

MAINE HIGHLANDS

2024 Winter Visitor Tracking Report

December 2023 – April 2024

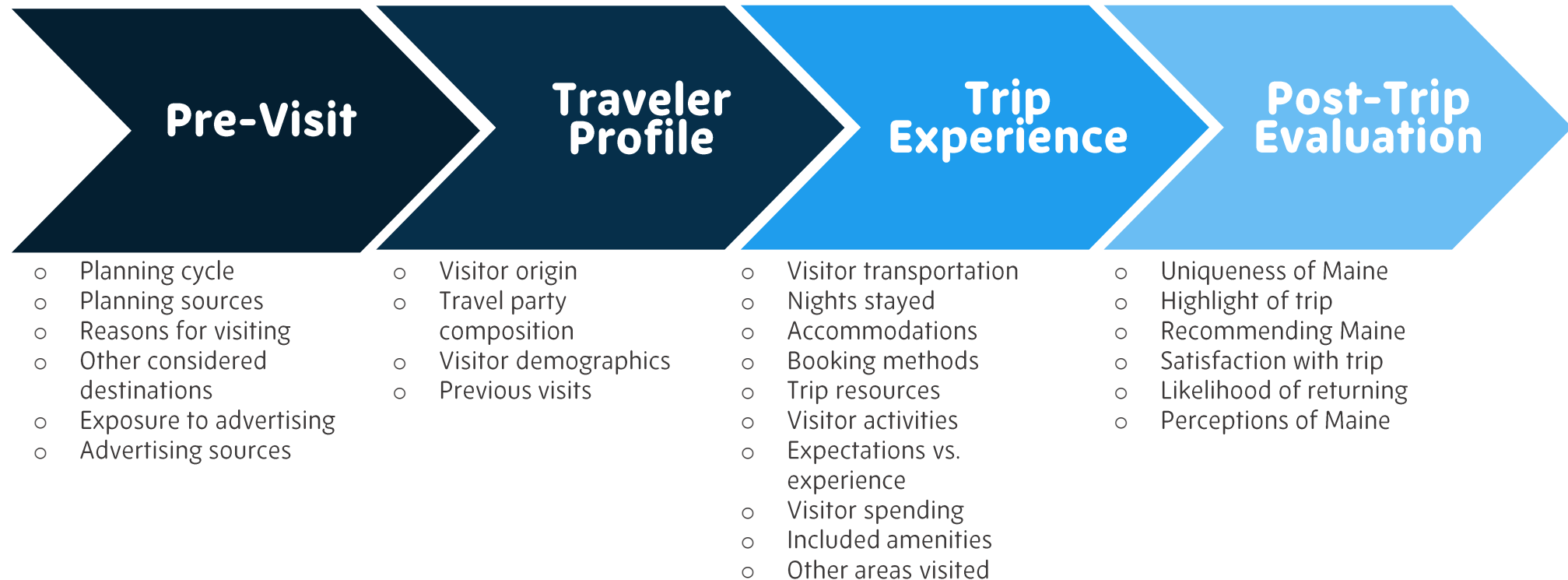


STUDY OBJECTIVES: VISITOR JOURNEY

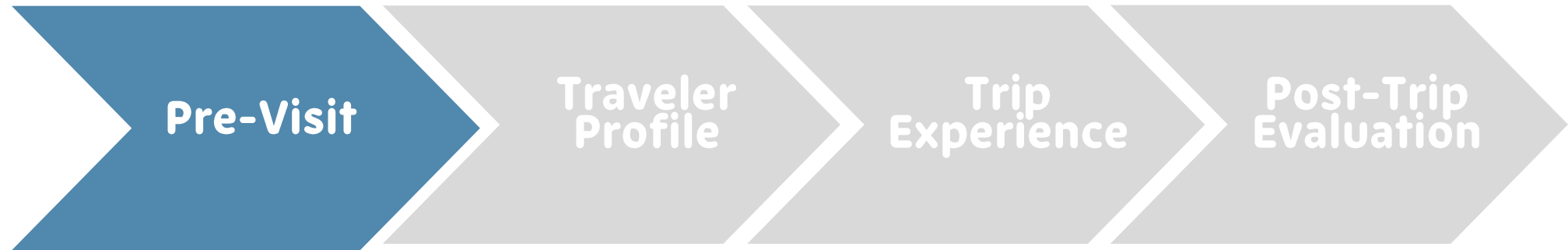
This report presents information about visitors to Maine from December 2023 to April 2024.

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

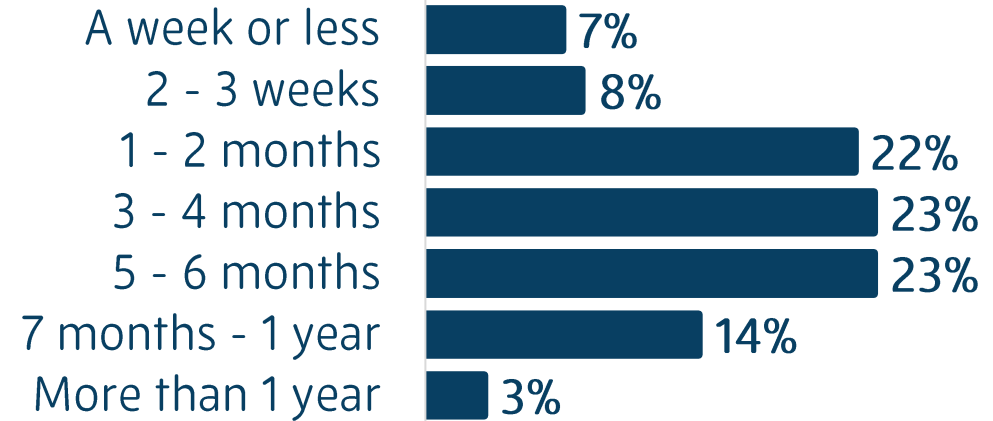
» Typical visitors began planning their trip **77 days** in advance

» **85%** of visitors started planning their trip a month or more in advance of their trip

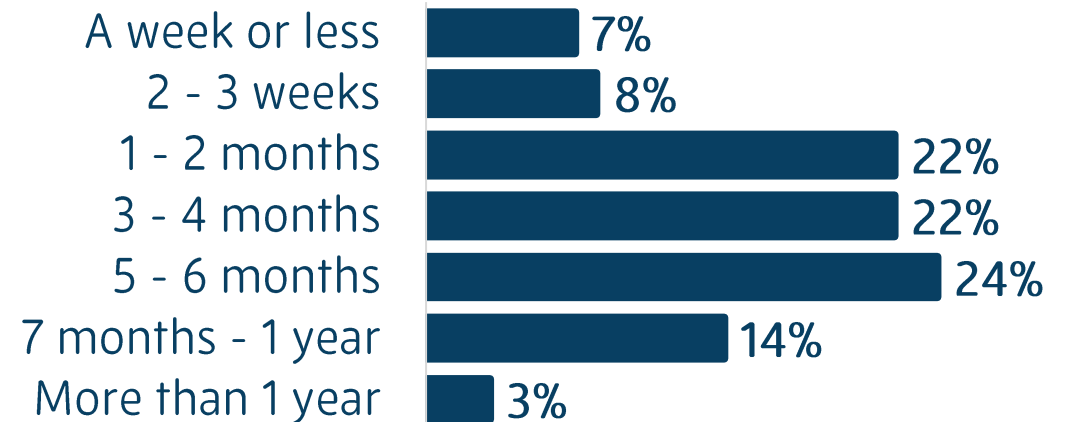
» Typical visitors booked their accommodations **78 days** in advance

» **37%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

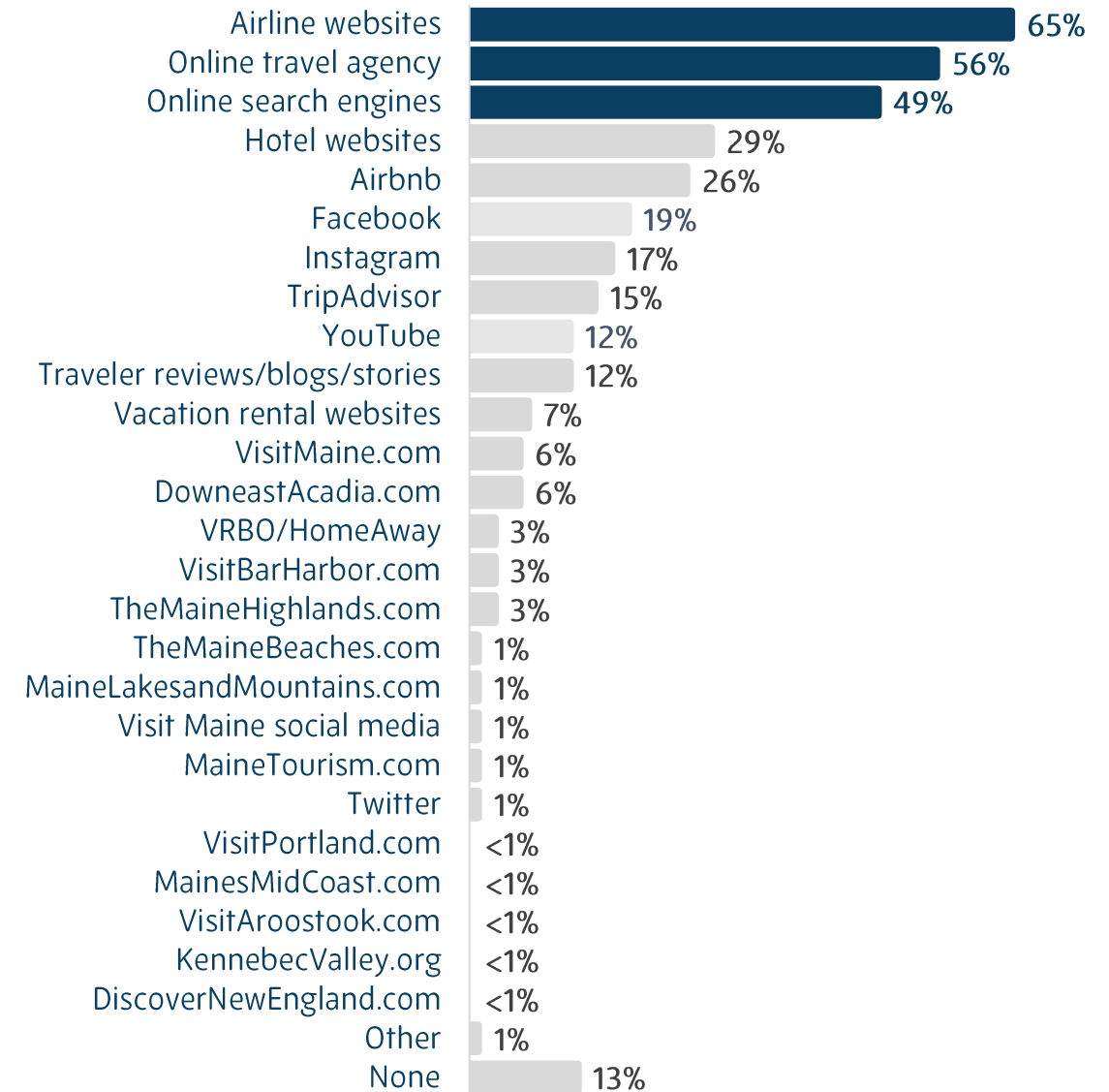


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

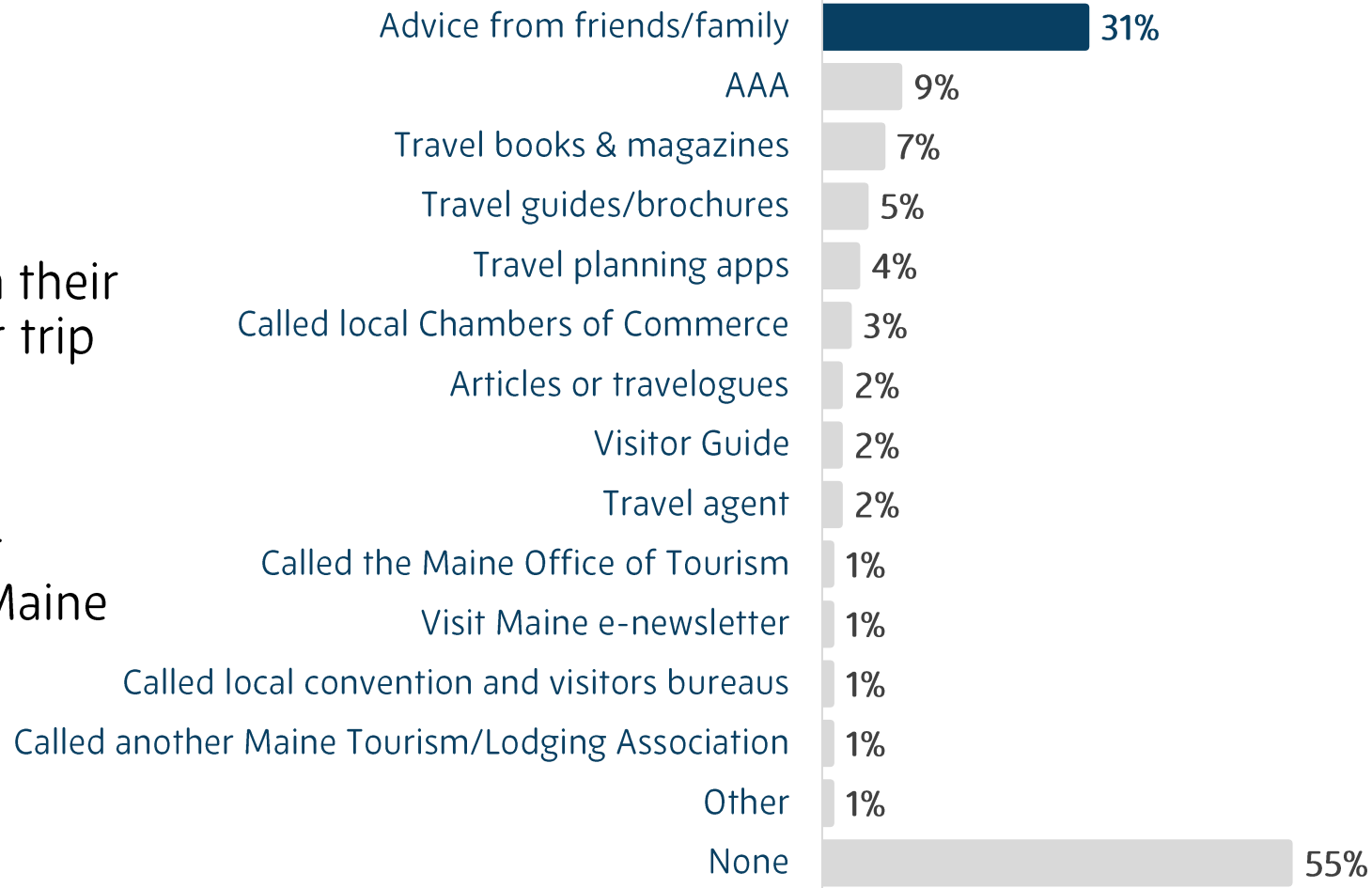
- » Nearly **9 in 10** visitors used one or more online resources to help them plan their trip in Maine
- » Nearly **2 in 3** visitors used an airline website to help them plan their trip in Maine
- » Nearly **3 in 5** visitors used an online travel agency to help them plan their trip in Maine



*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

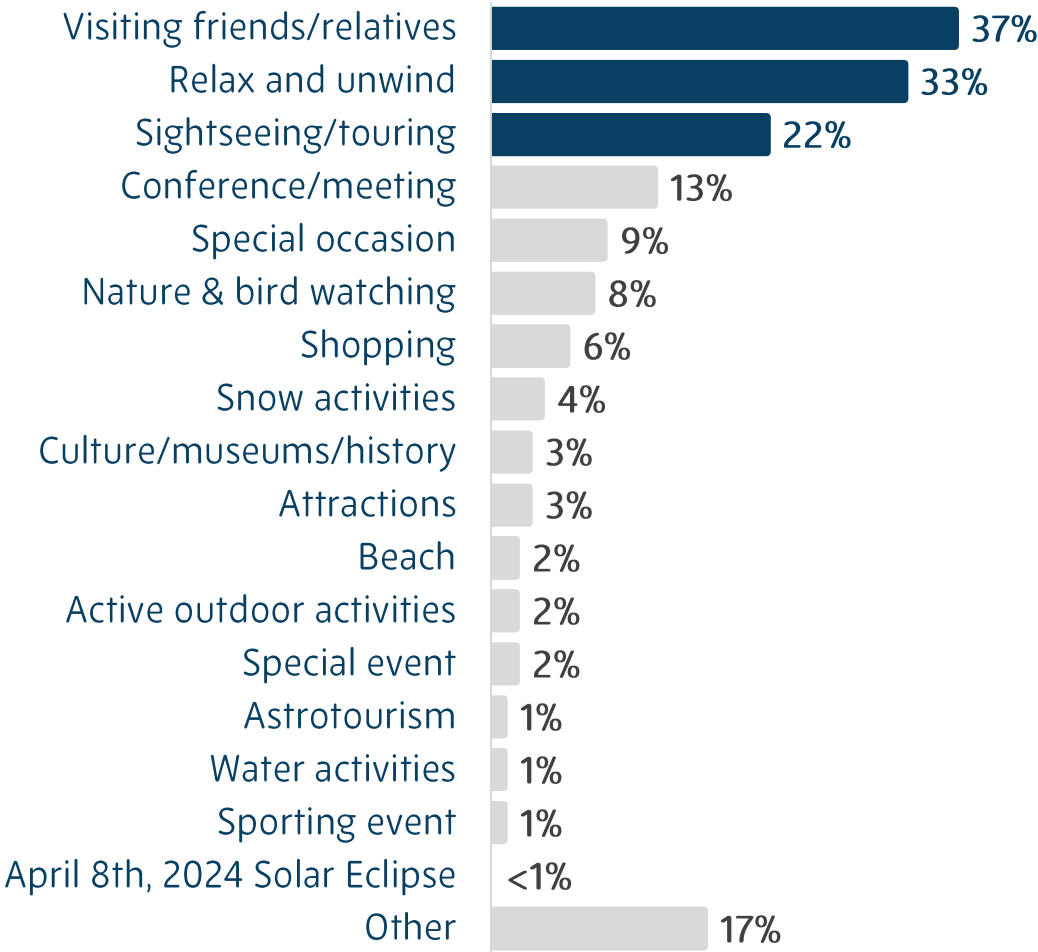
- » Over **3 in 10** visitors relied on advice from their friends and family to help them plan their trip in Maine
- » Over **half** of visitors did not use any other resources to help them plan their trip in Maine



*Multiple responses permitted.

REASONS FOR VISITING*

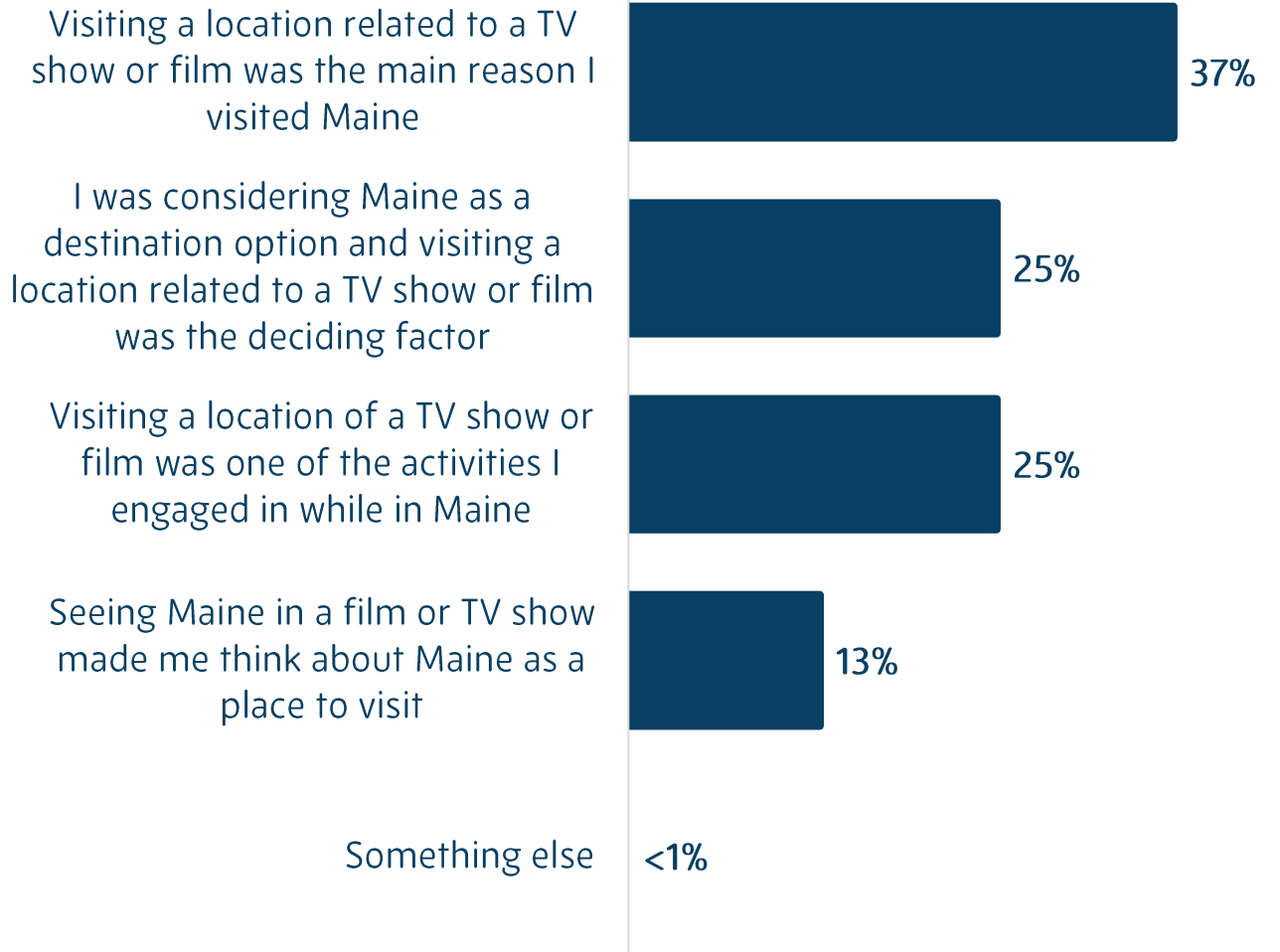
- » Over 1 in 3 visitors came to Maine to visit friends/relatives
- » 1 in 3 visitors came to Maine to relax and unwind
- » Over 1 in 5 visitors came to Maine for sightseeing and touring



TV SHOWS & FILM*

- » 4% of visitors said a TV show or film inspired their trip to Maine
- » Nearly 2 in 5 visitors who were inspired by a TV show or film said visiting its location was the main reason they visited Maine
- » 3% 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

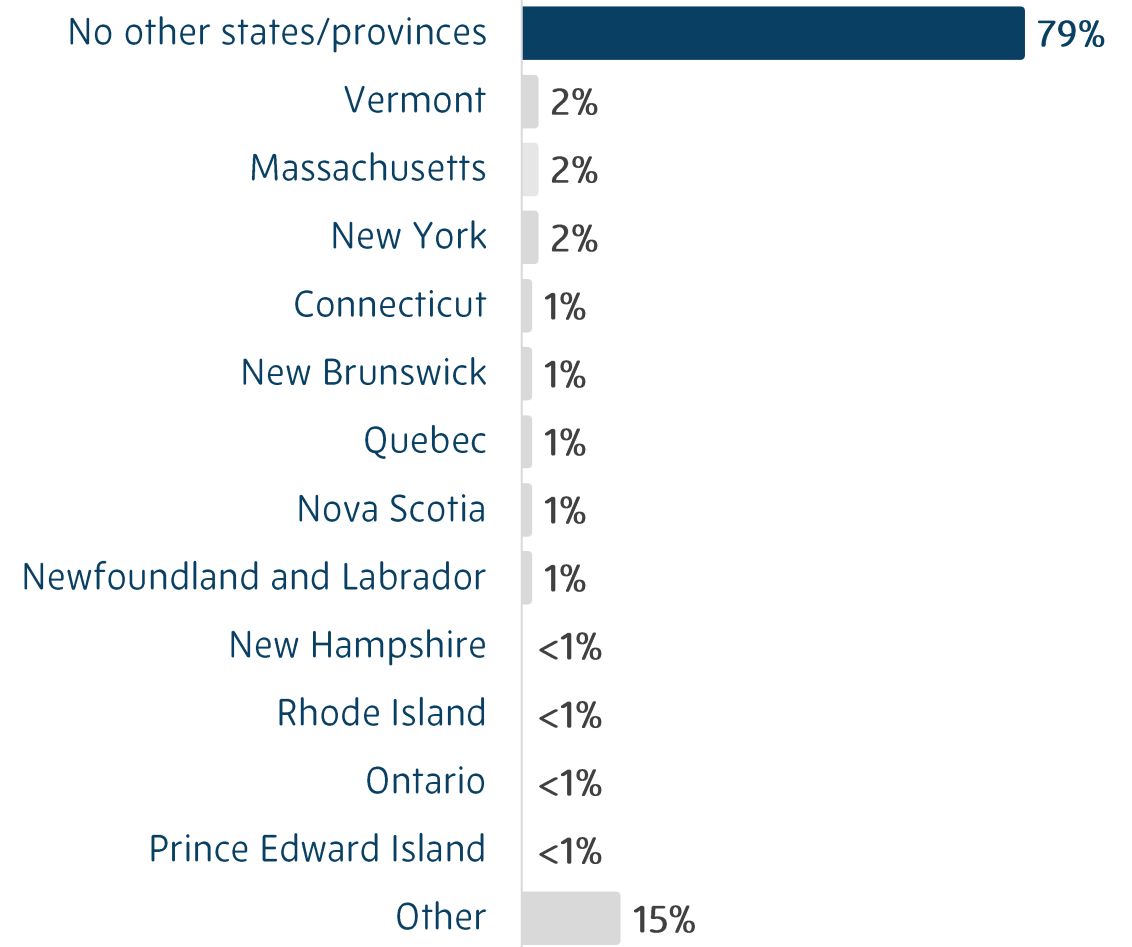
Base: 4% of visitors who were inspired by a TV show or film



*Questions were not asked until January 2023.

OTHER STATES & PROVINCES CONSIDERED*

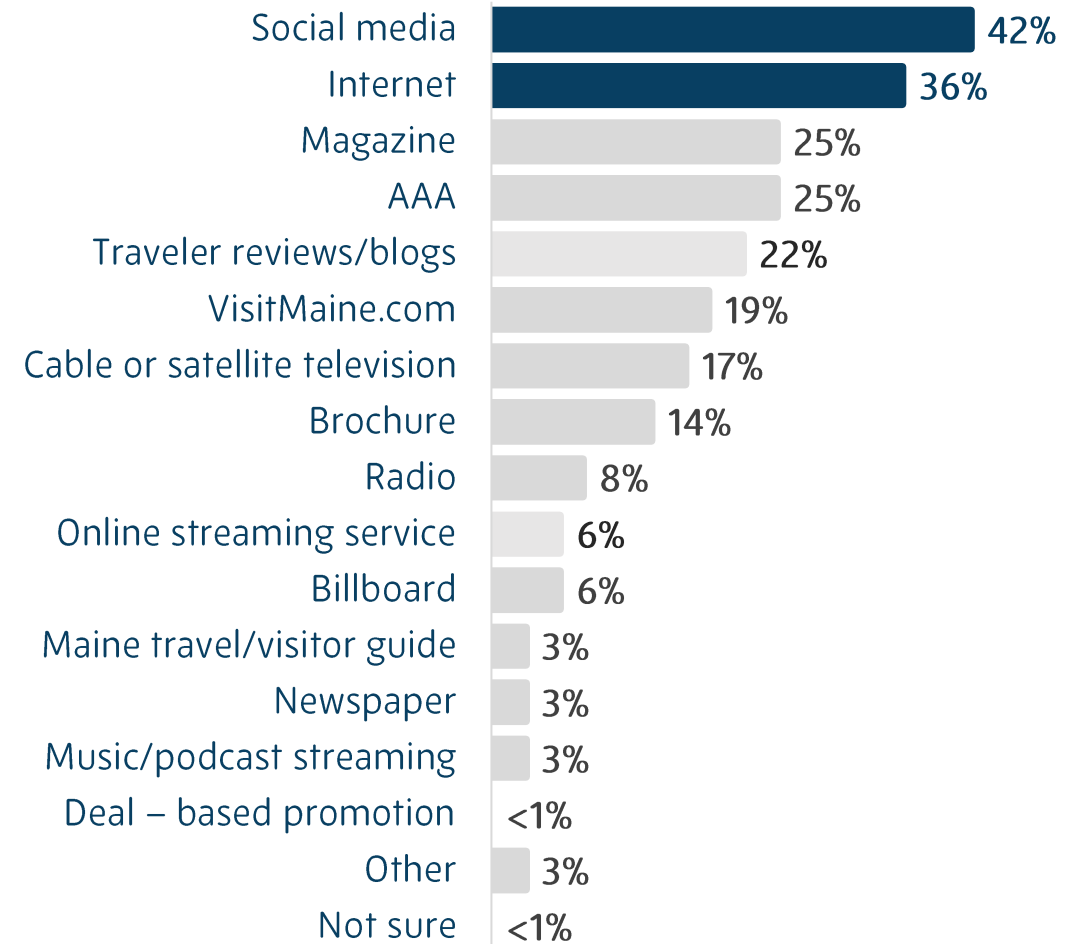
» Nearly **4 in 5** visitors considered visiting **ONLY** Maine while planning their trips



PRE-TRIP RECALL OF ADVERTISING*

- » Nearly **1 in 5** visitors noticed advertising or promotions for Maine prior to their trip
- » Visitors who recalled this advertising primarily saw it on the internet or social media
- » This information influenced **14% of all** visitors to visit Maine

Base: 18% of visitors who noticed advertising

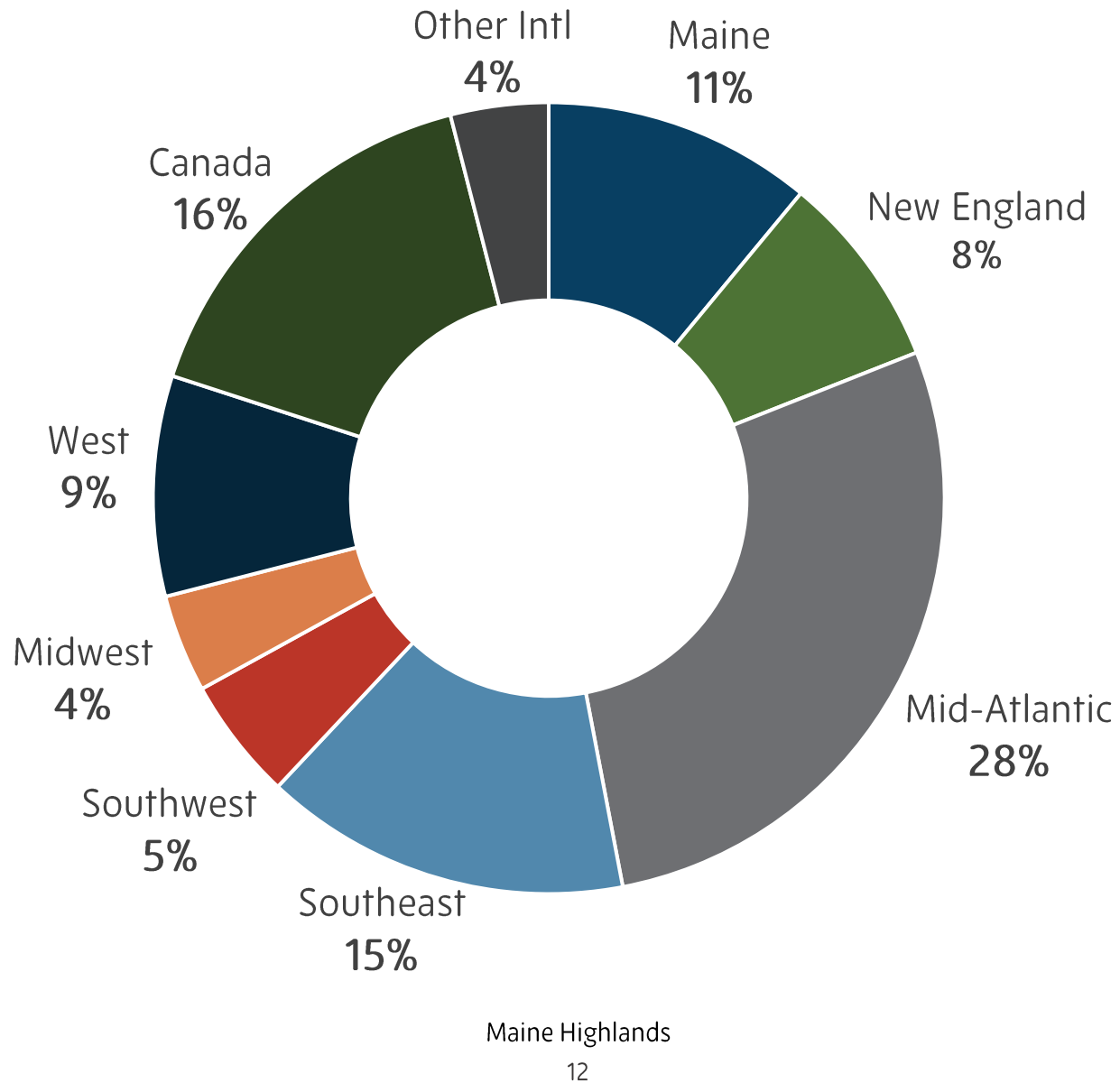


*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **81%** of visitors traveled to/within Maine from 13 U.S. states and Canadian provinces
- » **11%** of visitors were residents of Maine traveling throughout the state

State	Percent
New Brunswick	14%
Maine	11%
Florida	11%
New York	7%
New Jersey	7%
Virginia	6%
Pennsylvania	5%
Massachusetts	4%
Maryland	4%
California	3%
Texas	3%
Colorado	3%
Tennessee	3%

TOP ORIGIN MARKETS

- » **48%** of visitors traveled from **15** U.S. and Canadian markets
- » **19%** of visitors traveled to Maine from New York City and Washington DC-Baltimore

Market	Percent
New York City ¹	11%
Washington DC - Baltimore ²	8%
Fredericton, CAN	7%
Saint John, CAN	4%
Pittsburgh	3%
Denver Area	3%
Bangor	3%
Orlando	3%
Tampa Area	3%
Nashville	3%

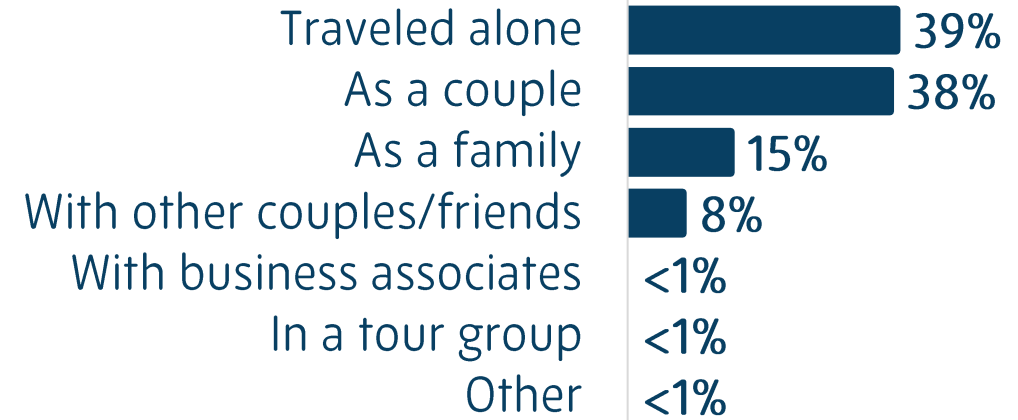
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

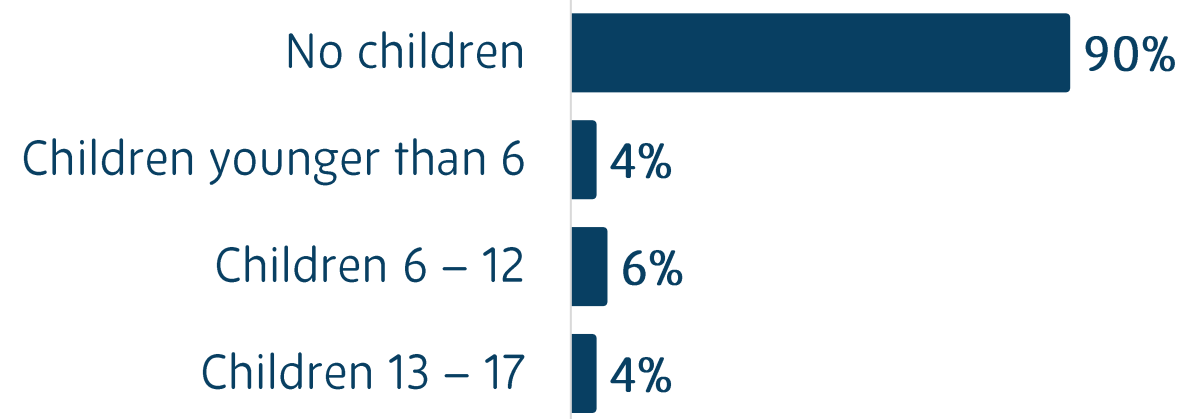
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.1** people
- » Nearly **2 in 5** visitors traveled alone or as a couple
- » **10%** of visitors traveled with one or more children in their travel party

Travel Party Composition



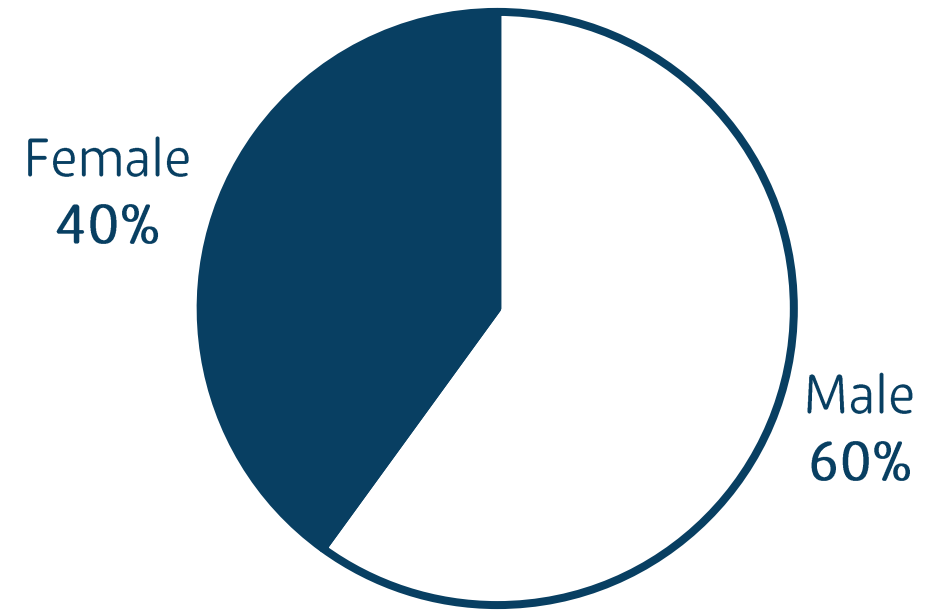
Children in Travel Party*



*Multiple responses permitted.

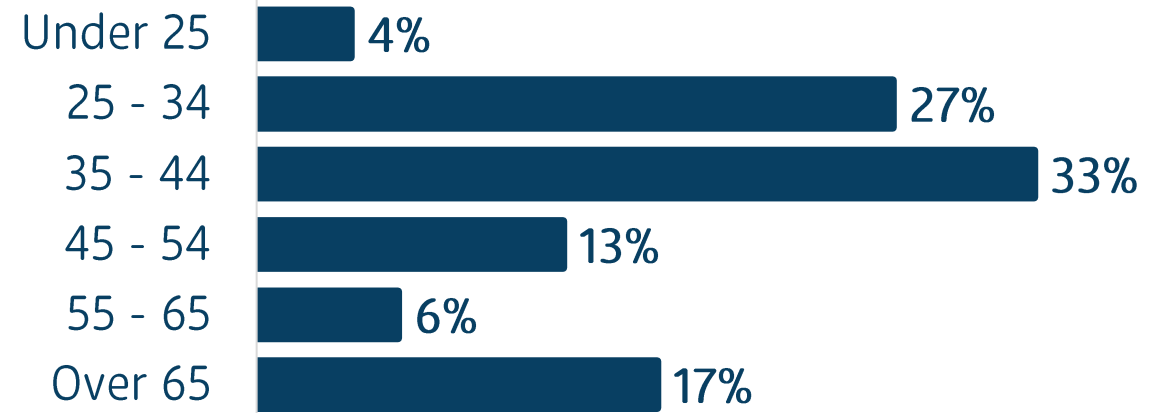
GENDER

» 3 in 5 visitors to Maine interviewed were males



AGE

» The average age of visitors to Maine is **41** years old



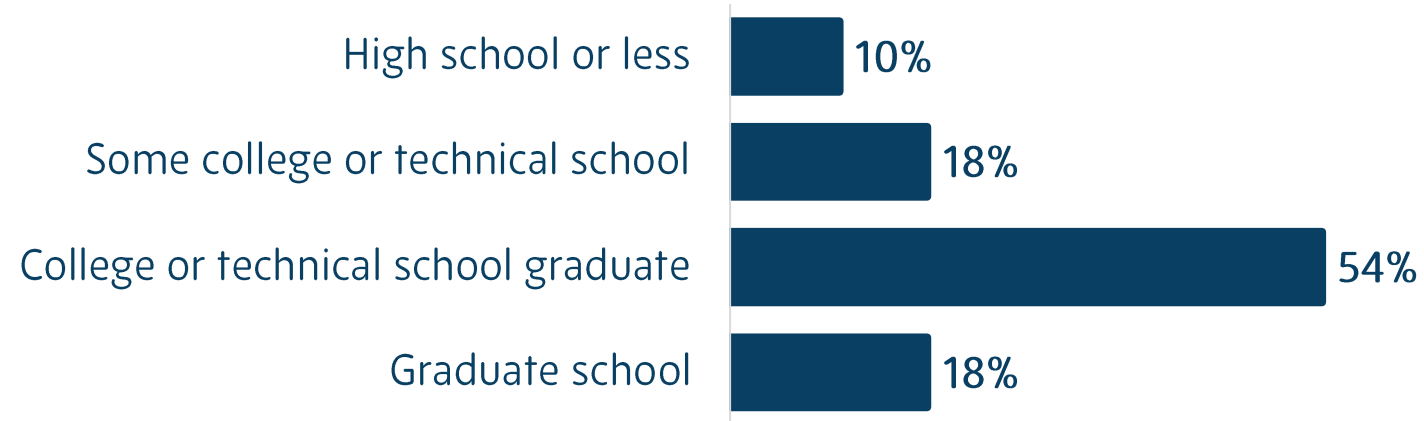
RACE & ETHNICITY

» Nearly 9 in 10 visitors to Maine were white



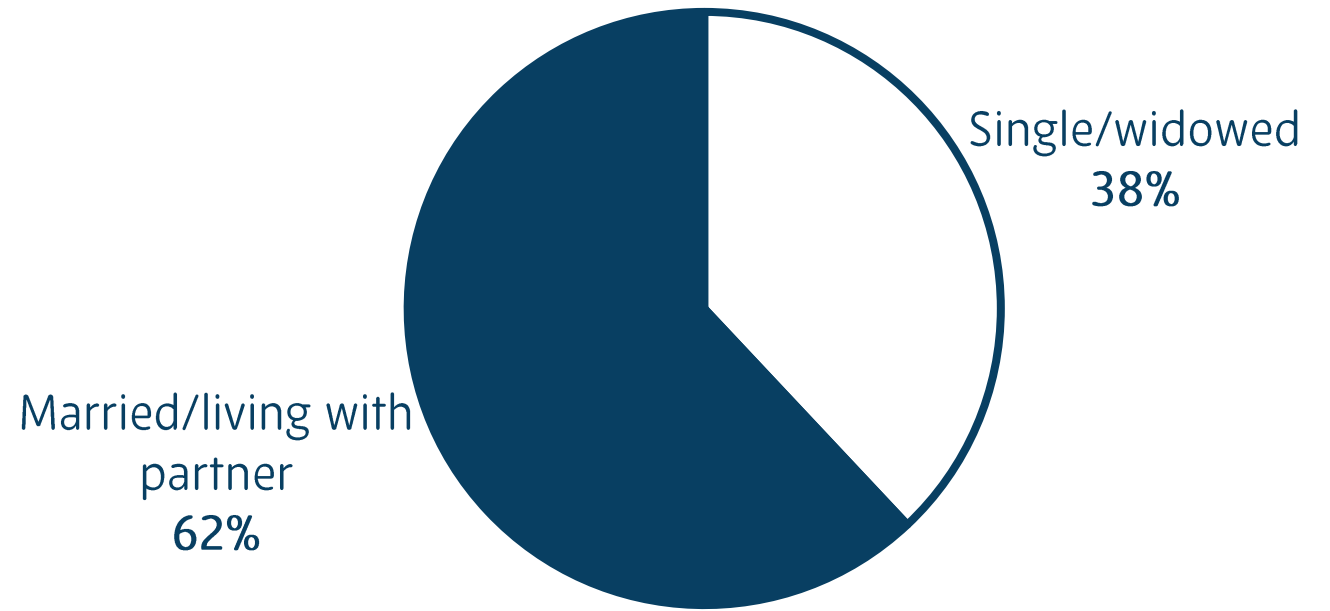
EDUCATIONAL ATTAINMENT

- » Over **7 in 10** visitors have a college/technical school degree or higher



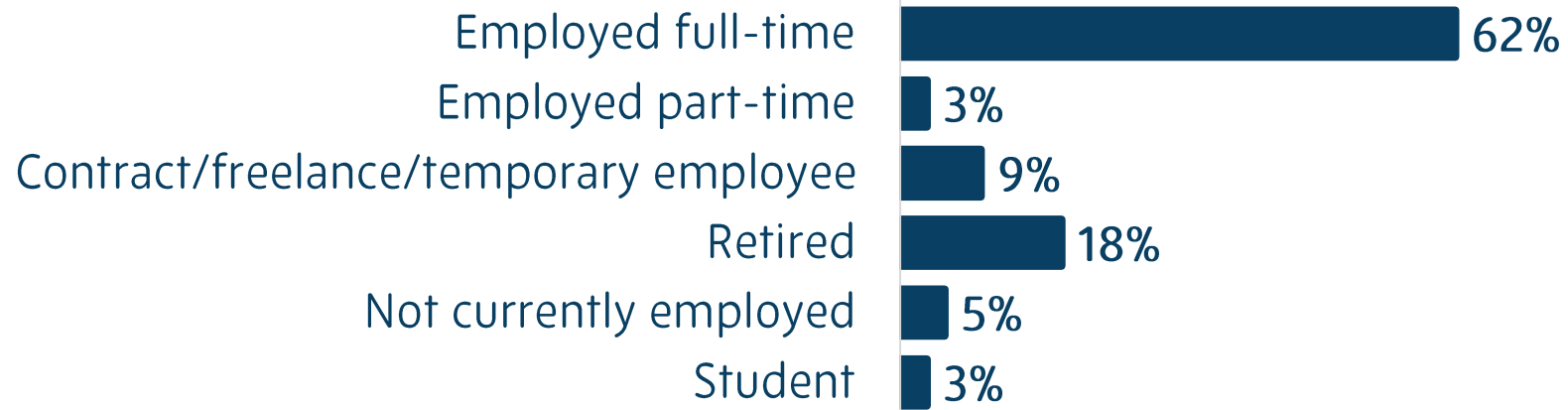
MARITAL STATUS

» Over **3 in 5** visitors to Maine were married or living with their partner



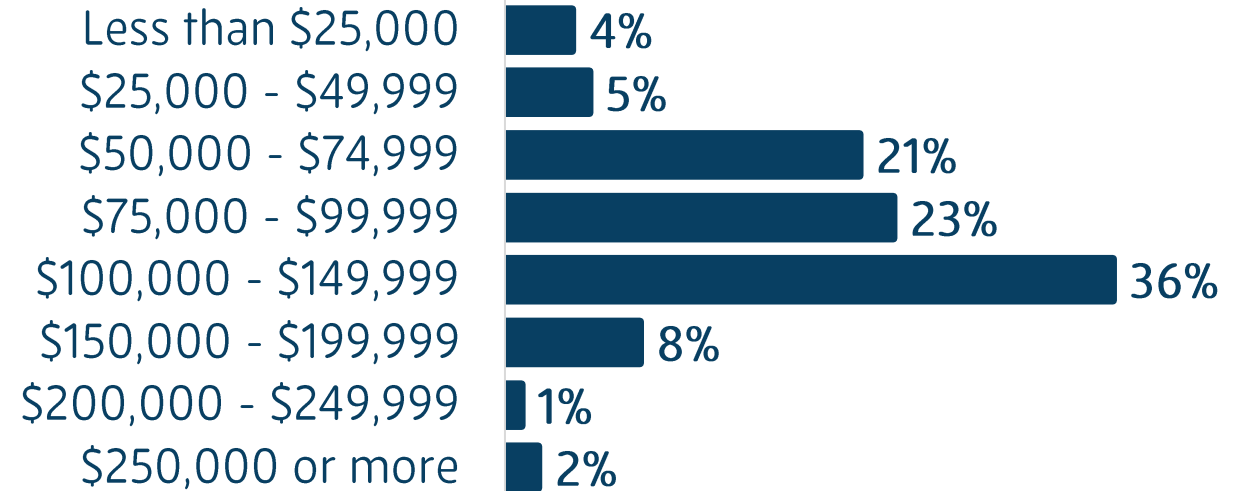
EMPLOYMENT STATUS

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



HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$96,700** per year
- » **11%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

- » 14% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 33% had previously traveled in Maine more than 10 times

This is my first time

2 - 5 times

6 - 10 times

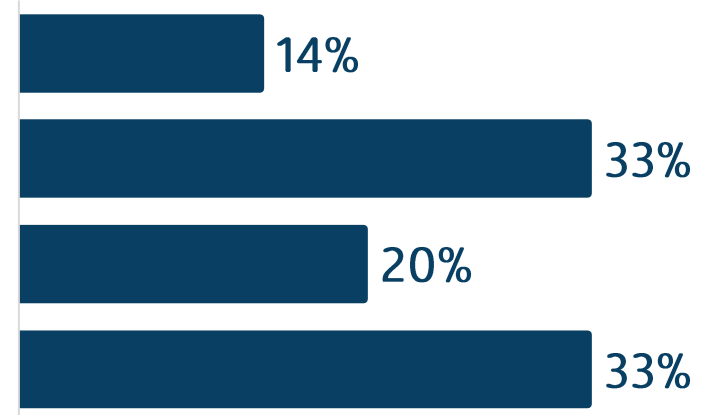
11+ times

14%

33%

20%

33%

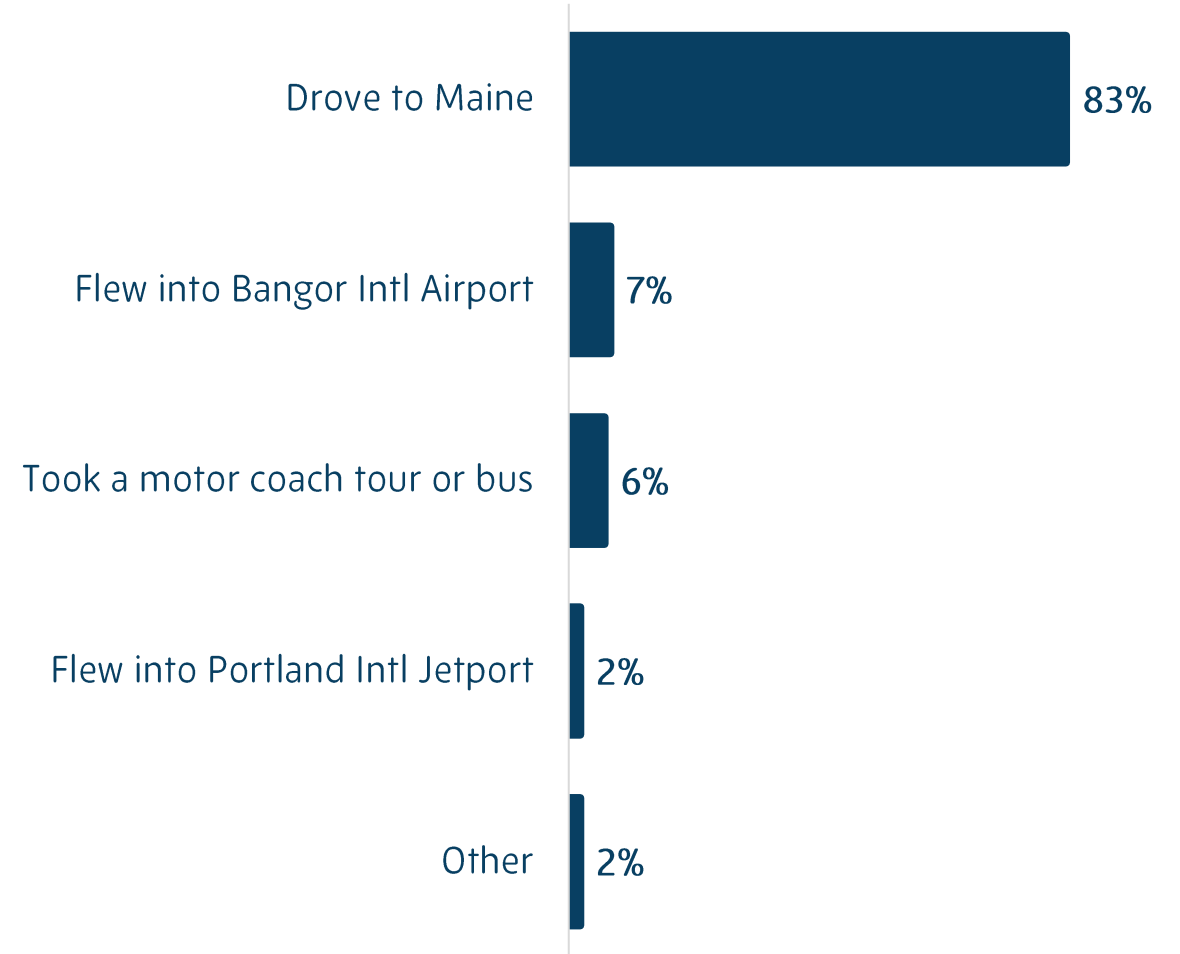


VISITOR JOURNEY: TRIP EXPERIENCE



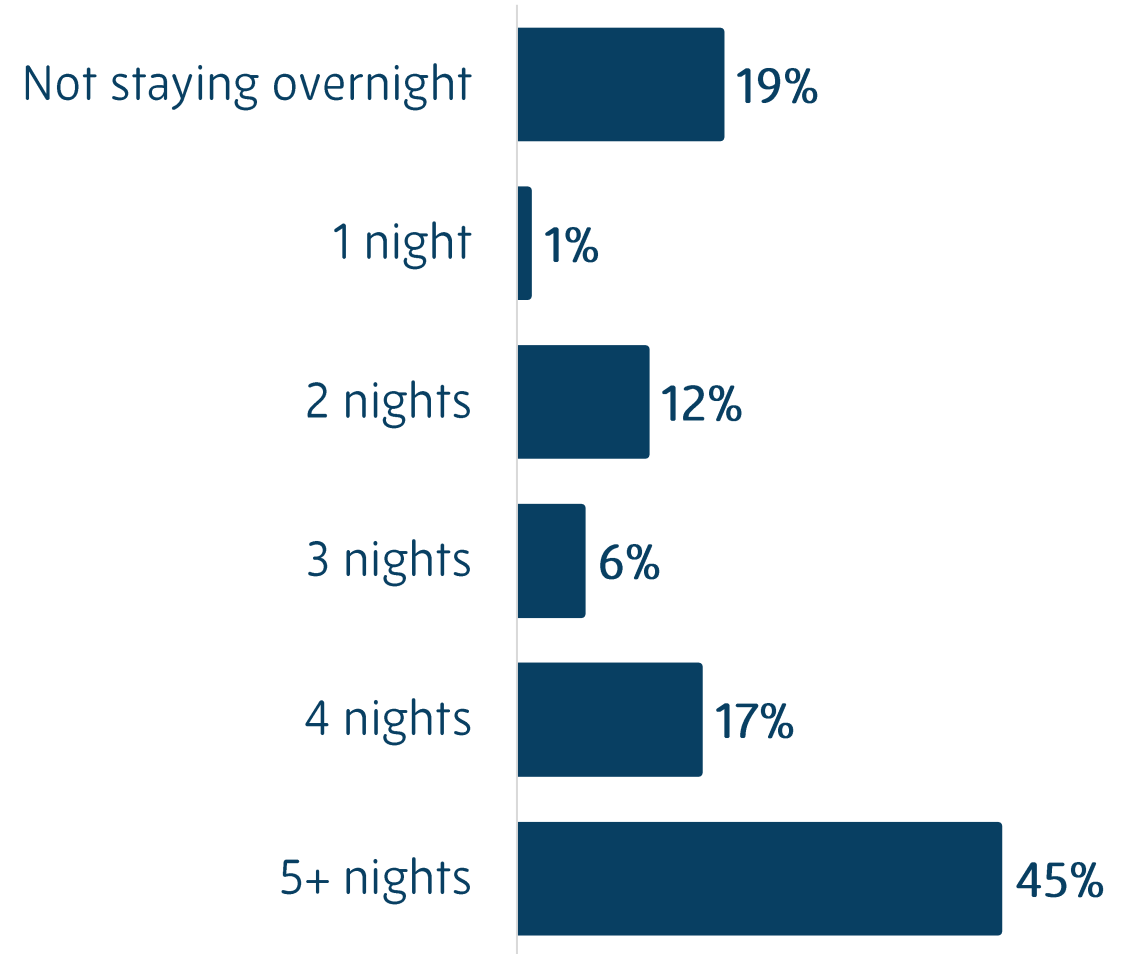
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **83%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Bangor International Airport



NIGHTS STAYED

- » **81%** of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed **4.7*** nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed **4.6** nights in Maine on their trips



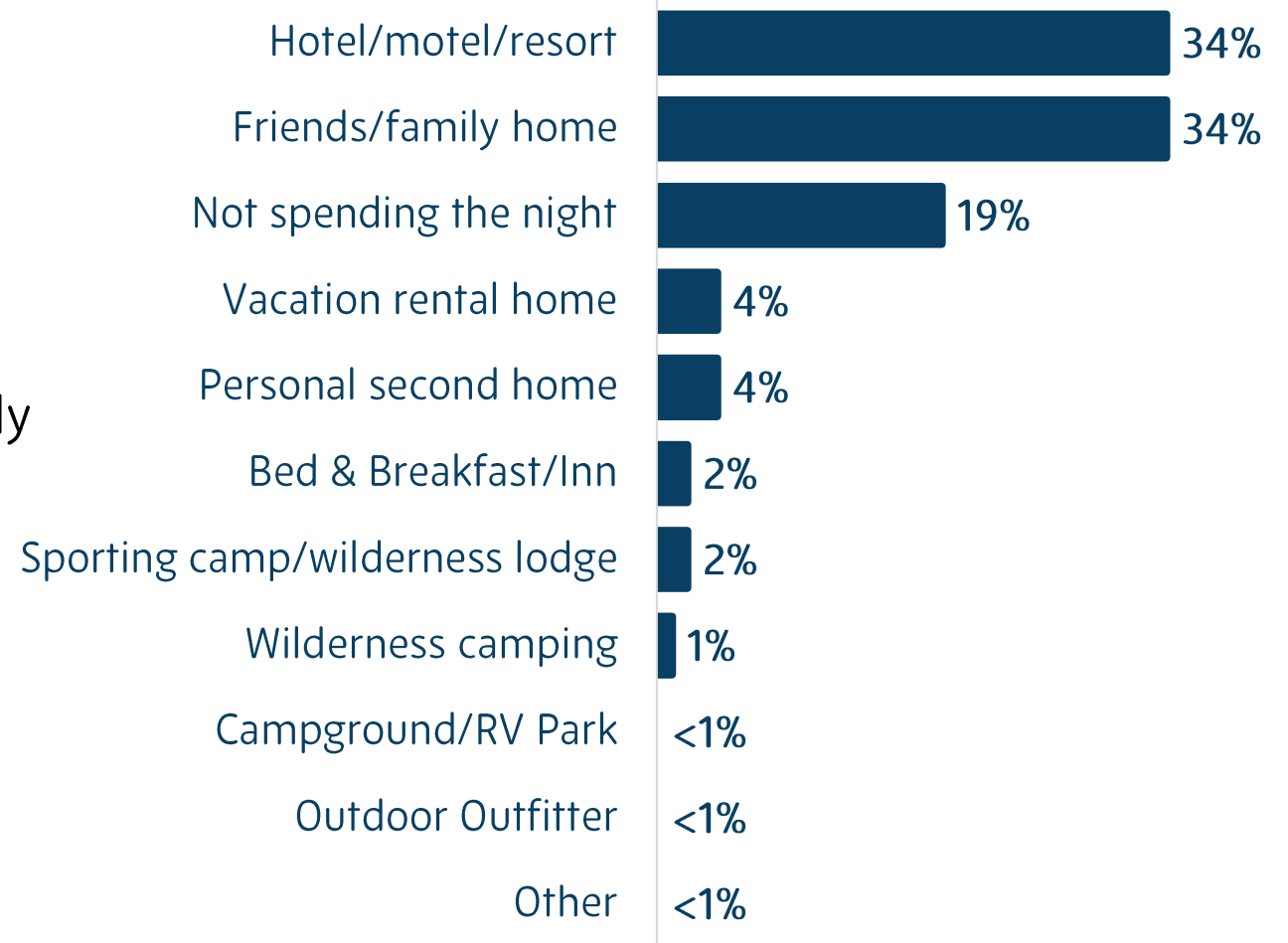
*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

Maine Highlands

ACCOMMODATIONS

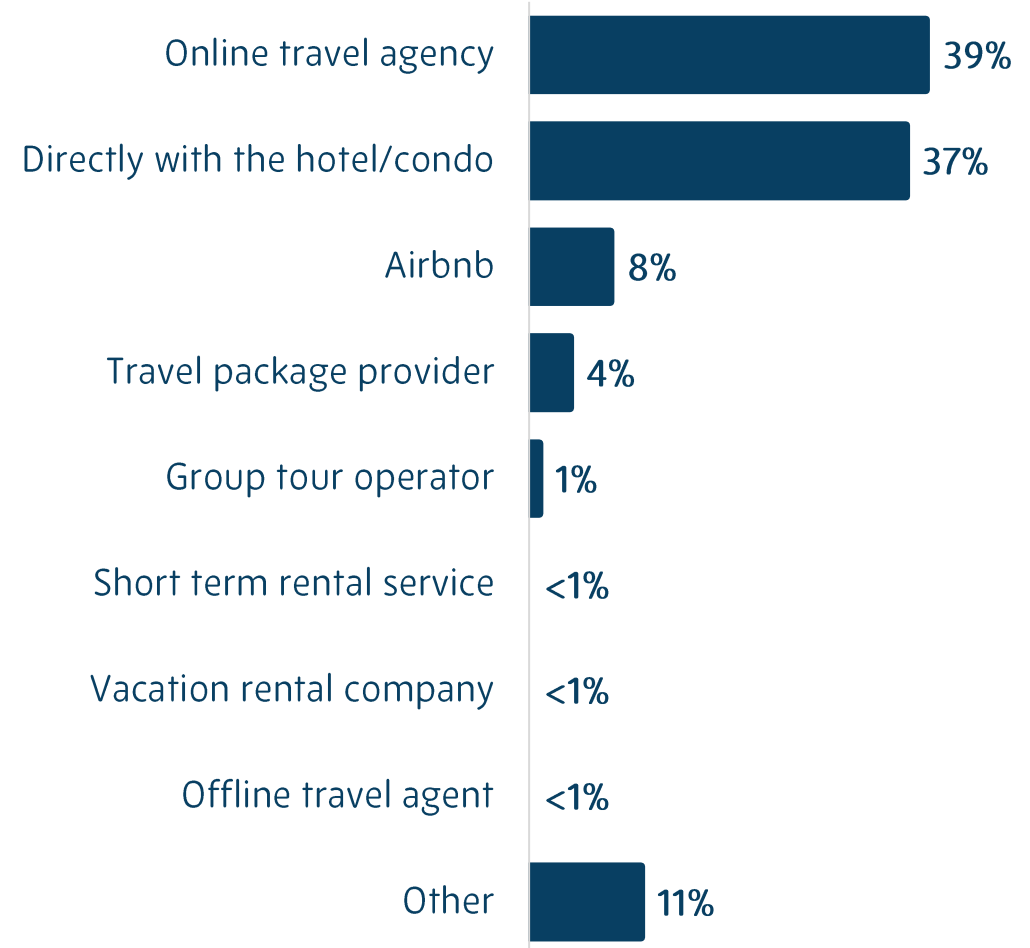
» Over **1 in 3** visitors stayed overnight in a hotel/motel/resort or stayed with friends/family

» Nearly **1 in 5** visitors came just for the day



BOOKING METHODS

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



IN-MARKET VISITOR RESOURCES*

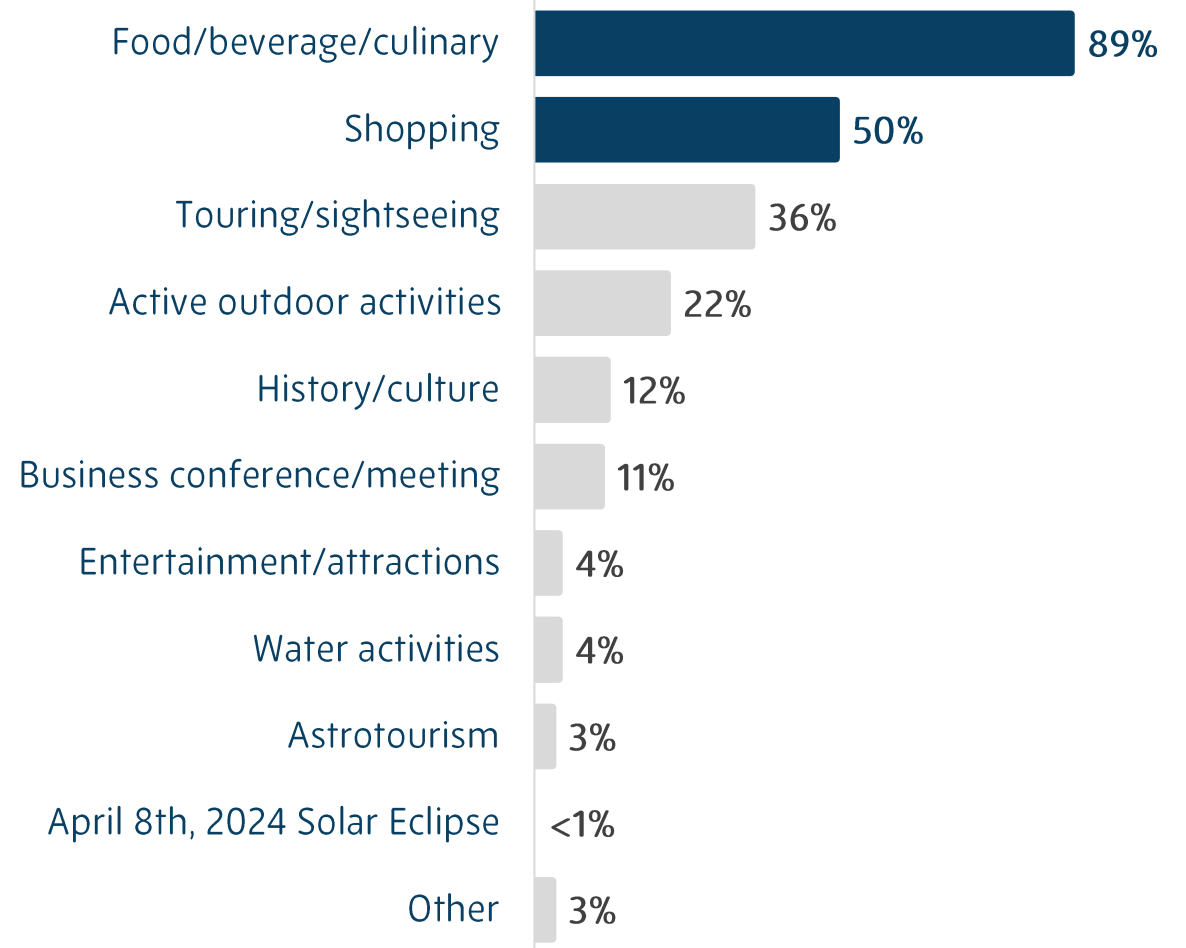
- » Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Over **2 in 5** visitors did not use any resources to plan activities while they were in-market



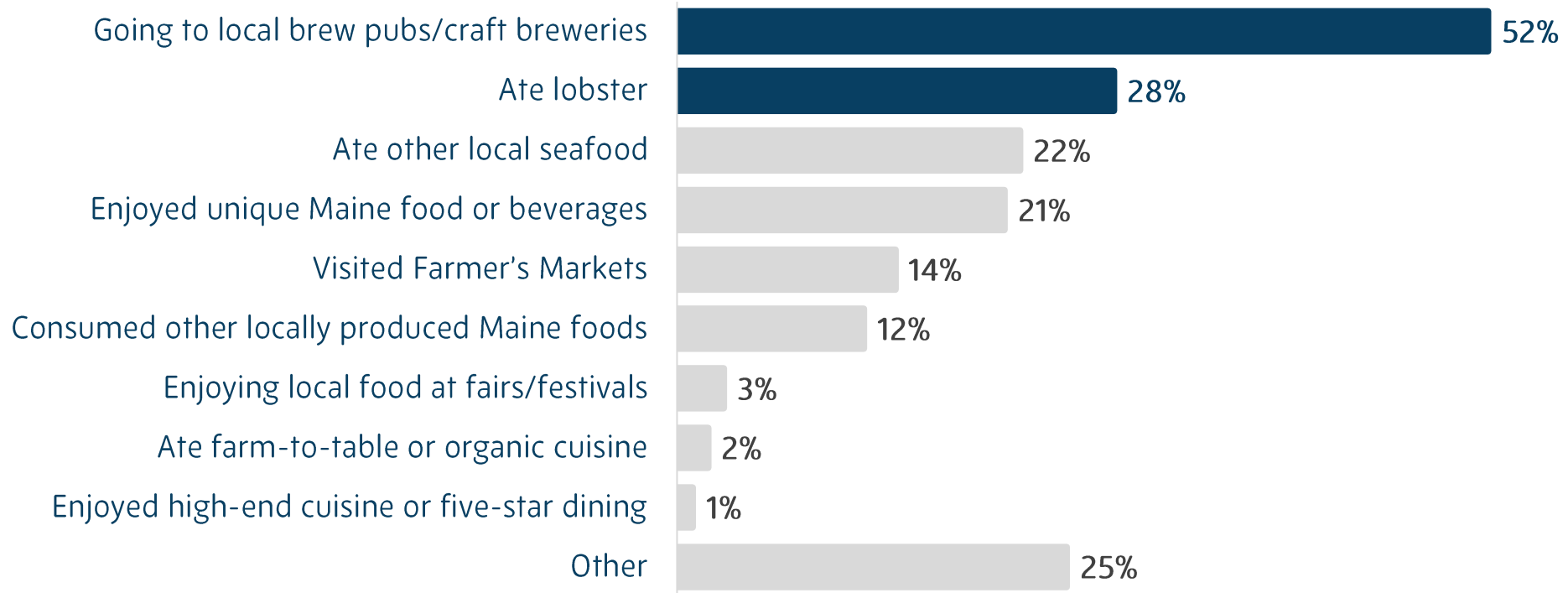
*Multiple responses permitted.

VISITOR ACTIVITIES*

- » Nearly **9 in 10** visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Nearly **half** of visitors went shopping during their trip to Maine



FOOD & BEVERAGE ACTIVITIES*

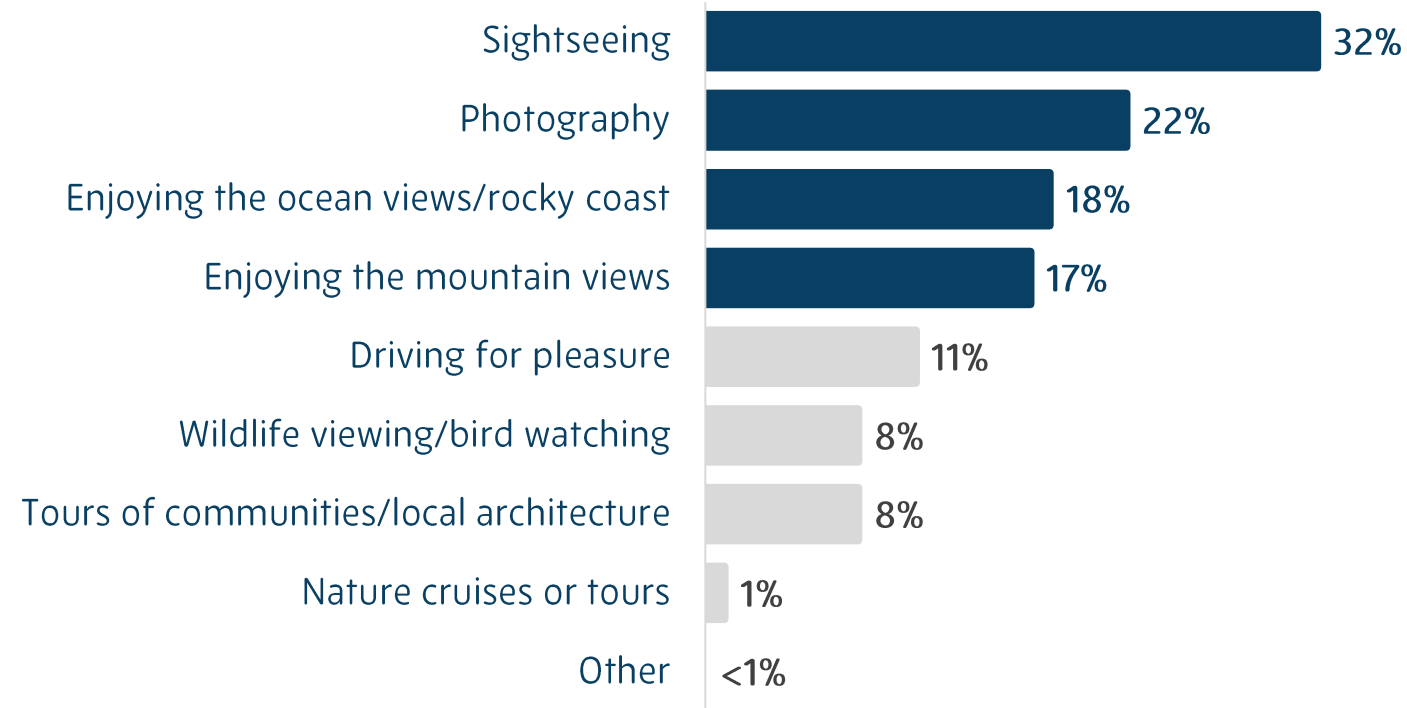


*Multiple responses permitted.

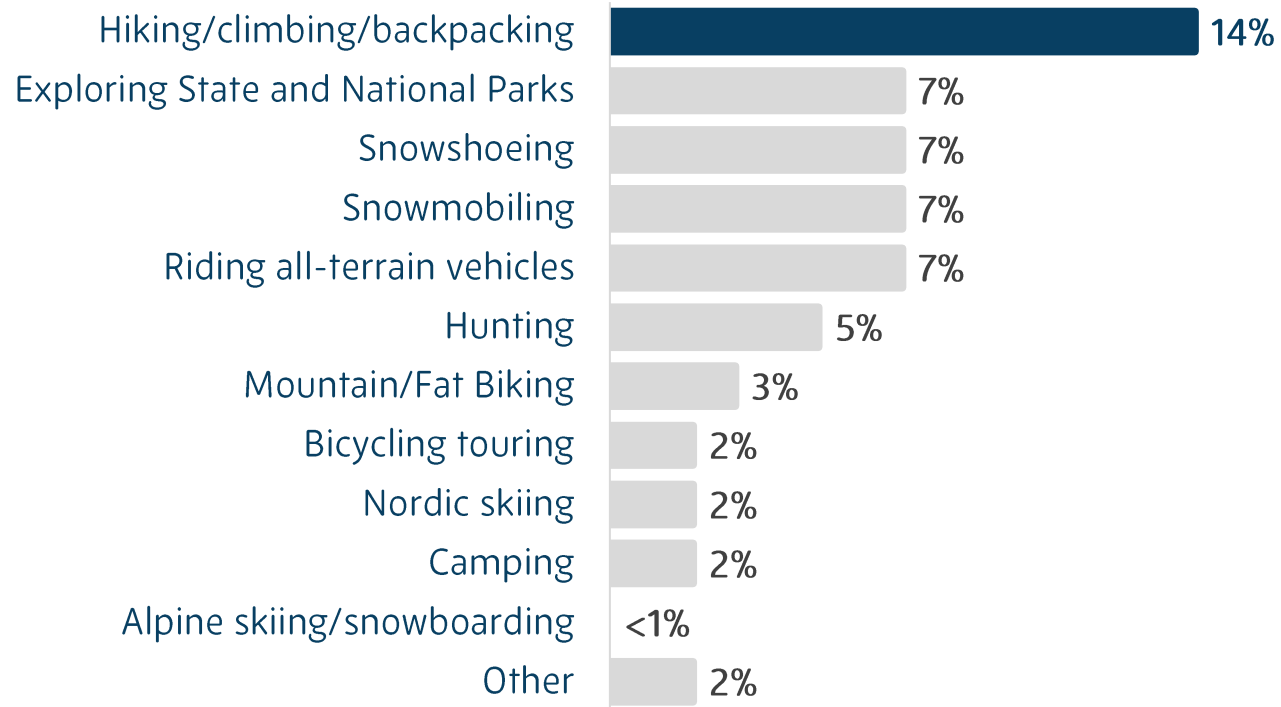
SHOPPING ACTIVITIES*



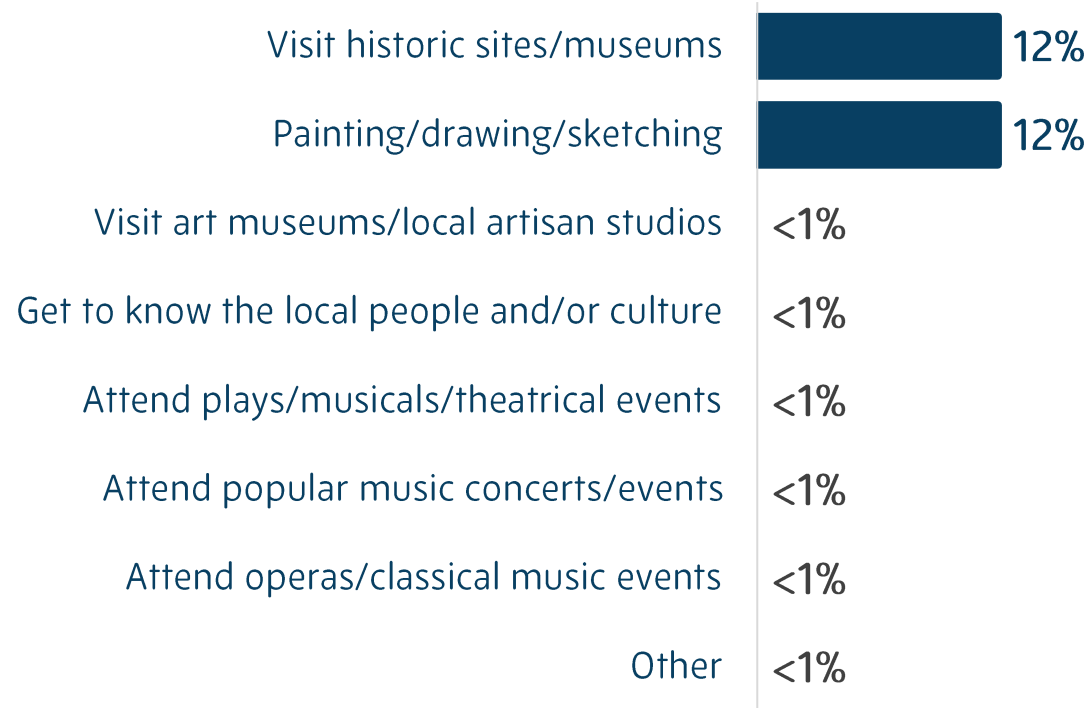
TOURING & SIGHTSEEING ACTIVITIES*



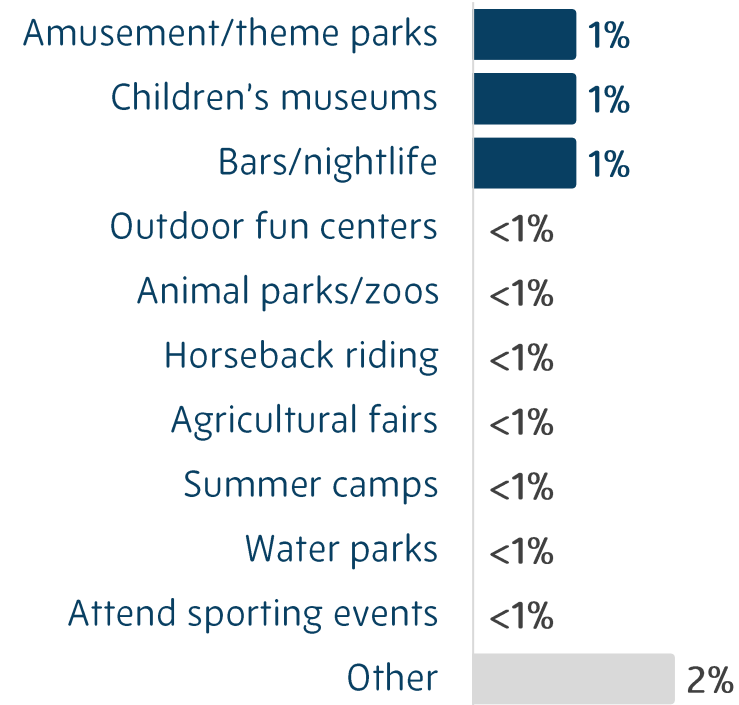
ACTIVE OUTDOOR ACTIVITIES*



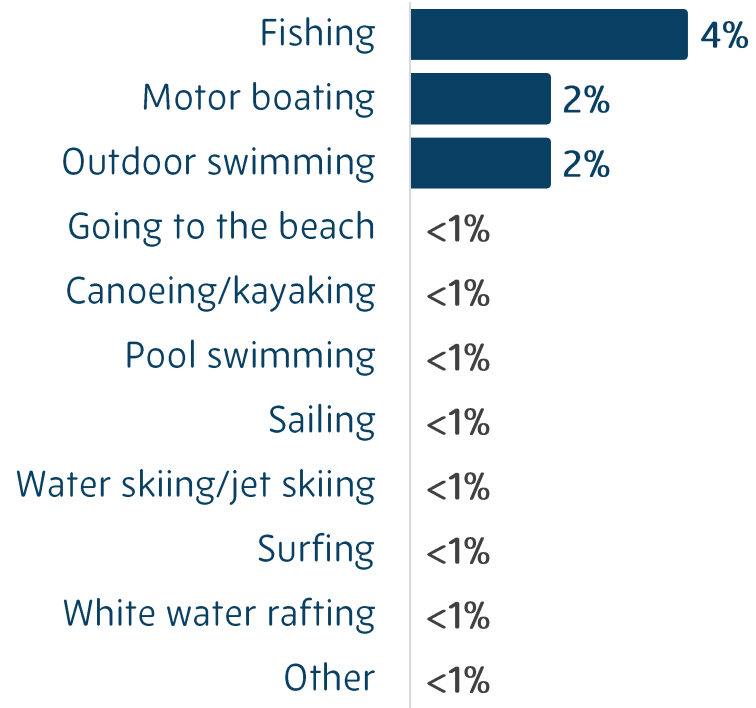
HISTORICAL & CULTURAL ACTIVITIES*



ENTERTAINMENT ACTIVITIES*



WATER ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

All Visitors

Accommodations	\$86
Transportation	\$56
Groceries	\$18
Restaurants	\$107
Shopping	\$82
Activities & Attractions	\$41
Other	\$30
Daily Spending	\$420

TOTAL TRAVEL PARTY SPENDING

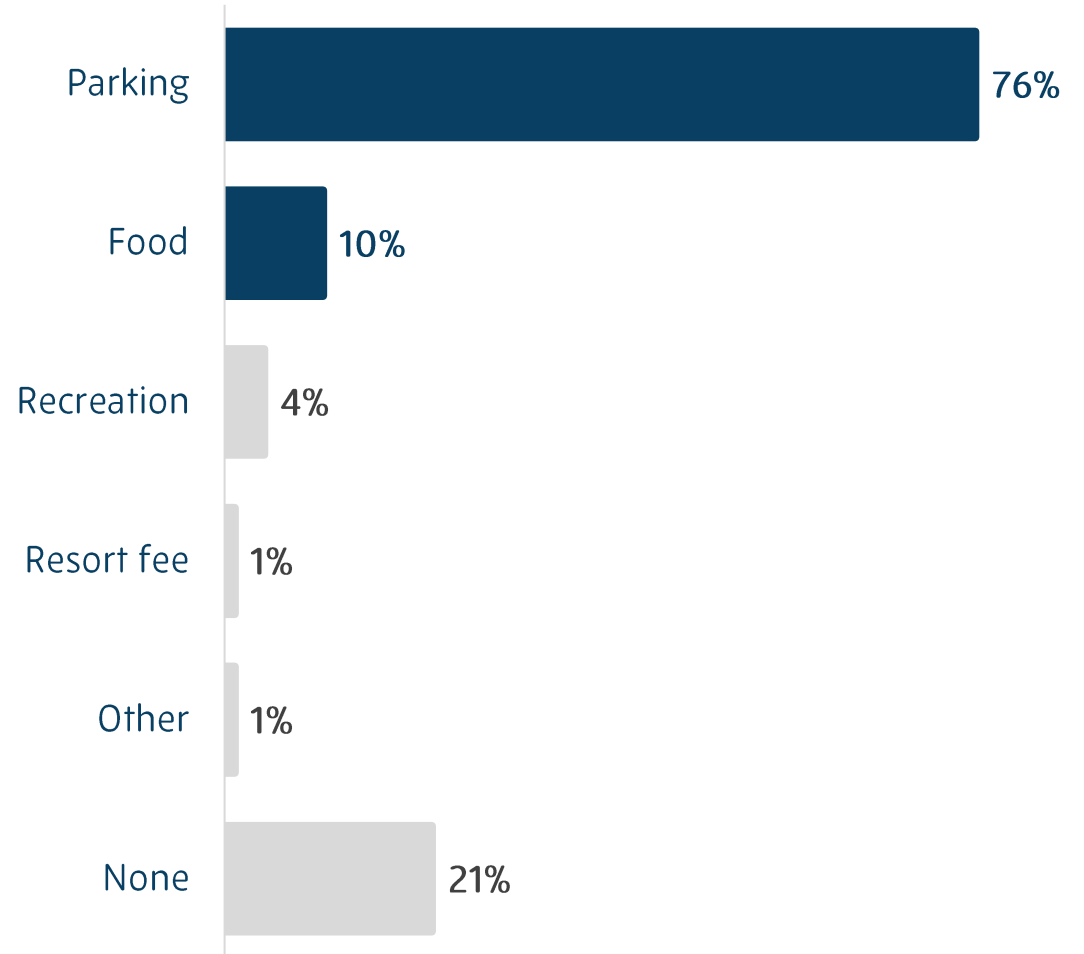
All Visitors

Accommodations	\$403
Transportation	\$262
Groceries	\$85
Restaurants	\$502
Shopping	\$384
Activities & Attractions	\$190
Other	\$142

Total Spending	\$1,968
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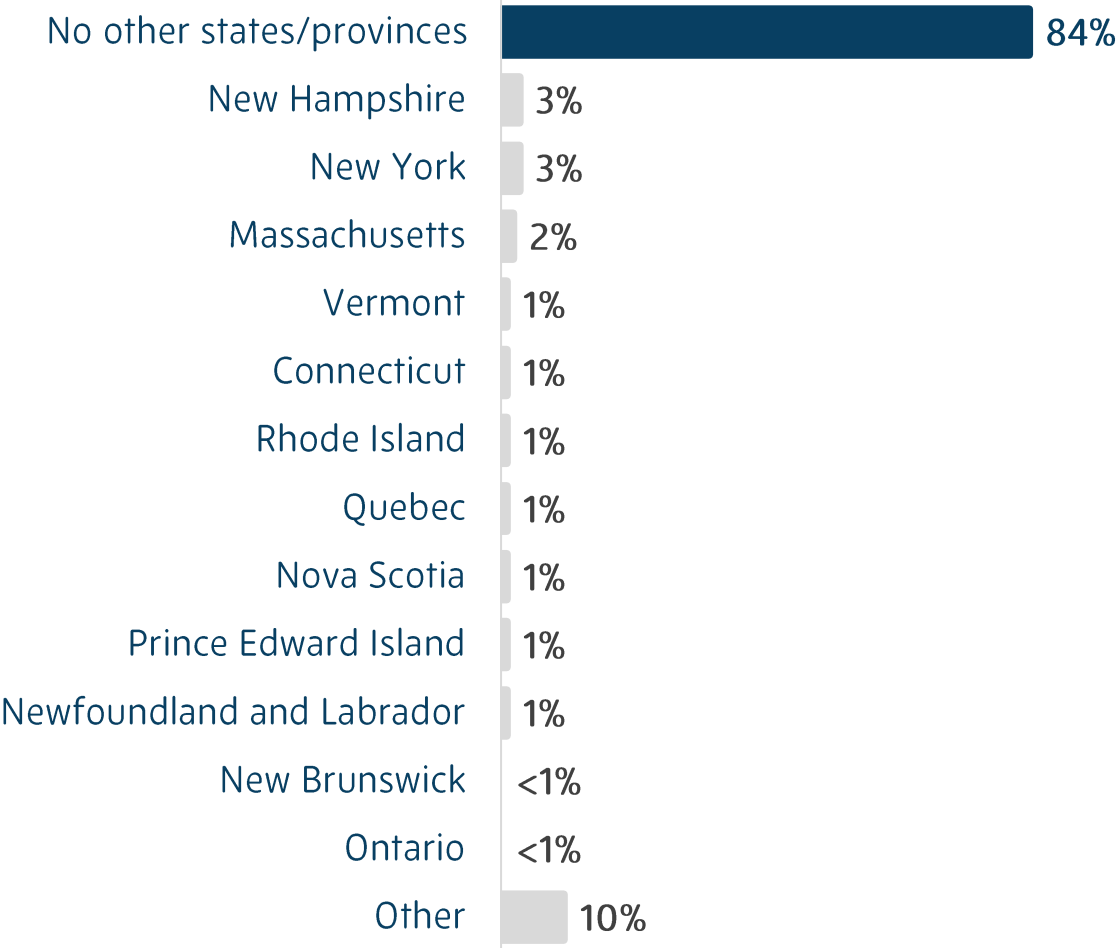
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for nearly **4 in 5** visitors
- » Price for accommodations included parking for over **3 in 4** visitors
- » Food was included in accommodations' pricing for **10%** of visitors



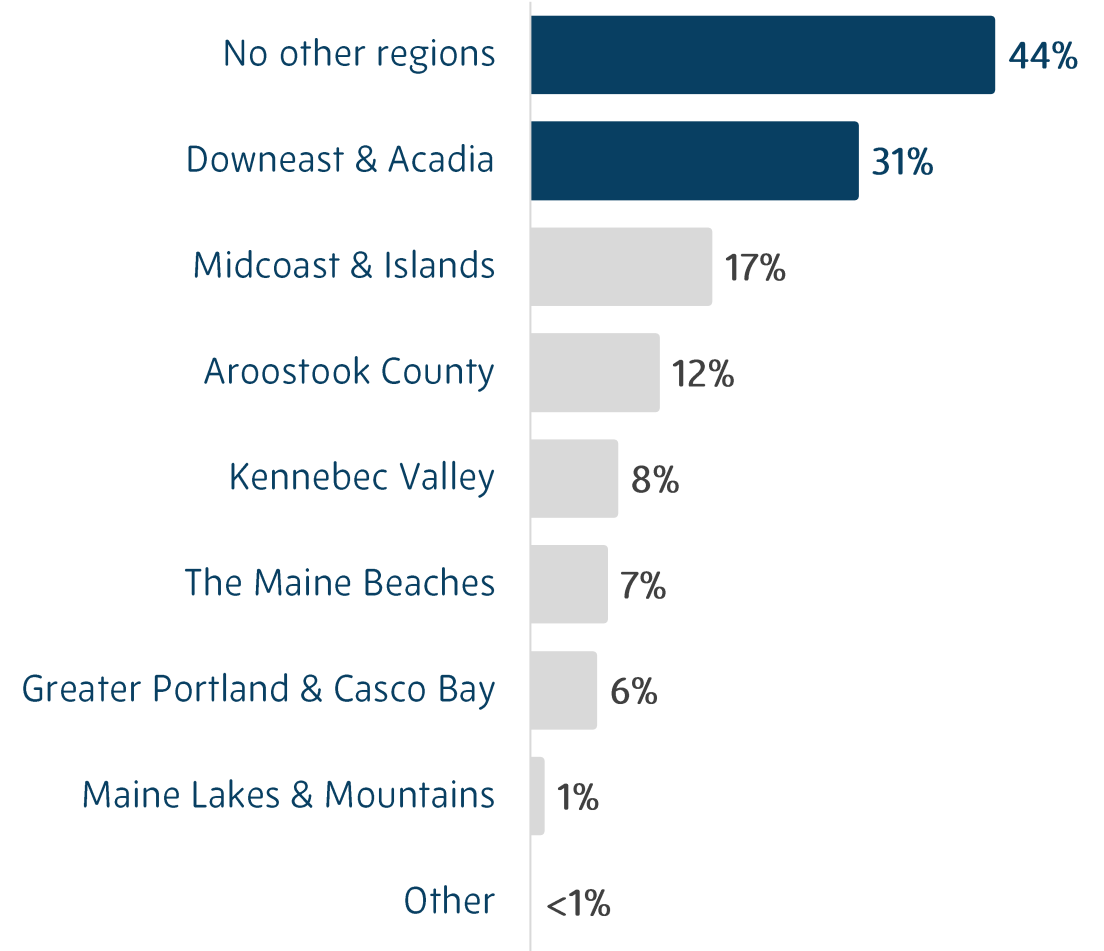
OTHER STATES & PROVINCES VISITED*

» Over 4 in 5 visitors did not visit any other U.S. state or Canadian province during their trip

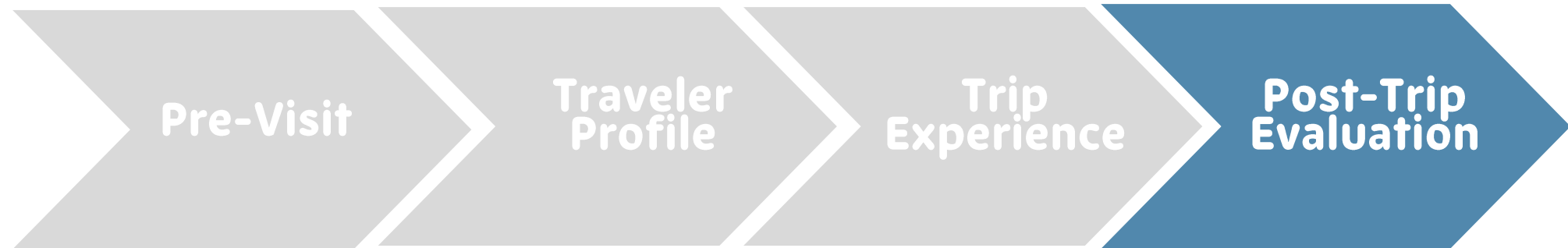


TRAVELING WITHIN MAINE*

- » Over **2 in 5** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » **31%** of visitors visited Downeast & Acadia in addition to their primary destination within Maine



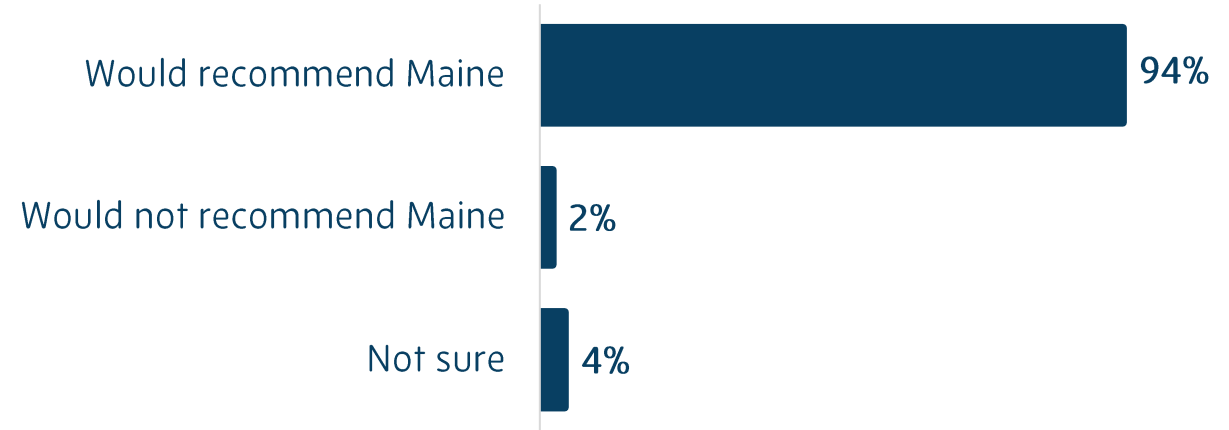
VISITOR JOURNEY: POST-TRIP EVALUATION



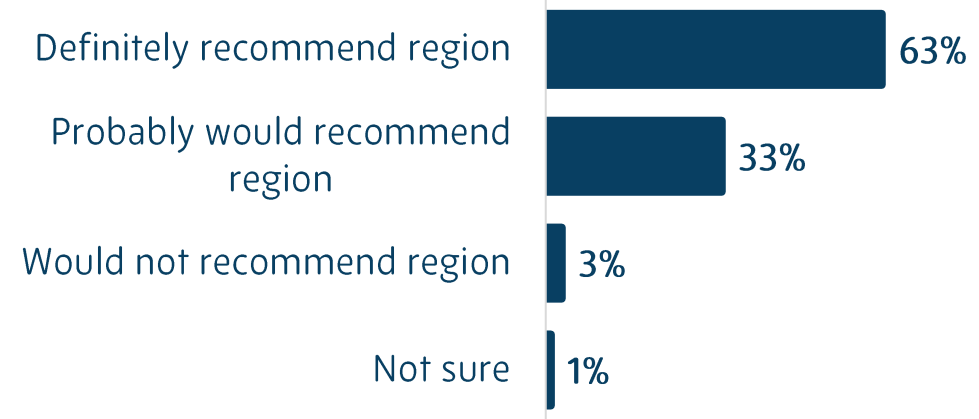
RECOMMENDING MAINE & ITS REGIONS

- » **94%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **96%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **63%** would definitely recommend

Likelihood of Recommending Maine

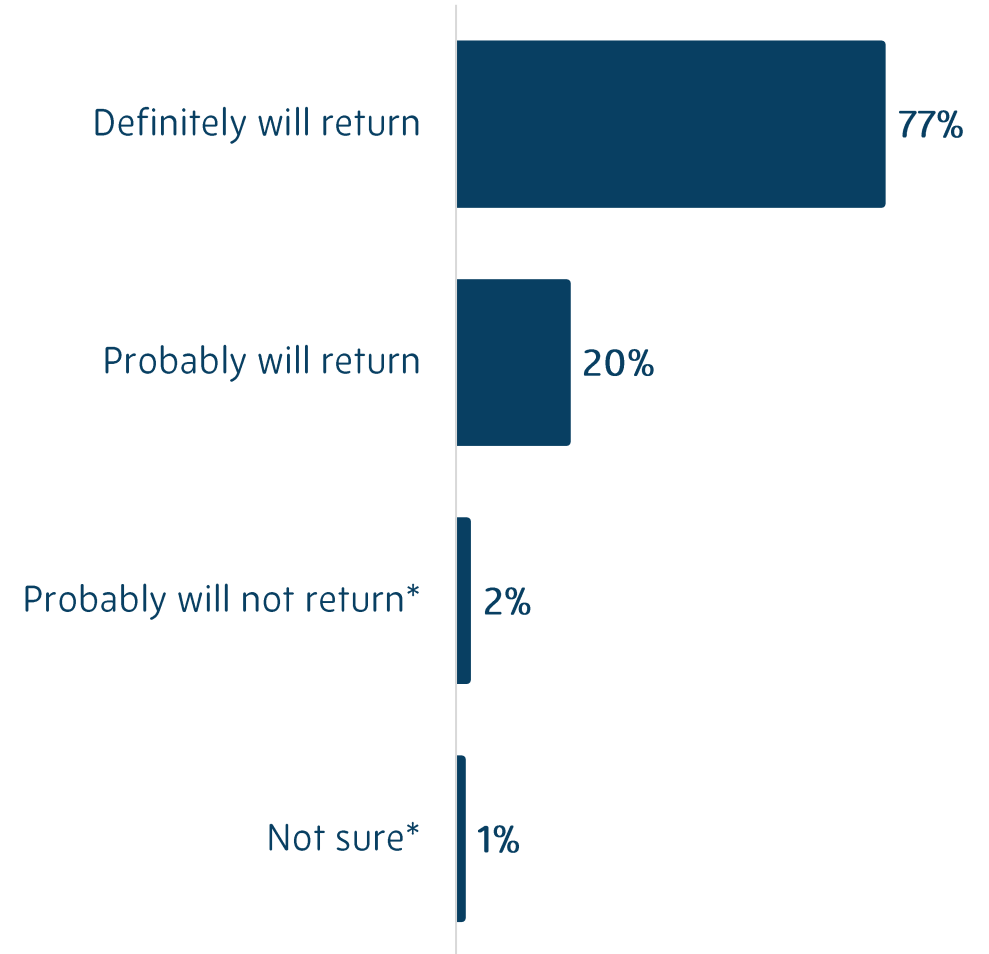


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

» **97%** of visitors will return to Maine for a future visit or vacation



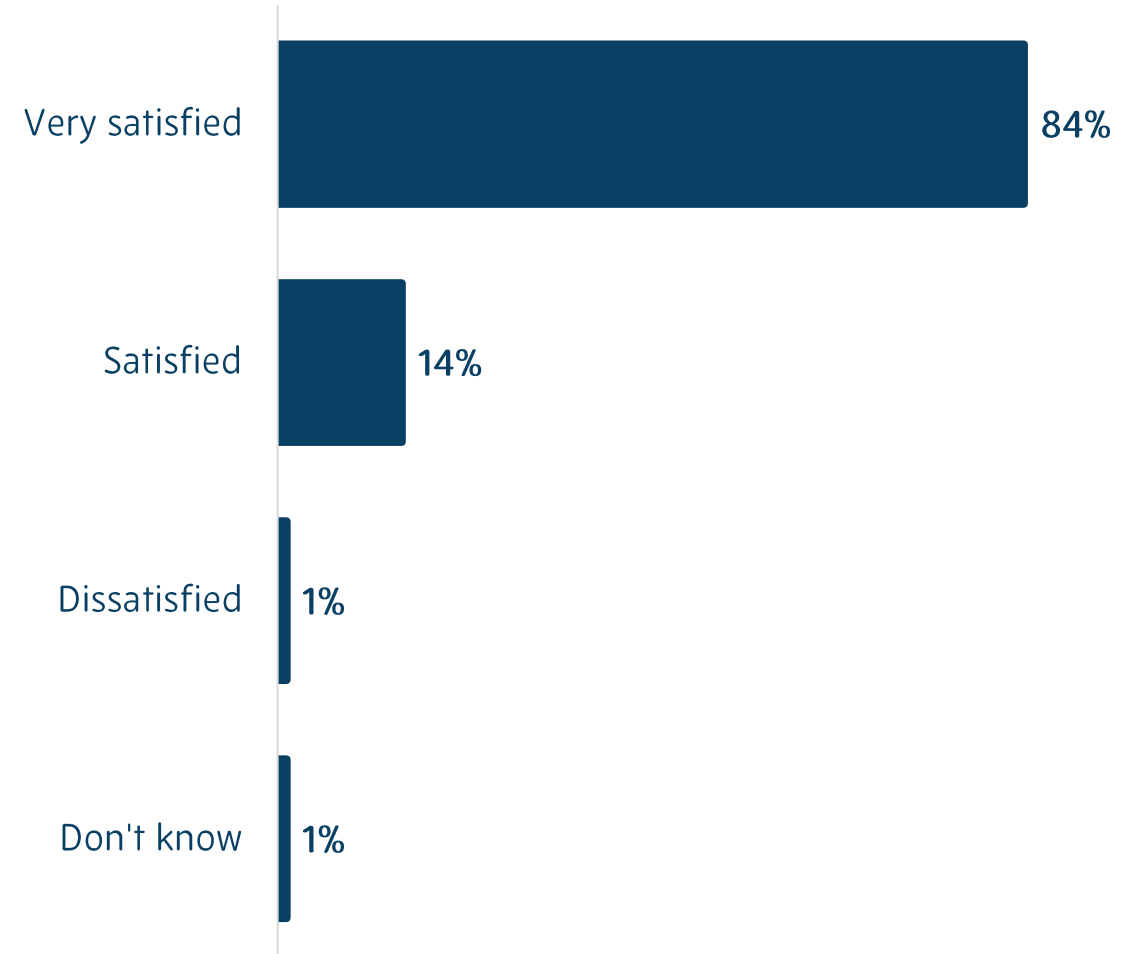
*3% of all visitors are not sure or will probably not return to Maine for the following reasons:
1. Lack of activities and attractions 2. Too cold/bad weather 3. Once is enough to see and do everything.

Maine Highlands

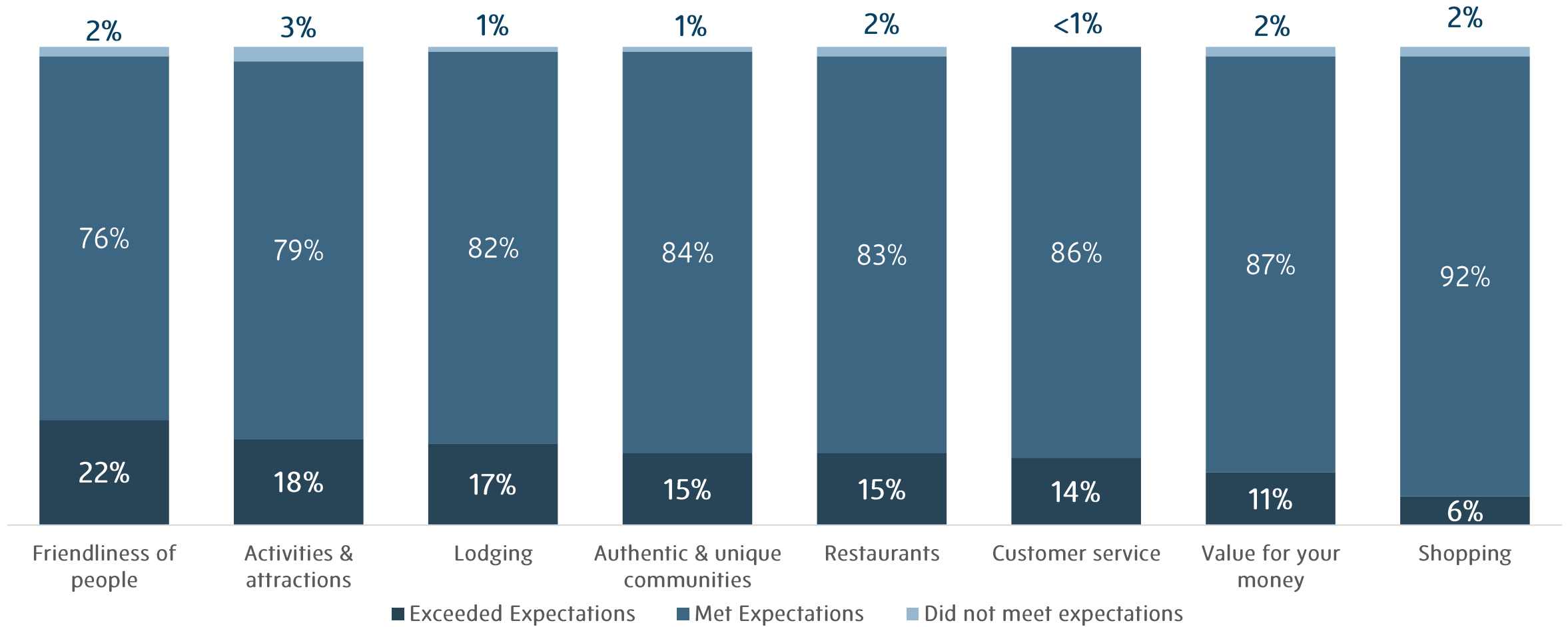
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SATISFACTION

- » 98% of visitors were satisfied with their trip to Maine
- » Over 4 in 5 visitors were very satisfied with their trip to Maine

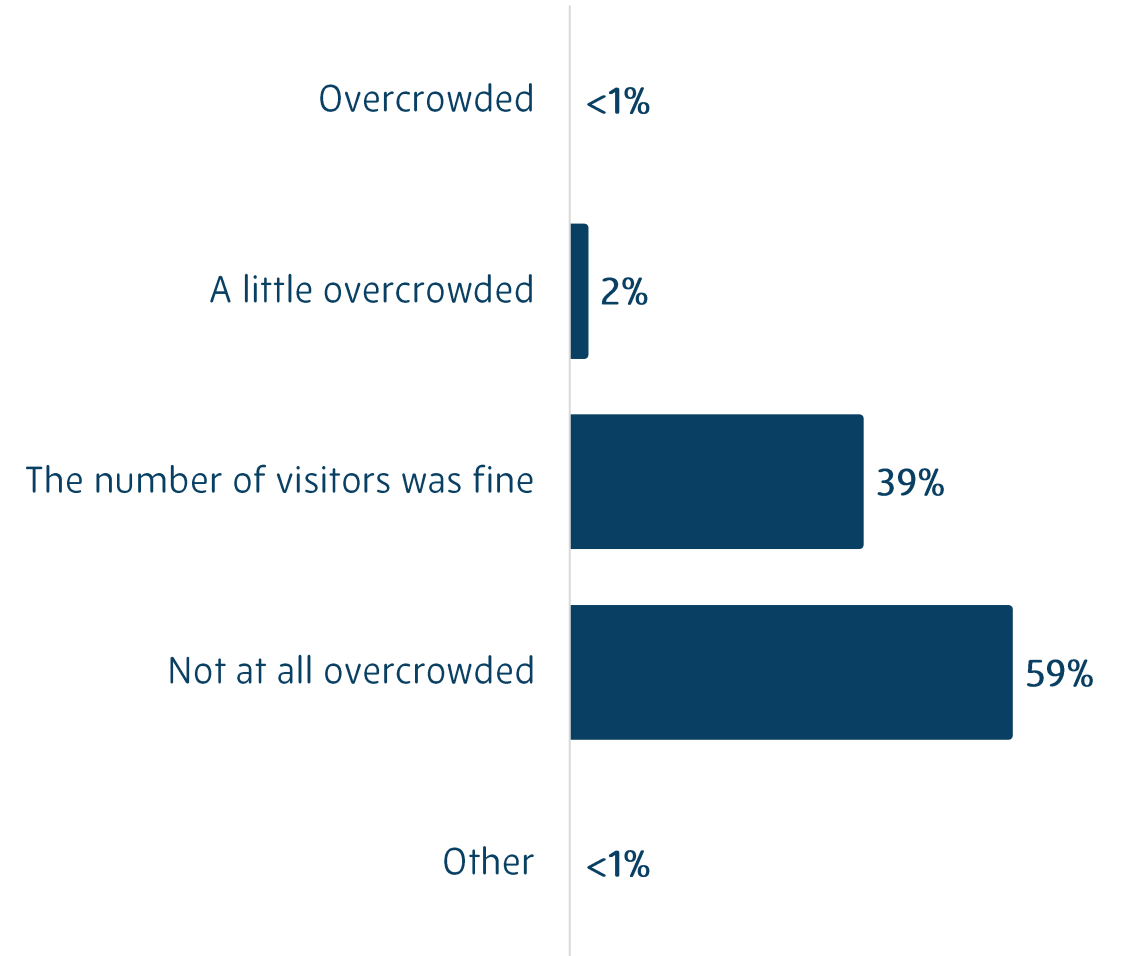


TRIP RATINGS



OVERCROWDING

- » Nearly **3 in 5** visitors thought Maine was not at all overcrowded
- » Nearly **2 in 5** thought the number of visitors was fine



STUDY METHODS



METHODOLOGY



Visitor Tracking

200 interviews were completed with visitors to the Maine Highlands online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas, and events between December 1st, 2023, and April 30th, 2024.

MAINE HIGHLANDS

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