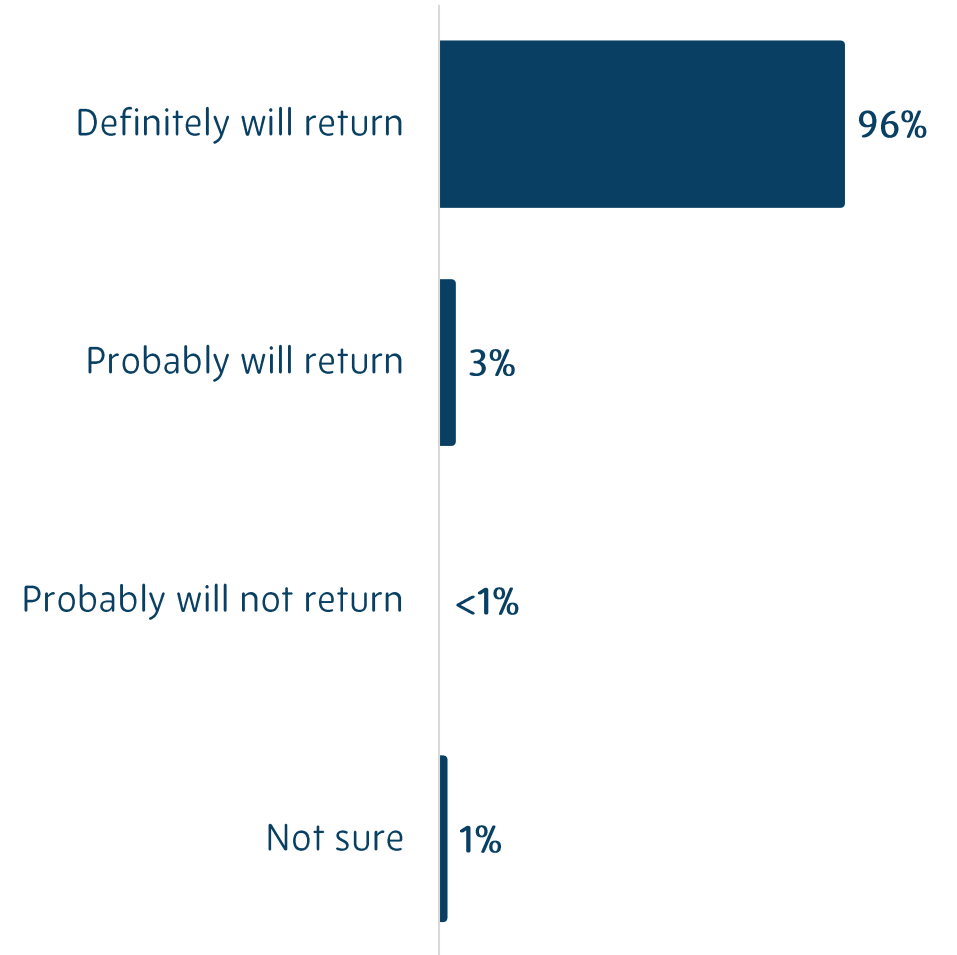


## Likelihood of Recommending Region Visited



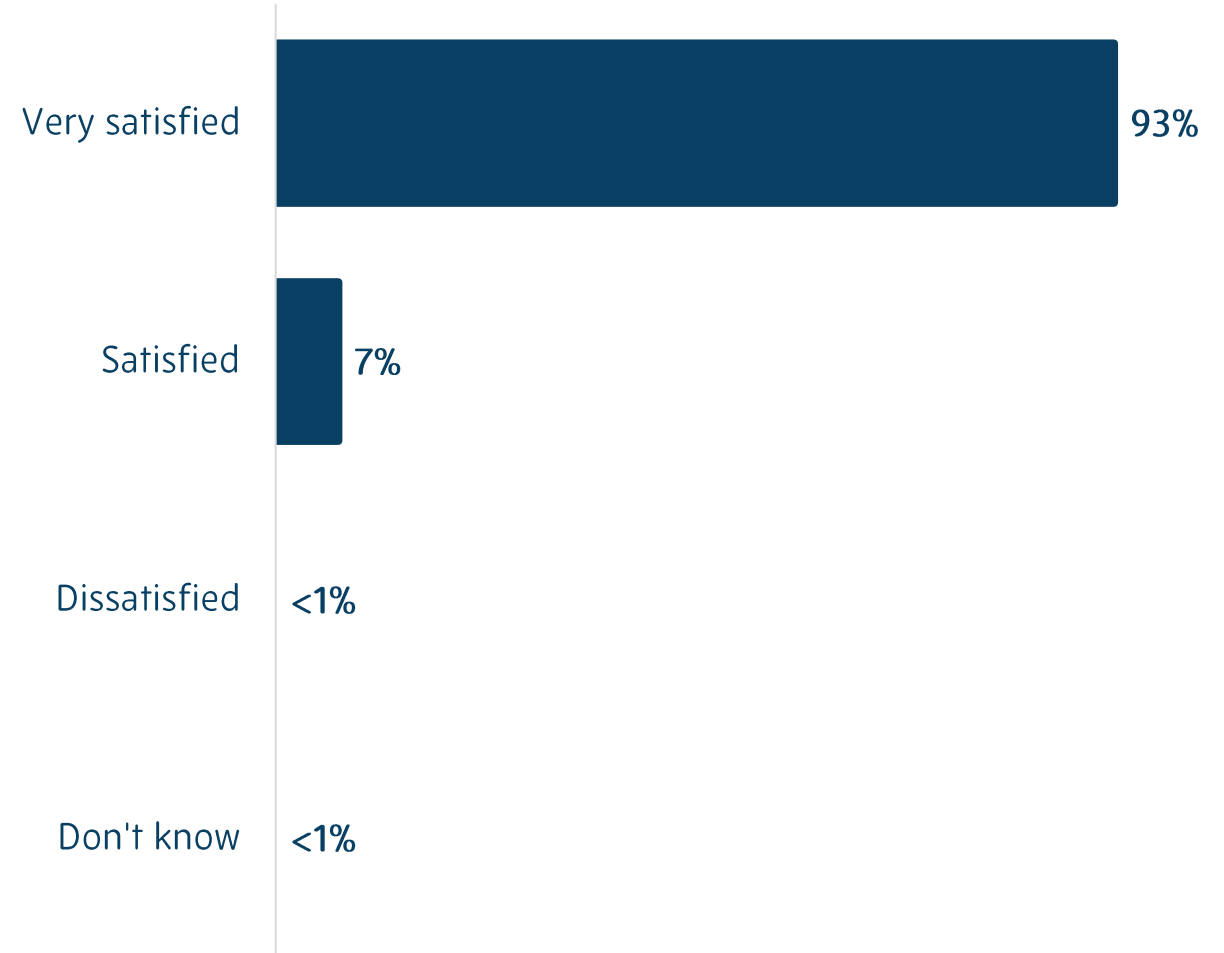
# LIKELIHOOD OF RETURNING TO MAINE

» **99%** of visitors would return to Maine for a future visit or vacation

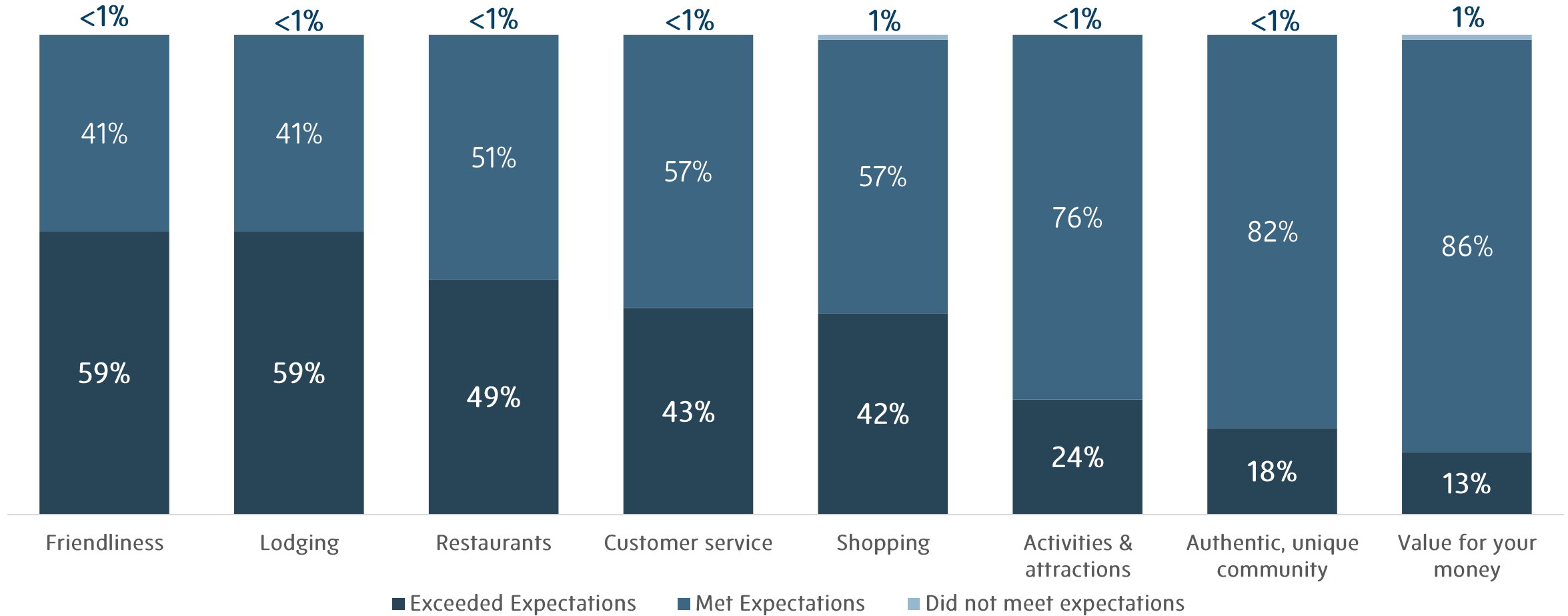


# SATISFACTION

- » All visitors were satisfied with their trip to Maine
- » 93% of visitors were very satisfied with their trip to Maine

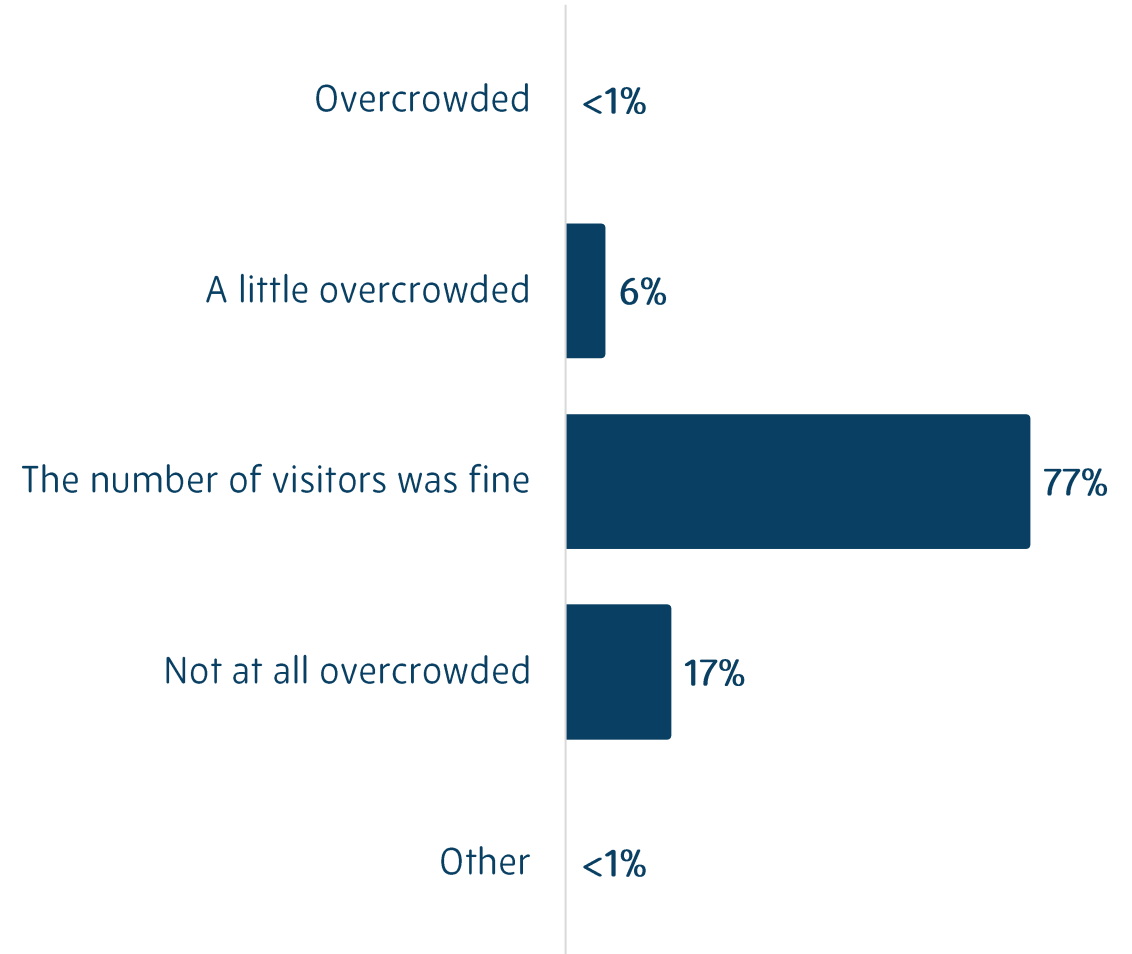


# TRIP RATINGS



# OVERCROWDING

- » 77% of visitors thought the number of visitors during their trip to Maine was fine
- » 6% of visitors though it was a little overcrowded





# STUDY METHODS



# METHODOLOGY



## Visitor Tracking

435 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 1<sup>st</sup>, 2023 and April 30<sup>th</sup>, 2024.

# MAINE BEACHES

## 2024 Winter Visitor Tracking Report

December 2023 – April 2024

Downs & St. Germain Research  
850 – 906 – 3111 | [contact@dsg-research.com](mailto:contact@dsg-research.com)  
[dsg-research.com](http://dsg-research.com)

