

MAINE OFFICE OF TOURISM

2022 Economic Impact & Visitor Tracking Report

DECEMBER 2021 – NOVEMBER 2022



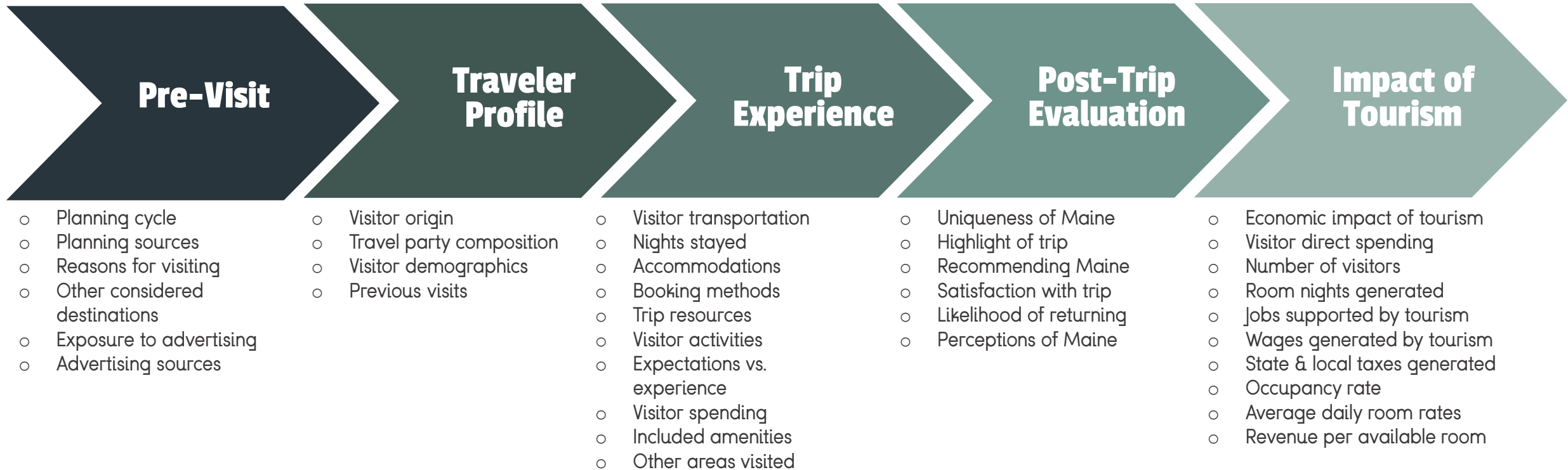
INTRODUCTION



STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine 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.



ANNUAL SNAPSHOT

CY2022

- » In 2022, visitors had a longer length of stay and there were fewer day trippers, resulting in a slight decrease in overall visitors compare to 2021.
- » **2 in 3** visitors considered visiting only Maine while planning their trips (-6% points from 2021)
 - » As other destinations and international borders opened up for visitation, potential visitors now have many more destination options to choose from
- » **47%** of visitors noticed advertisements/travel stories/promotions about Maine prior to their trip (+10% points from 2021)
- » This information influenced **28%** of all visitors to visit Maine (+9% points from 2021)
- » International travel is rebounding as international visitation increased **+5%** points from 2021
- » Over 1 in 7 visitors used VisitMaine.com (+5% points from 2021)



15,363,600

TOTAL
VISITORS

- 1.5%



69,769,800

VISITOR
DAYS

+ 10.2%



\$8,644,145,000

DIRECT
SPENDING

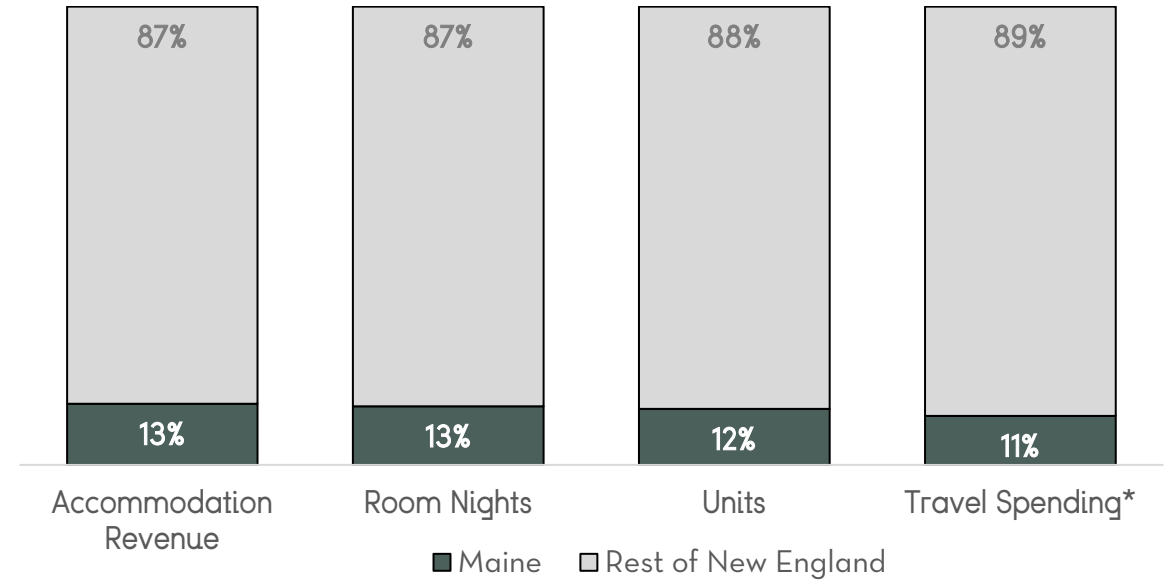
+ 10.1%

EXECUTIVE SUMMARY



MARKET SHARE & HOTEL METRIC COMPARISONS

- » **Maine’s market share in New England** when it comes to accommodation revenue, room nights, units, and travel spending **ranges between 11%-13%**.
- » The consistency in the market share across multiple variables reinforces confidence in Maine’s overall market share in New England.
- » Compared to the New England region, hotel occupancy in Maine was **+5%** higher and hotel room rates were **+4%** higher, resulting in RevPAR that was **+9%** higher than the rest of the region.
- » Compared to the New England region, ADR in Maine is higher, but so is occupancy (demand), **indicating hotel room rates have not been a considerable deterrent for visitors.**



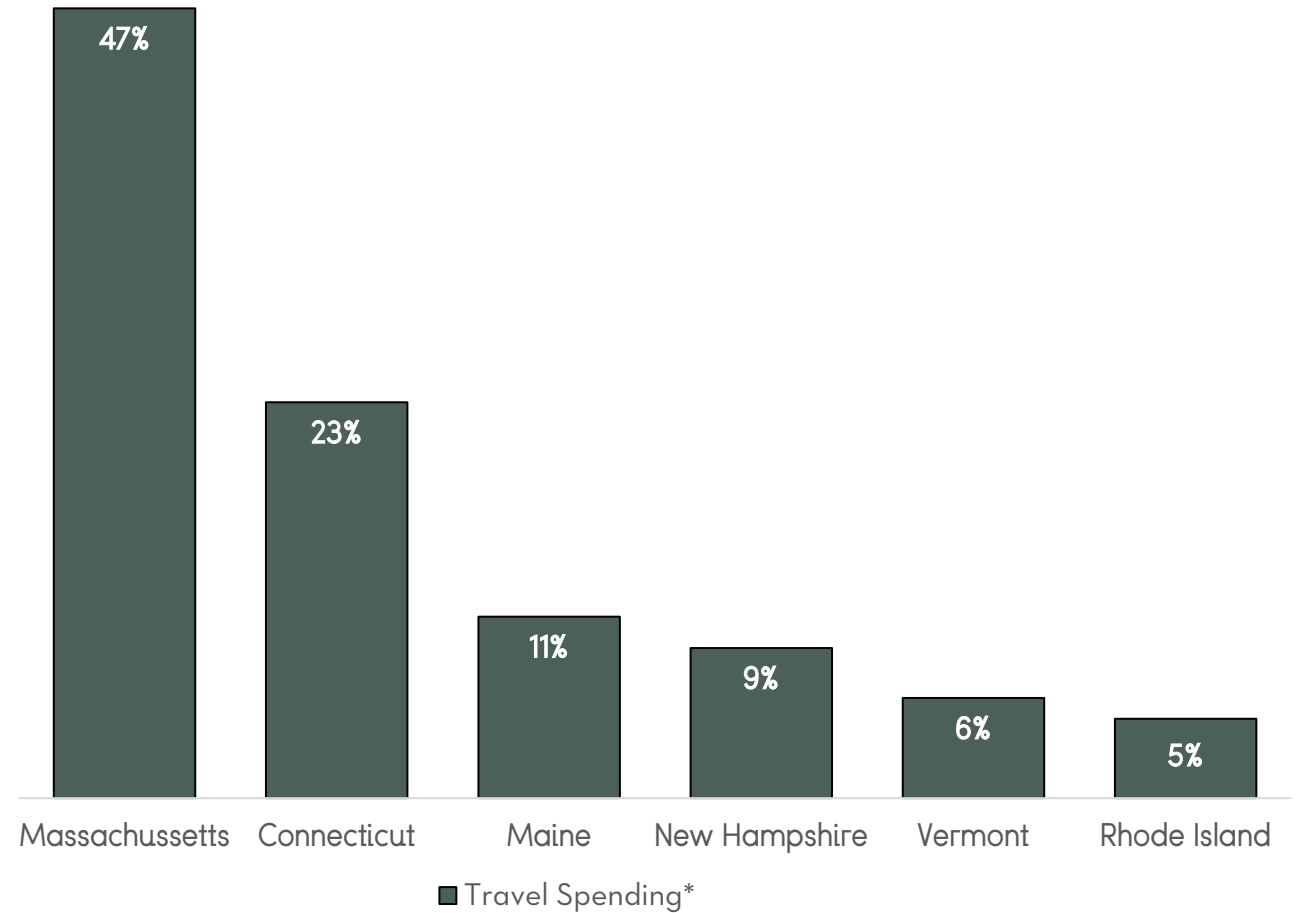
Hotel Metrics**	Maine	New England	Δ% from NE
Occupancy Rate (%)	68.6%	65.2%	+ 5%
Average Daily Rate	\$196.97	\$190.40	+ 4%
RevPAR	\$135.12	\$124.14	+ 9%

*Source: US Travel Association.

**Source: Smith Travel Research.

MARKET SHARE BY STATE

- » Travel spending in Maine accounted for 11% of all visitor spending in the New England region.
- » Among New England states, 2022 travel spending in Maine was only surpassed by Massachusetts and Connecticut.



*Source: US Travel Association.

TRIP PLANNING CYCLE : IMPACT OF TOURISM



ECONOMIC IMPACT

Visitor spending generated

\$15,851,046,200

in economic impact to Maine's economy, up
9.7% from 2021



DIRECT SPENDING*

Visitors to Maine spent

\$8,644,145,000

throughout the state in 2022 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, up **10.1%** from 2021



*The inflation rate in 2022 was 8.0%. In 2021 it was 4.7%

VISITORS*

Maine attracted

15,363,600

visitors in 2022, down **1.5%** from 2021



*There were fewer day trippers in 2022 resulting in fewer visitors overall.

VISITOR DAYS*

All visitors to Maine spent

69,769,800

days in Maine throughout 2022,
up **10.2%** from 2021



*Visitor days is the total number of days spent by visitors in the state of Maine. This includes overnight visitors and day trippers.

ROOM NIGHTS

Visitors to Maine spent

12,138,100

nights in Maine accommodations throughout
2022, up **18.4%** from 2021



JOBS SUPPORTED

Visitors to Maine supported the creation of

151,000

jobs throughout the state in 2022, up
5.5% from 2021



WAGES GENERATED

Visitors to Maine supported

\$5,557,607,900

in wages paid to Maine employees in 2022, up
10.0% from 2021



VISITORS & JOBS

Every

102

visitors supports a new job in Maine



HOUSEHOLD SAVINGS

Visitors to Maine saved local households

\$2,172

in state and local taxes in 2022



LODGING METRICS

Occupancy Rate

56.1%

+ 13.6% from 2021

Average Daily Rate

\$197.84

+ 35.2% from 2021

Revenue per Available Room

\$110.99

+ 53.6% from 2021

TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

- » **69%** of visitors started planning their trip a month or more in advance of their trip
- » Typical trip planning cycle began **51 days** before the trip (50 days in 2021)
- » **2 in 3** visitors have a booking window of less than 3 months
- » Typical booking cycle began **43 days** before the trip (39 in 2021)



TOP ONLINE TRIP PLANNING SOURCES*

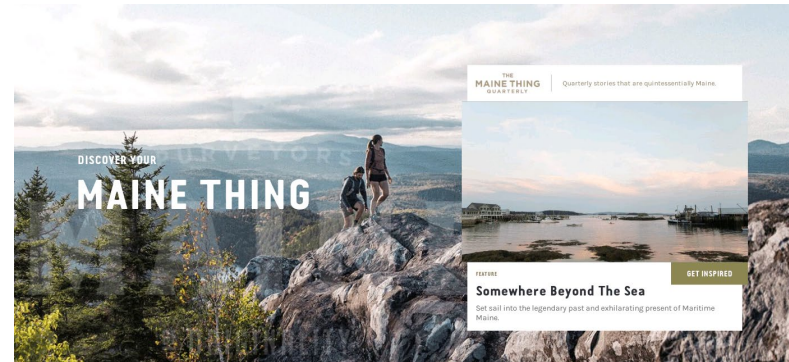
Nearly **3 in 4** visitors used one or more online resources to help them plan their trip in Maine



37% Online search engines



18% Hotel websites



15% VisitMaine.com

*Multiple responses permitted.

TOP OTHER TRIP PLANNING SOURCES*



39% Advice from friends/family



20% Articles or travelogues



14% AAA

*Multiple responses permitted.

TOP REASONS FOR VISITING*



34% Relax and unwind



31% Sightseeing/touring



26% Visiting friends/family

*Multiple responses permitted.

CONSIDERING MAINE AS A DESTINATION

- » **2 in 3** visitors considered visiting **only** Maine while planning their trips (-6% points from 2021)
- » As other destinations and international borders opened up for visitation, potential visitors now have many more destination options to choose from



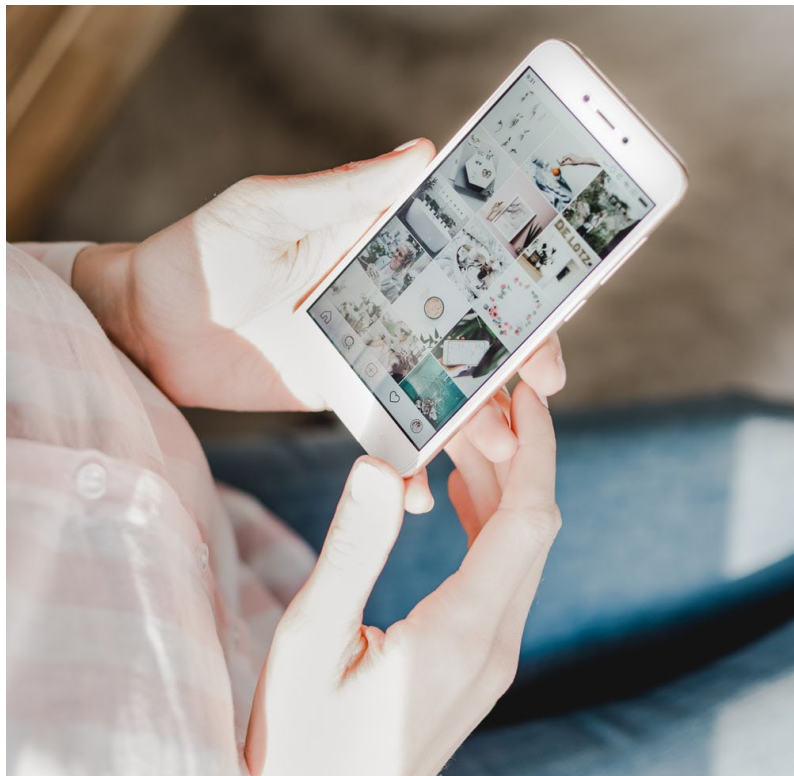
PRE-TRIP EXPOSURE TO ADVERTISING

- » **47%** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip (+10% points from 2021)
- » This information influenced **28%** of all visitors to visit Maine (+9% points from 2021)



TOP SOURCES OF ADVERTISING EXPOSURE*

Base: 47% of visitors who noticed advertising



39% Social media



35% Internet



21% Magazine

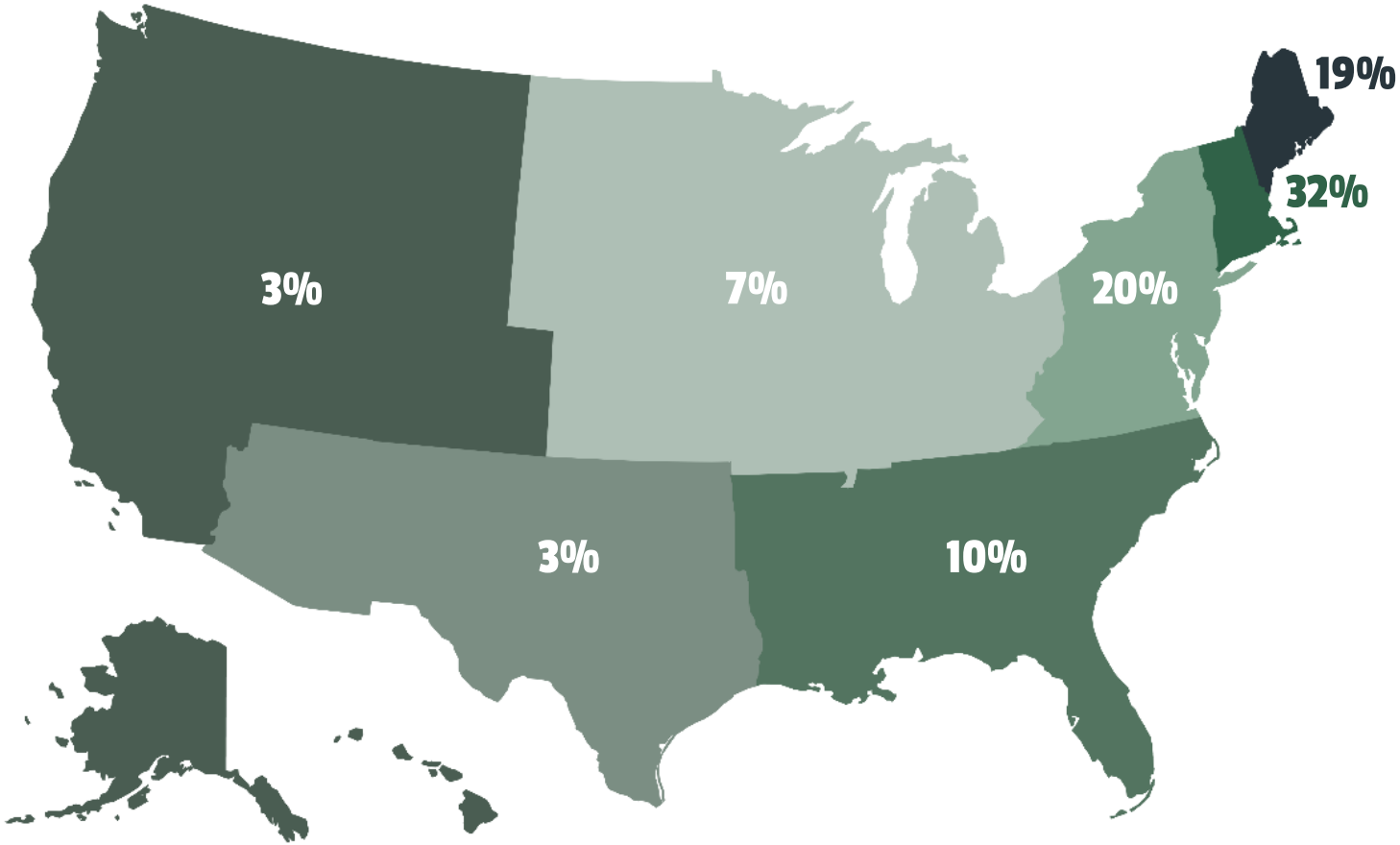
*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE



REGIONS OF ORIGIN

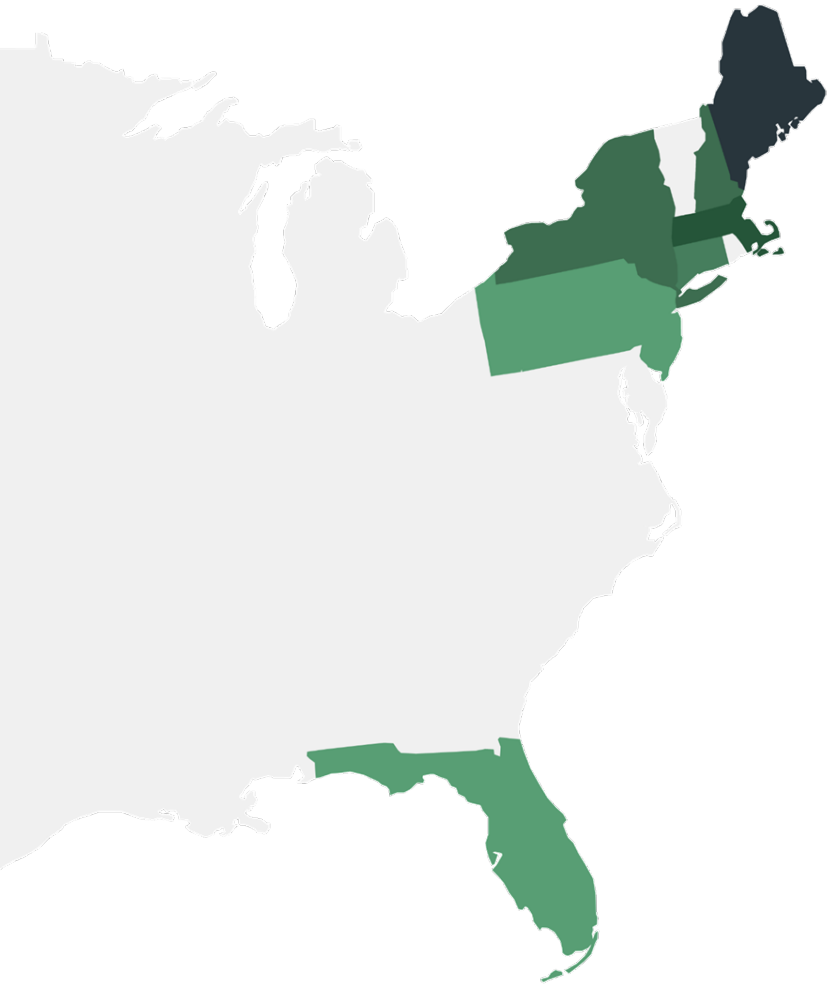
International travel is rebounding as international visitation increased **+5% points** from 2021



2% of visitors came from outside of the United States and Canada.

4% of visitors came Canada.

TOP ORIGIN STATES & PROVINCES



66%

of visitors traveled from **8** U.S. states, including from other regions of Maine.

- 19** % Maine
- 14** % Massachusetts
- 8** % New Hampshire
- 8** % New York
- 5** % Connecticut
- 4** % Florida
- 4** % New Jersey
- 4** % Pennsylvania

TOP ORIGIN MARKETS



8% Boston



7% New York City¹



3% Washington D.C. – Baltimore²

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

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

TRAVEL PARTIES

The typical Maine visitor traveled with **2.9** people in their visitor party



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



DEMOGRAPHIC PROFILE

» The typical Maine visitor:

- » Is **49** years old¹
- » Female² - **55%**
- » Is white - **89%**



¹Median age.

²Of visitors interviewed.

LIFESTYLE PROFILE

- » The typical Maine visitor:
 - » Is a college graduate - **77%**
 - » Is married/in a domestic partnership - **76%**
 - » Is employed full-time - **54%**
 - » Has an annual household income¹ of **\$89,100**



¹Median household income.

NEW & RETURNING VISITORS

- » **22%** of visitors were traveling in Maine for the first time
- » **32%** of visitors had previously traveled in Maine more than 10 times



TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

- » **85%** of visitors drove to their Maine destination
- » **5%** of visitors flew to Maine through Portland International Jetport



NIGHTS STAYED

- » **78%** of visitors spent one or more nights in Maine (+6% points from 2021)
- » Typical visitors stayed **4.6*** nights in Maine on their trip



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

TOP ACCOMMODATIONS



26% Hotel/motel/resort



22% Did not stay overnight



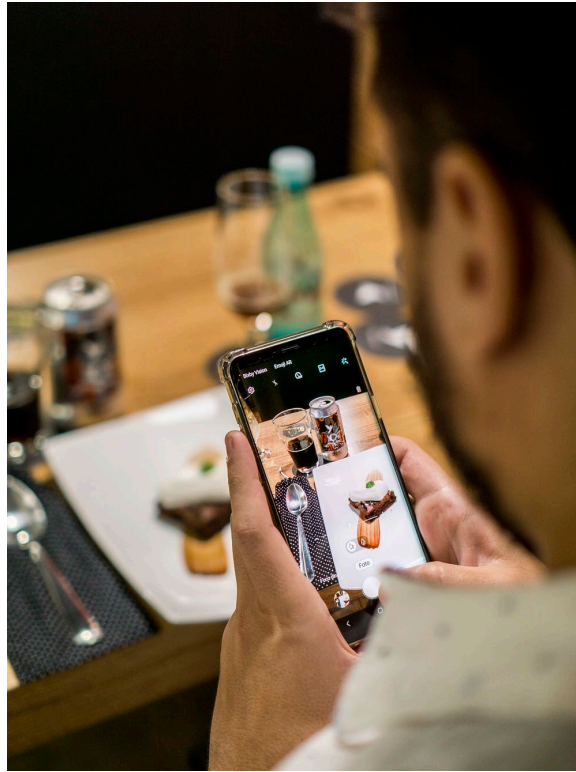
20% Friends/family home

TOP IN-MARKET VISITOR RESOURCES*

Over **3 in 4** visitors used one or more in-market resources to help them plan places to go while in Maine



45% Navigation websites/apps



29% Restaurant website/app



20% Personal social media



20% Visitor Information Centers

*Multiple responses permitted.

TOP VISITOR ACTIVITIES*



74% Food/beverage/ culinary



53% Touring/sightseeing



50% Shopping

*Multiple responses permitted.

TRAVEL PARTY SPENDING

- » Visitors who stayed overnight in paid accommodations in Maine spent **\$601** per day and **\$2,705** during their trip
- » Visitors who stayed overnight in unpaid accommodations in Maine spent **\$285** per day and **\$2,176** during their trip
- » Visitors who did not stay overnight in Maine spent **\$229** during their trip



VISITING OTHER STATES & PROVINCES

- » Nearly **7 in 10** visitors did not visit any other U.S. state or Canadian province on their trip to Maine (-6% points from 2021)
- » 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

» **Half** of visitors traveled to regions other than their primary destination during their trips to Maine



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



TOP UNIQUE DESTINATION ATTRIBUTES*



“Beautiful sceneries, wildlife, lakes, mountains, rocky coastline, lighthouses, year-round activities, delicious seafood, all this in a relaxing and secure environment.”

“Maine has the best of the mountains and the ocean. Beaches, lakes, rivers. Swimming, hiking, boating. Beautiful scenery and wildlife everywhere.”

“A chance to sleep well. Starry nights. Sea breezes. Sounds of the foghorns and waves. Scent of sea roses.”

“Maine has a great blend of thriving urban scenery and relaxing rural. You can experience the nightlife or get away from it all. The music scene is fresh, and the culinary delights would dazzle the most refined epicurean.”

*Coded open-ended responses.
Multiple responses permitted.

TOP TRIP HIGHLIGHTS*



“Taking the grandchildren birdwatching. Looking for and finding the Steller’s Eagle.”

“Spending most of my time sitting by the picture window at my friend’s home, watching the tides.”

“To discover and explore Maine for a few days particularly its beautiful coastline.”

“Springing the parents from the senior center and taking them for a leaf peeping drive.”

*Coded open-ended responses.
Multiple responses permitted.

RECOMMENDING MAINE & ITS REGIONS

- » **97%** of visitors would recommend Maine to a friend or relative as a vacation destination
- » **95%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip
 - » **72%** would definitely recommend



LIKELIHOOD OF RETURNING TO MAINE

- » **91%** of visitors will return to Maine for a future visit or vacation
- » **69%** of visitors will “definitely return” in the future



SATISFACTION

- » **98%** of visitors were satisfied with their trip to Maine
- » However, increased cost and the current lack of work force negatively affected 2022 visitors' trip experiences: **17%** of visitors said that the customer service did not meet their expectations, **14%** of visitors said value for their money did not meet their expectations, and **11%** said the restaurants did not meet their expectations

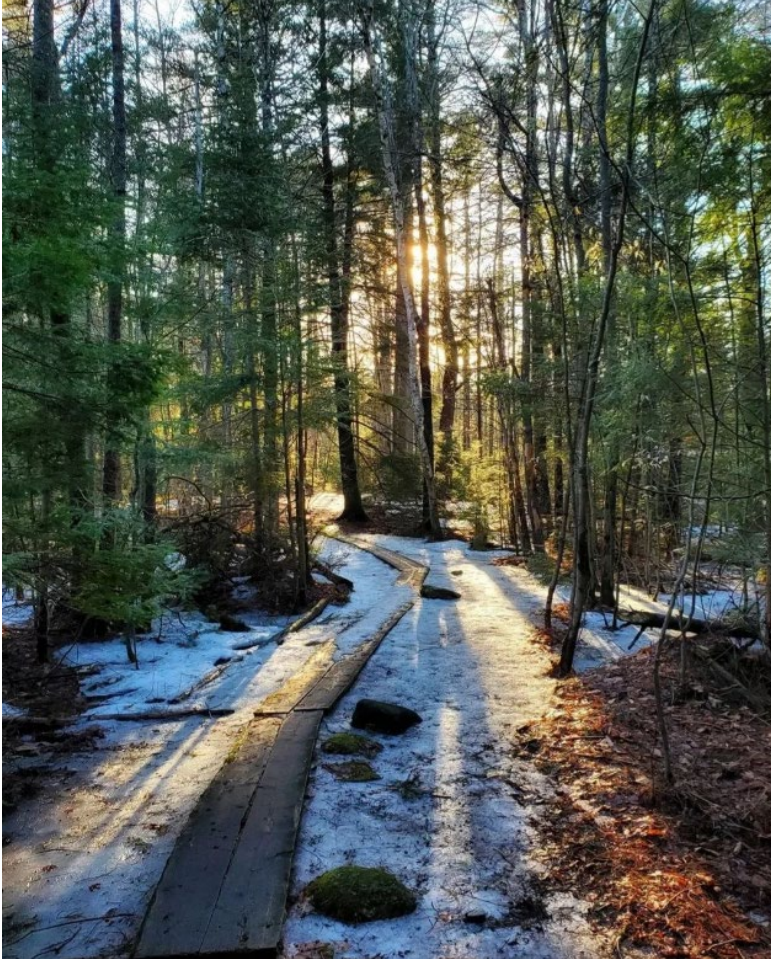


OVERCROWDING

- » **39%** of visitors thought the number of visitors during their trip to Maine was fine
- » **34%** of visitors though it was a little overcrowded



TOP PERCEPTIONS OF MAINE*



“Winter along the Maine coast is an introvert’s paradise. My go-to place when in need of a mental health holiday. Not a lot of stressed-out vibes here.”

“You spend your time surrounded by beautiful sceneries, friendly people, in a safe and relaxing environment. What else can you ask for? Maine is the ideal place to enjoy a vacation.”

“You can’t compare Maine with other states. Maine is far above with its beautiful nature, its friendly inhabitants, and its relaxing environment”

*Coded open-ended responses.
Multiple responses permitted.

DETAILED FINDINGS



TRIP PLANNING CYCLE : PRE-VISIT



KEY PERFORMANCE INDICATORS

Economic Impact	2021	2022	Δ% from '21
Number of Visitors	15,601,800	15,363,600	- 1.5%
Room nights generated	10,247,600	12,138,100	+ 18.4%
Visitor Days ¹	63,313,500	68,769,800	+10.2%
Taxes generated	\$1,147,884,700	\$1,240,445,900	+ 8.1%
Direct expenditures	\$7,853,094,700	\$8,644,145,000	+ 10.1%
Total economic impact	\$14,451,155,200	\$15,851,046,200	+ 9.7%

¹ Visitor Days is the total number of days spent by visitors in the state of Maine. This include overnight visitors and day trippers.

NUMBER OF VISITORS

Visitors	2021	2022	Δ% from '21
Out-of-State Visitors	12,609,900	12,423,900	- 1.5%
Maine Residents	2,991,900	2,939,700	- 1.7%
Total Visitors	15,601,800	15,363,600	- 1.5%

EMPLOYMENT IMPACTS

Maine Jobs	2021	2022	Δ% from '21
Jobs generated (direct)	98,800	104,400	+ 5.7%
Total employment impact	143,100	151,000	+ 5.5%

Maine Wages	2021	2022	Δ% from '21
Wages paid (direct)	\$3,004,632,400	\$3,319,266,400	+ 10.5%
Total impact on wages	\$5,050,181,600	\$5,557,607,900	+ 10.0%

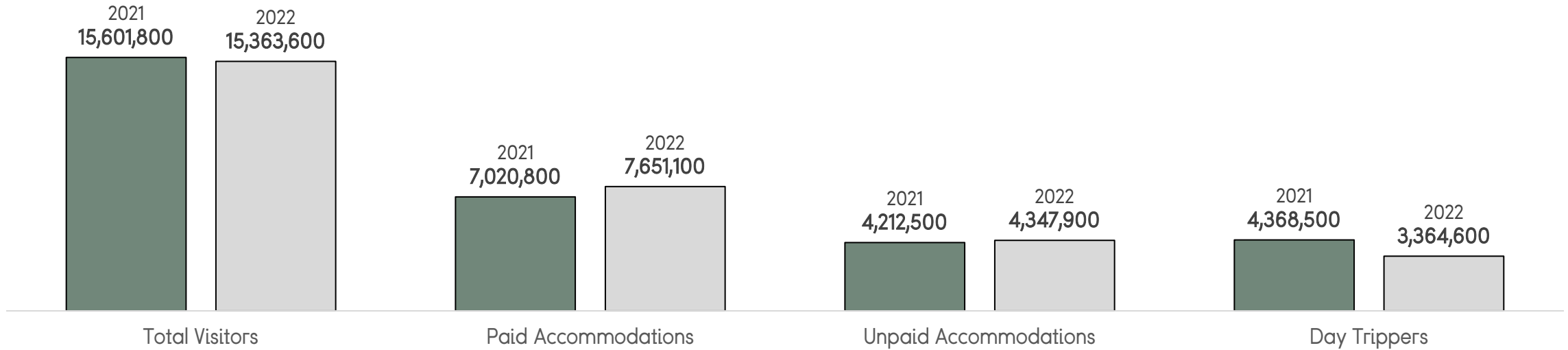
RETURN ON INVESTMENT

Return on Investment	2021	2022
Visitors per job supported	109	102
Tax savings per household	\$2,050	\$2,172

LODGING METRICS

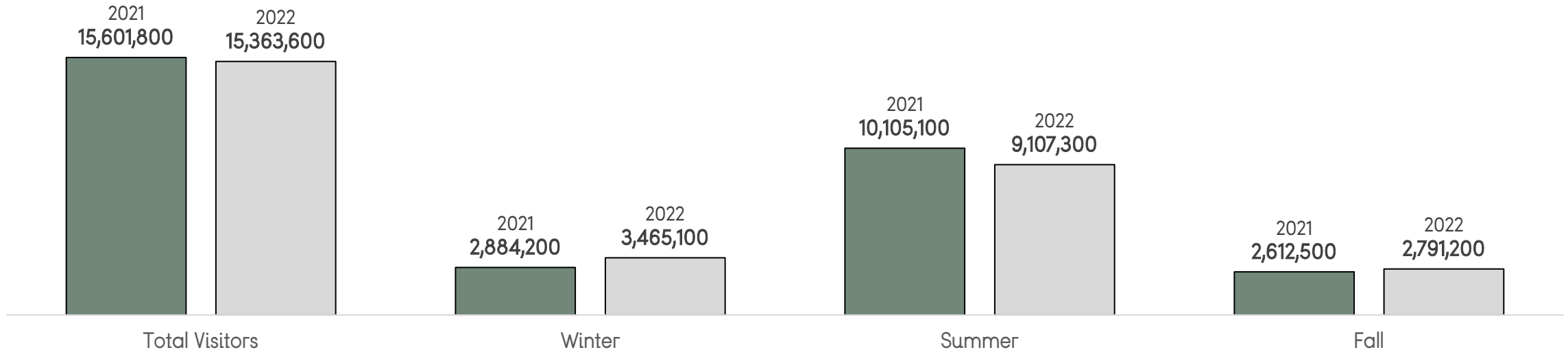
Lodging Metrics	2021	2022	Δ% from '21
Occupancy Rate (%)	49.4%	56.1%	+ 13.6%
Average Daily Rate	\$146.32	\$197.84	+ 35.2%
RevPAR	\$72.28	\$110.99	+ 53.6%
Total Lodging Revenue	\$1,874,899,800	\$2,145,627,000	+ 14.4%

VISITOR TYPE



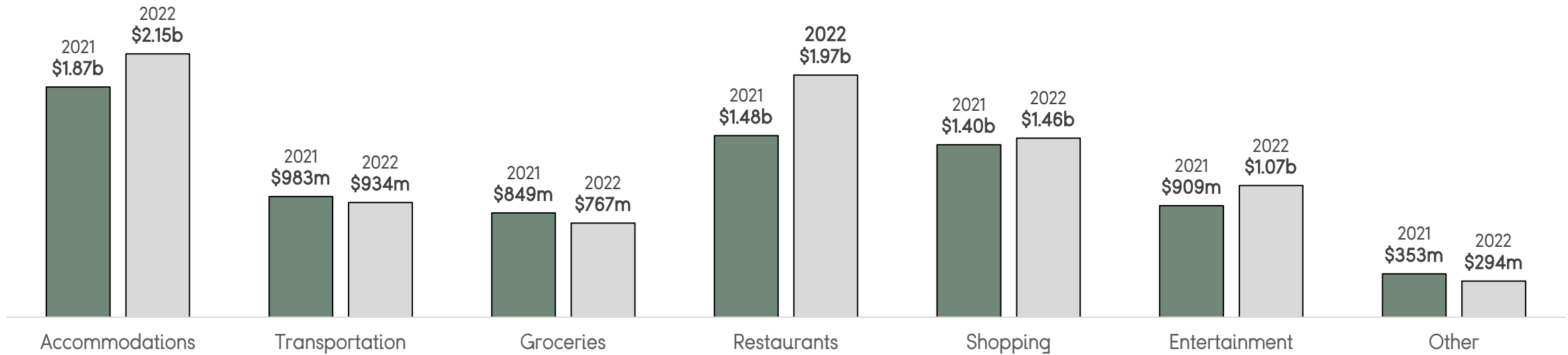
Visitor Type	2021	2022	Δ% from '21
Paid Accommodations	7,020,800	7,651,100	+ 9.0%
Unpaid Accommodations	4,212,500	4,347,900	+ 3.2%
Day Trippers	4,368,500	3,364,600	- 23.0
Total Visitors	15,601,800	15,363,600	-1.5%

VISITORS BY SEASON



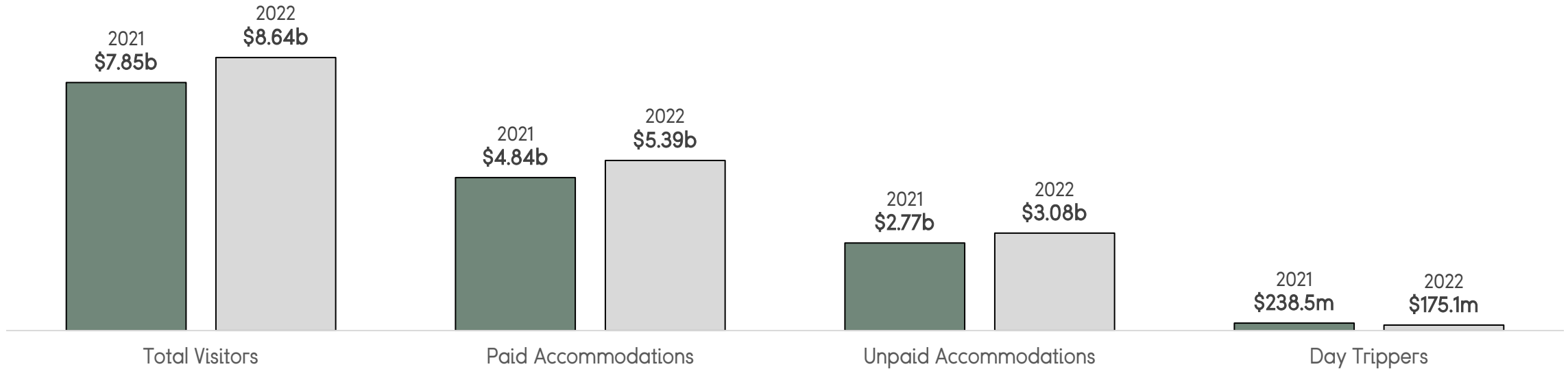
Season	2021	2022	Δ% from '21
Winter	2,884,200	3,465,100	+20.1%
Summer	10,105,100	9,107,300	-9.9%
Fall	2,612,500	2,791,200	+6.8%
Total Visitors	15,601,800	15,363,600	-1.5%

DIRECT SPENDING BY CATEGORY



Spending	2021	2022	Δ% from '21
Accommodations	\$1,874,899,800	\$2,145,627,000	+ 14.4%
Transportation	\$982,932,100	\$934,373,400	- 4.9%
Groceries	\$849,218,100	\$767,326,300	- 9.6%
Restaurants	\$1,479,077,500	\$1,972,353,200	+ 33.4%
Shopping	\$1,404,976,300	\$1,458,303,100	+ 3.8%
Entertainment	\$908,595,300	\$1,072,157,000	+ 18.0%
Other	\$353,395,600	\$294,005,000	- 16.8%
Total Spending	\$7,853,094,700	\$8,644,145,000	+ 10.1%

DIRECT SPENDING BY VISITOR TYPE



Visitor Type	2021	2022	Δ% from '21
Paid Accommodations	\$4,840,069,000	\$5,385,929,500	+ 11.3%
Unpaid Accommodations	\$2,774,505,700	\$3,083,103,300	+ 11.1%
Day Trippers	\$238,520,000	\$175,112,200	- 26.6%
Total Spending	\$7,853,094,700	\$8,644,145,000	+ 10.1%

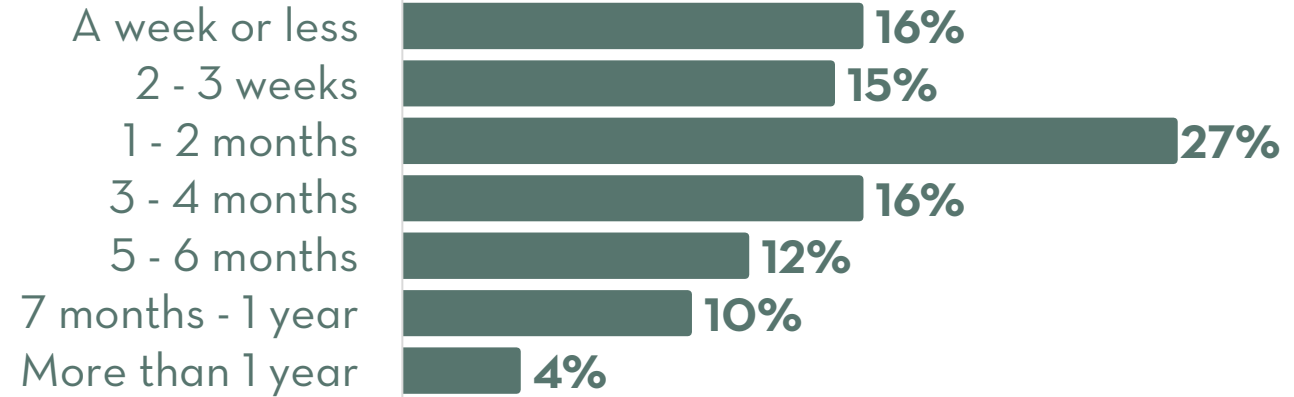
TRIP PLANNING CYCLE : PRE-VISIT



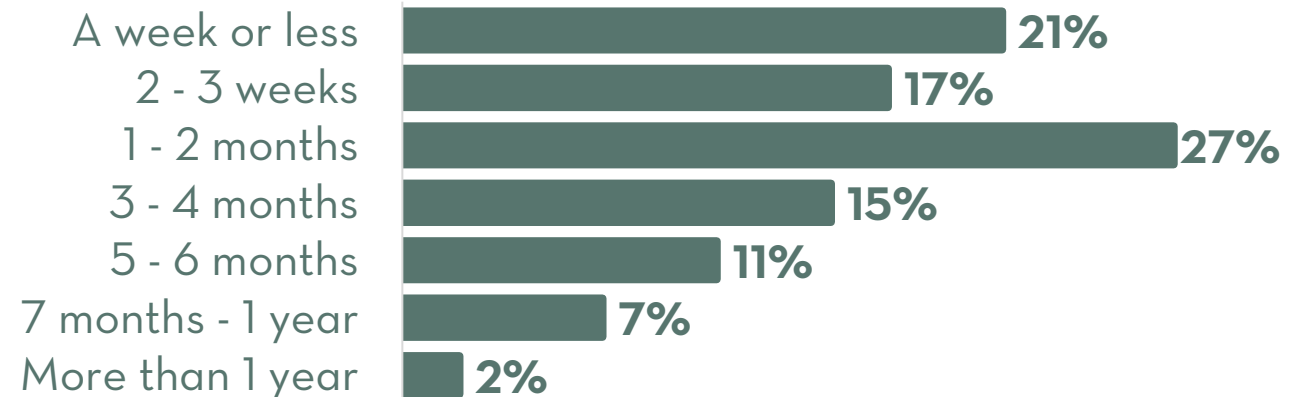
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **51 days** in advance (+1 days from 2021)
- » **69%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **43 days** in advance (+4 days from 2021)
- » **2 in 3** visitors have a booking window of less than 3 months

Beginning of Trip Cycle

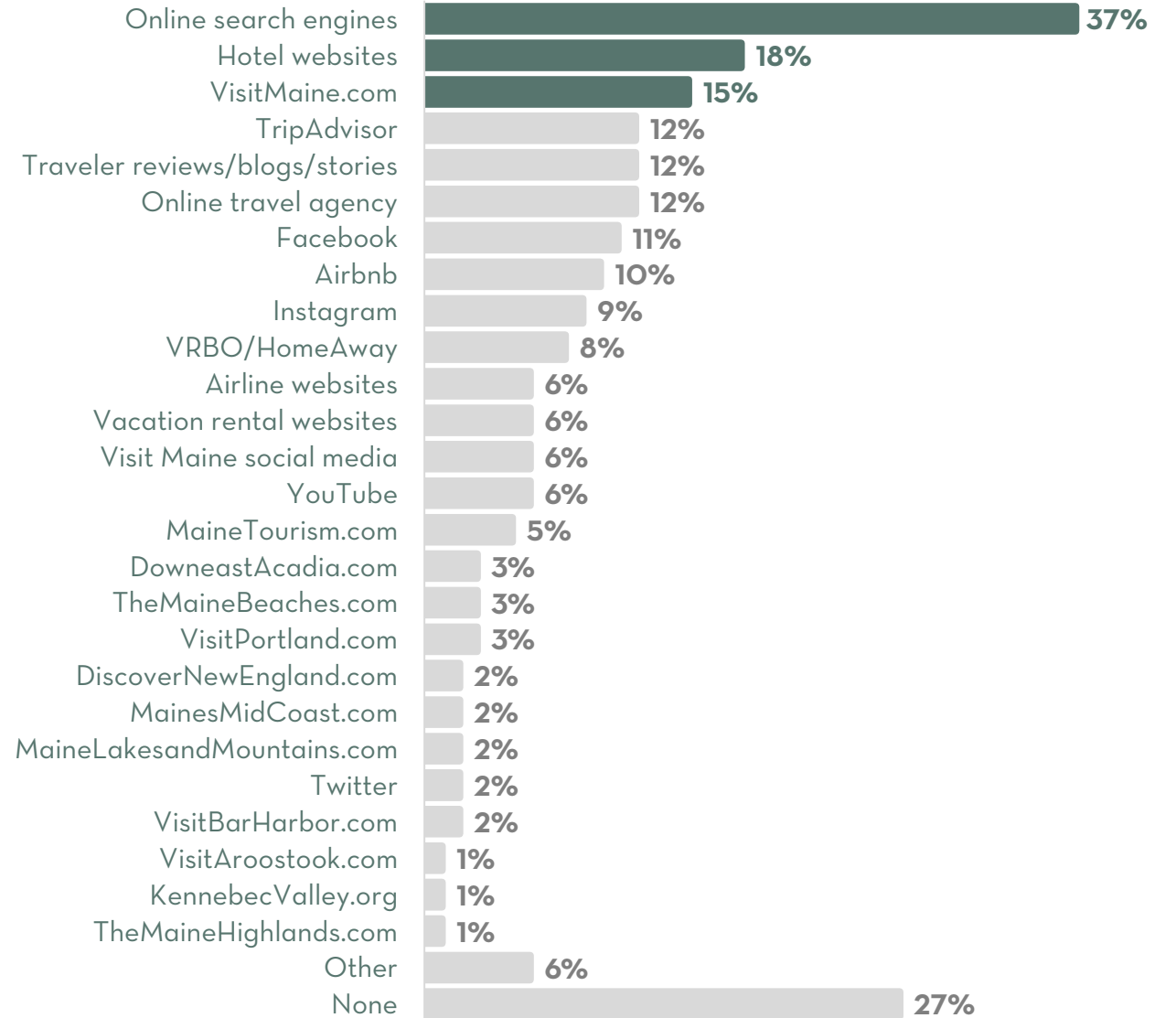


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

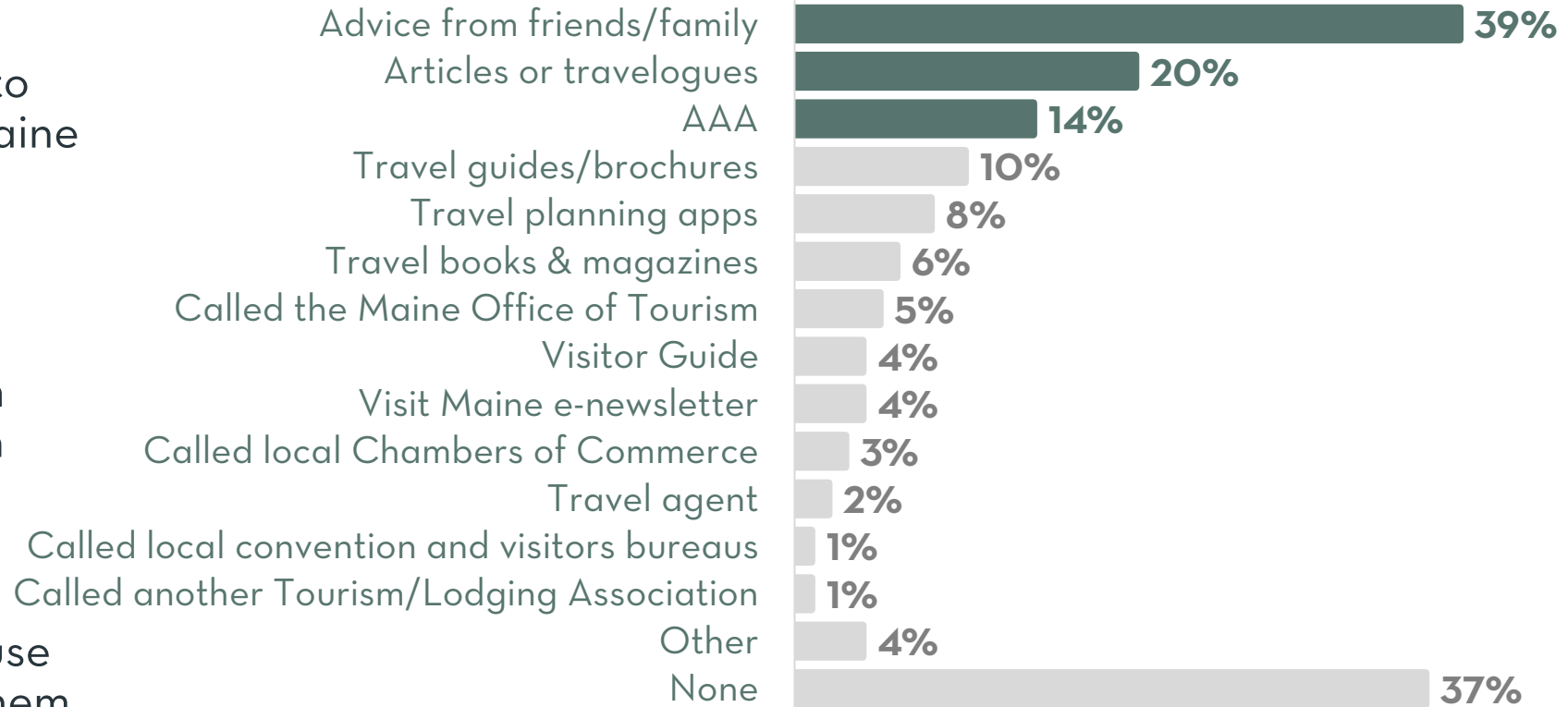
- » **3 in 4** visitors used one or more online resources to help them plan their trip in Maine
- » Nearly **2 in 5** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » About **1 in 5** visitors used hotel websites
- » Over **1 in 7** visitors used VisitMaine.com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



*Multiple responses permitted.

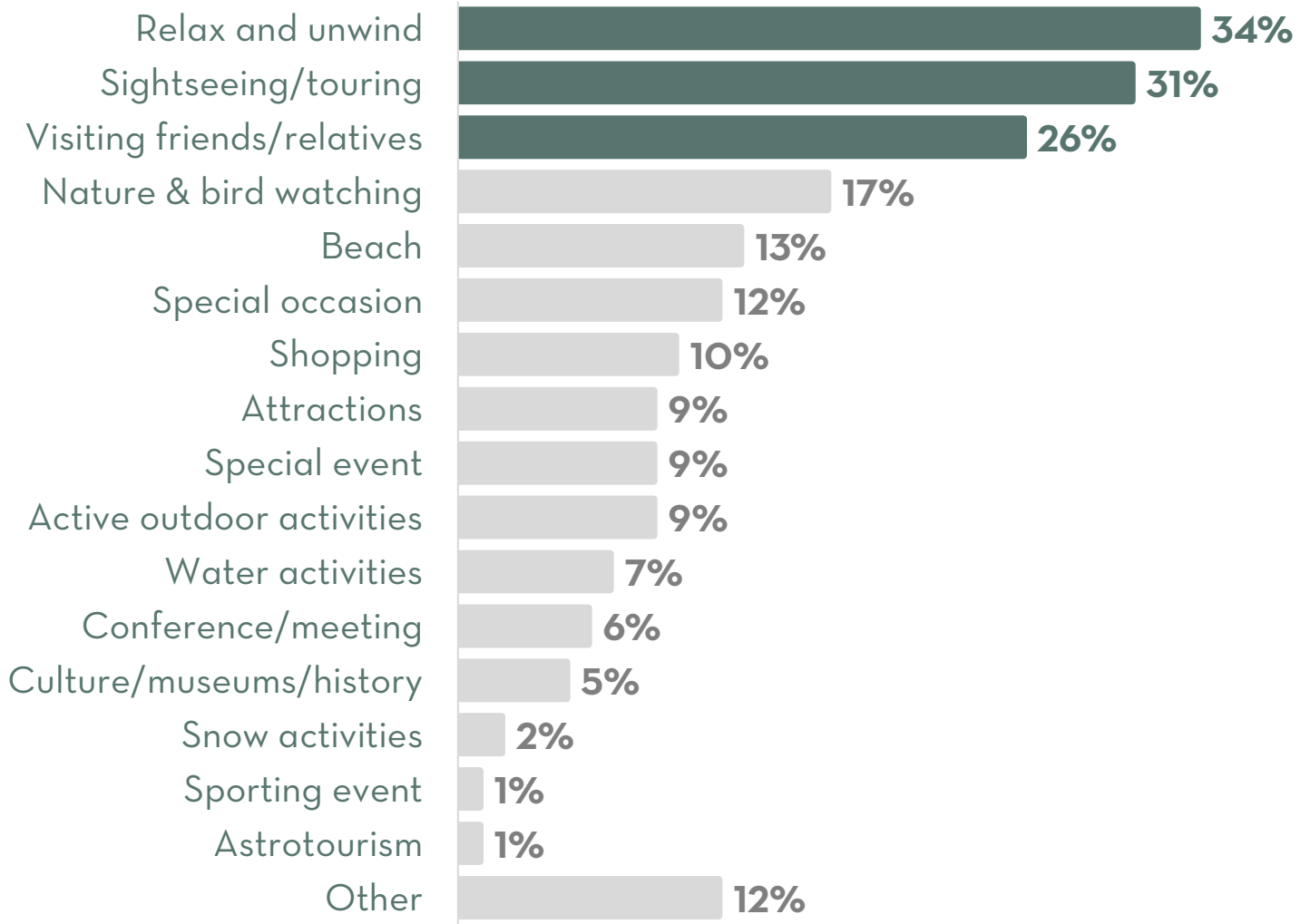
OTHER TRIP PLANNING SOURCES*

- » **2 in 5** visitors relied on advice from their friends and family to help them plan their trip in Maine (+8% points from 2021)
- » **1 in 5** visitors used articles or travelogues (+12% points from 2021) to help plan their trip in Maine
- » Nearly **2 in 5** visitors did not use any other resources to help them plan their trip in Maine



REASONS FOR VISITING*

- » Over **1 in 3** visitors visited Maine to relax and unwind
- » **3 in 10** visitors came to Maine to go sightseeing and touring (+6% points from 2021)
- » Over **1 in 4** visitors visited Maine to visit friends and relatives

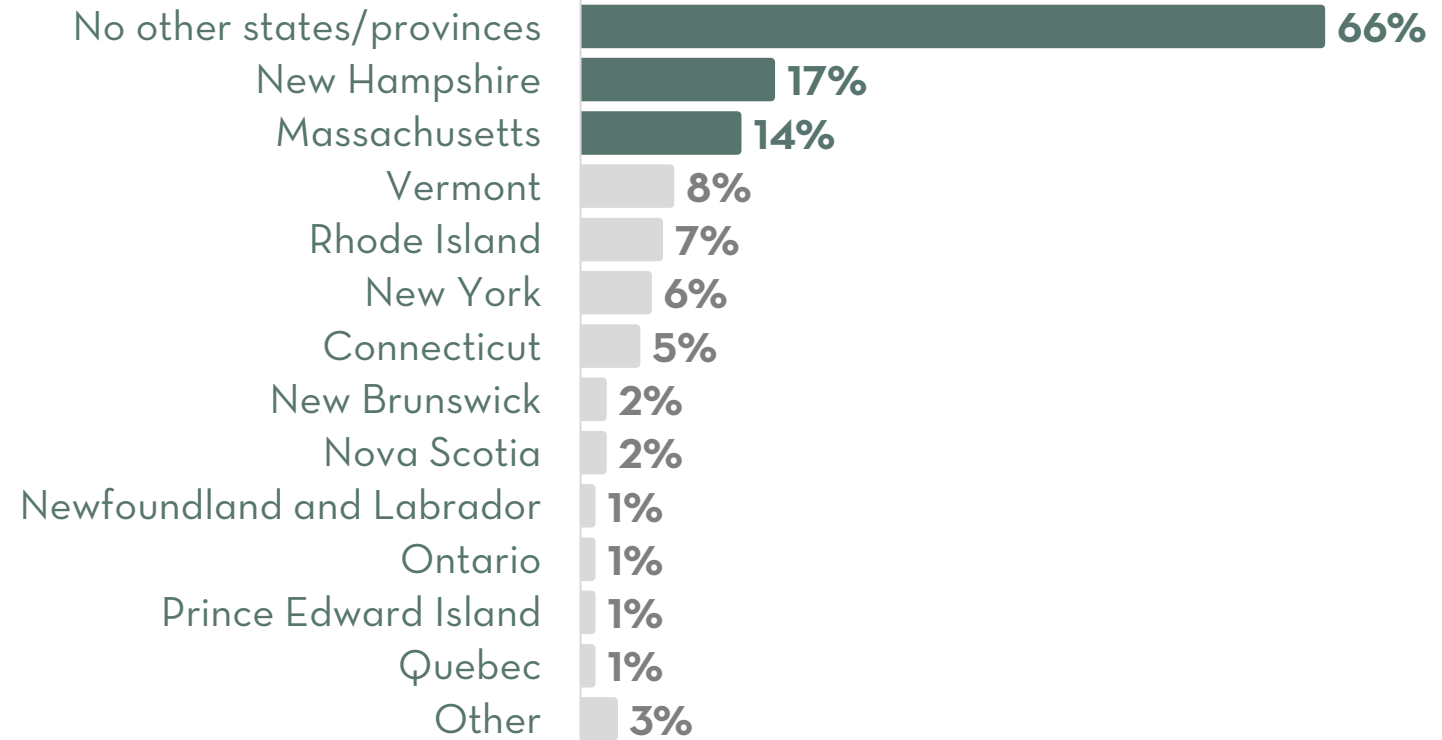


*Multiple responses permitted.

** Other reasons include, preparing second home for winter, searching for a home, touring schools, and for the seafood.

OTHER STATES & PROVINCES CONSIDERED*

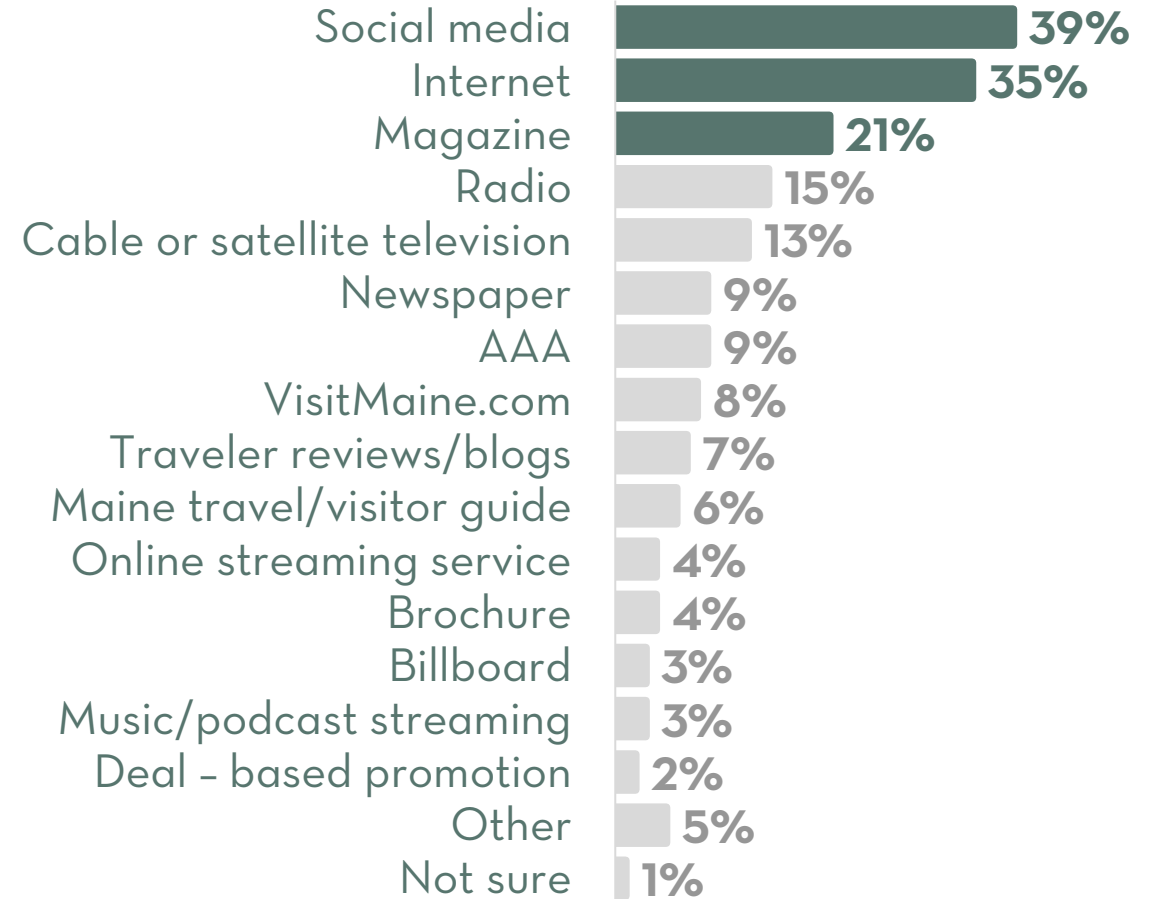
- » **2 in 3** visitors considered visiting **only** Maine while planning their trips (-6% points from 2021)
- » As other destinations and international borders opened up for visitation, potential visitors now have many more destination options to choose from
- » Visitors continued to be **more likely** to consider visiting nearby U.S. states rather than visiting Canadian provinces



PRE-TRIP RECALL OF ADVERTISING*

- » Nearly **half (47%)** of visitors noticed advertising or promotions for Maine prior to their trip (+10% points from 2021)
- » Visitors who recalled this advertising primarily saw it on **social media** or the **internet**
- » This information influenced **28%** (+9% points from 2021) of all visitors to visit Maine

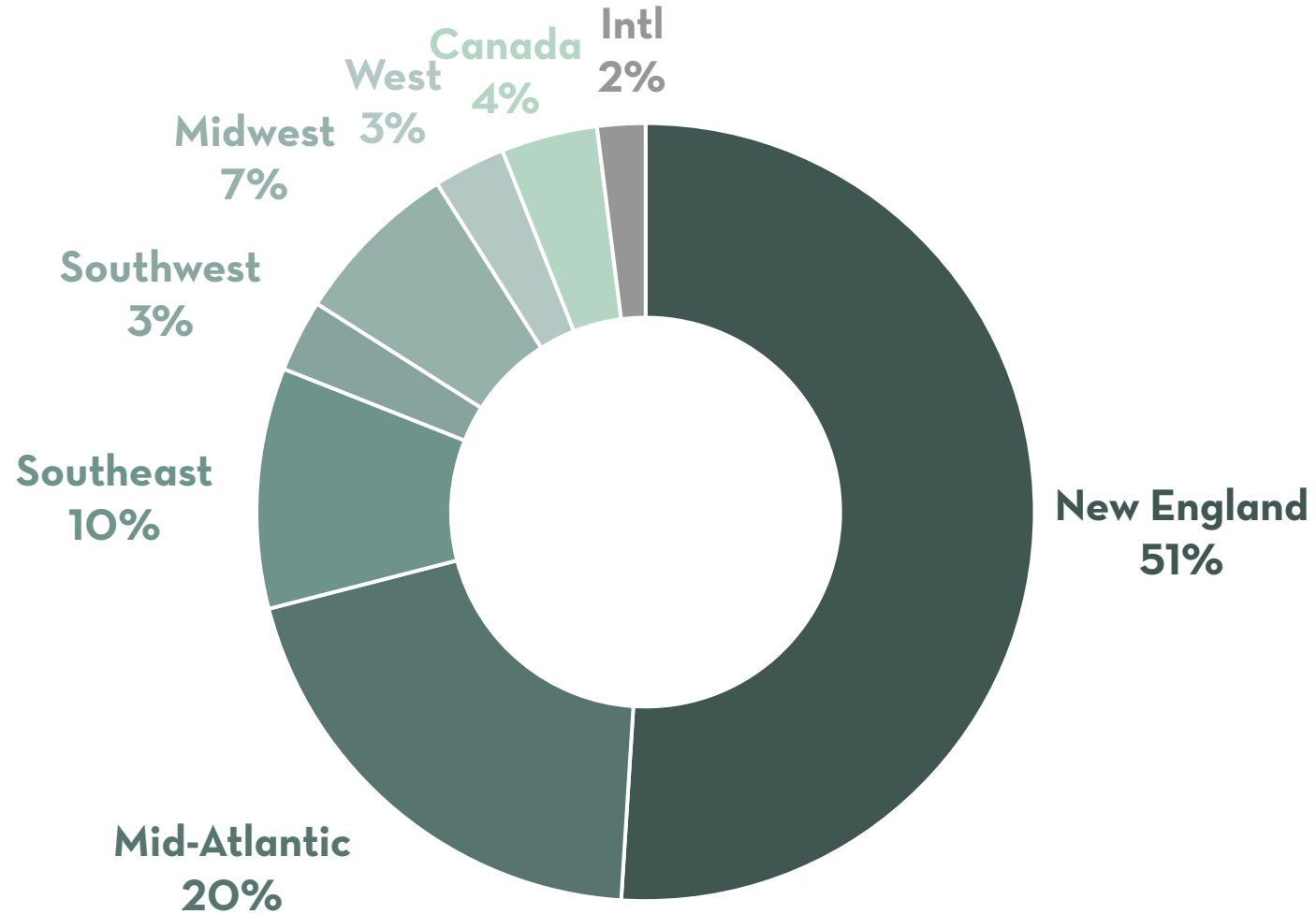
Base: 47% of visitors who noticed advertising



TRIP PLANNING CYCLE : TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **80%** of visitors traveled to/within Maine from 15 U.S. states and Quebec
- » Nearly **1 in 5** visitors were residents of Maine traveling throughout the state

State	Percent
Maine	19%
Massachusetts	14%
New Hampshire	8%
New York	8%
Connecticut	5%
Florida	4%
New Jersey	4%
Pennsylvania	4%
Maryland	2%
North Carolina	2%
Ohio	2%
Texas	2%
Vermont	2%
Virginia	2%
Quebec	2%

TOP ORIGIN MARKETS

- » **1 in 4** visitors traveled from **9** U.S. markets
- » **15%** of visitors traveled to Maine from New York City or Boston

Market	Percent
Boston	8%
New York City ¹	7%
Washington DC - Baltimore ²	3%
Philadelphia	2%
Portland	2%
Bangor	1%
Rochester - Portsmouth, NH	1%
Providence, RI	1%
Augusta	1%

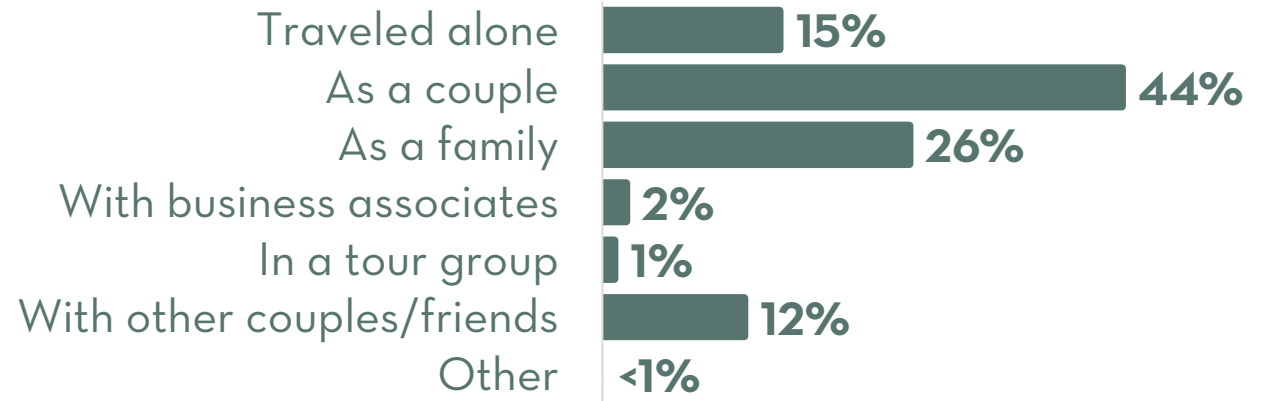
¹ Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

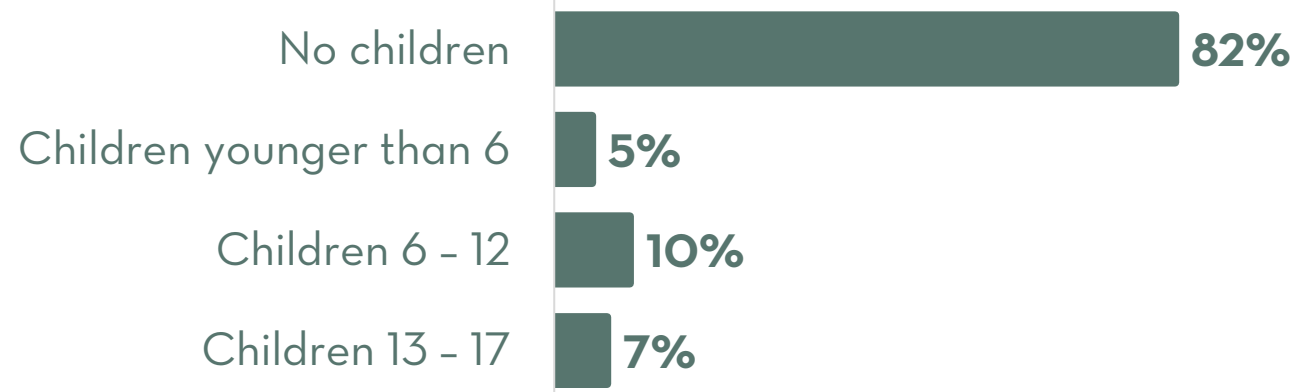
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.9** people
- » Over **2 in 5** visitors traveled as a couple
- » **18%** of visitors traveled with one or more children in their travel party

Travel Party Composition



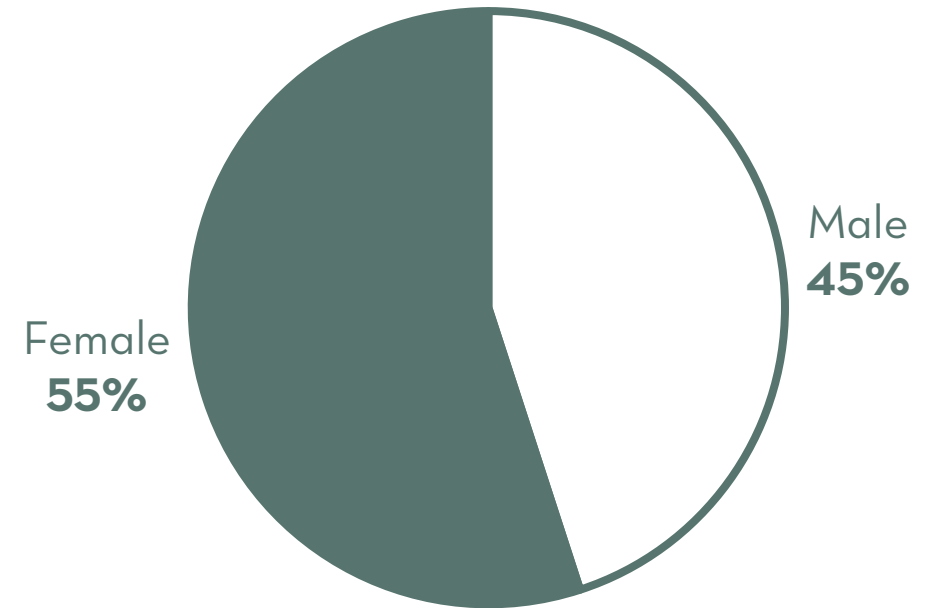
Children in Travel Party*



*Multiple responses permitted.

GENDER

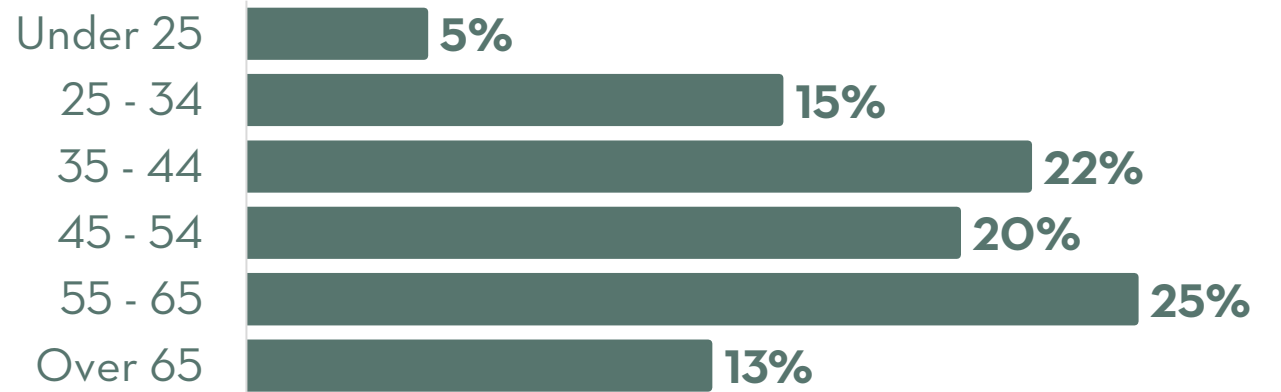
» Over **half** of visitors to Maine interviewed were females



*Of visitors interviewed.

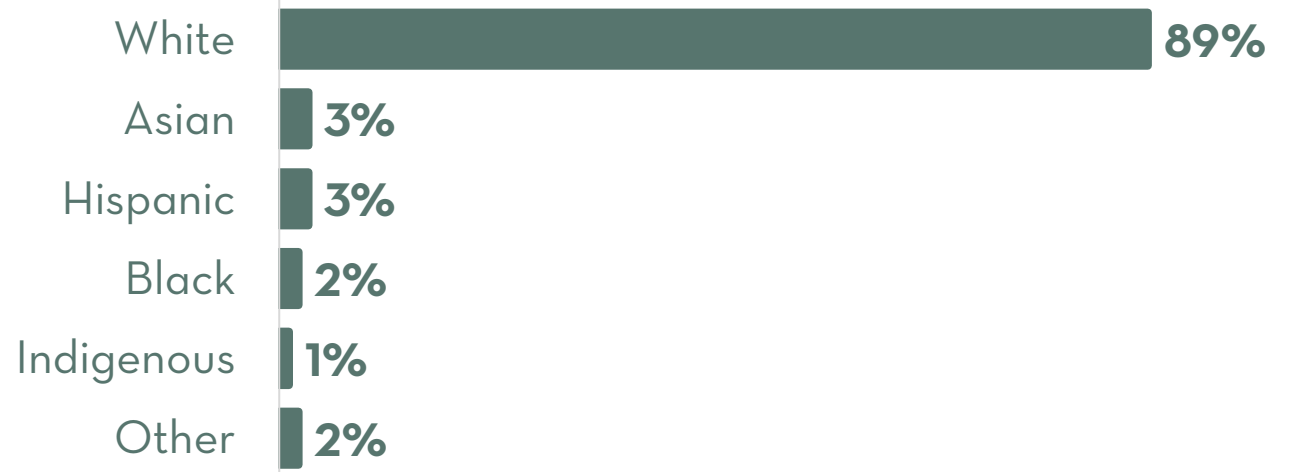
AGE

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



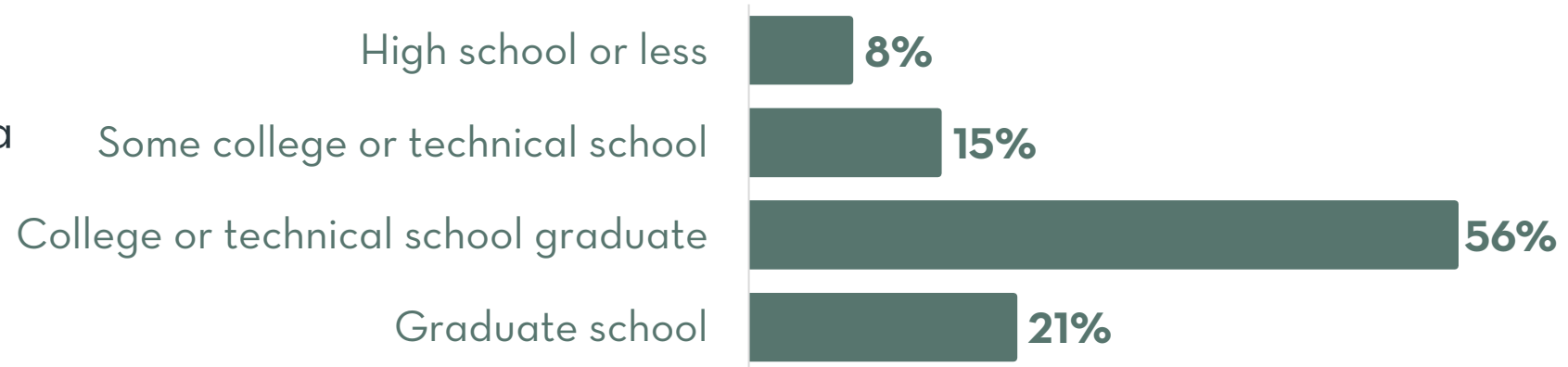
RACE & ETHNICITY

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



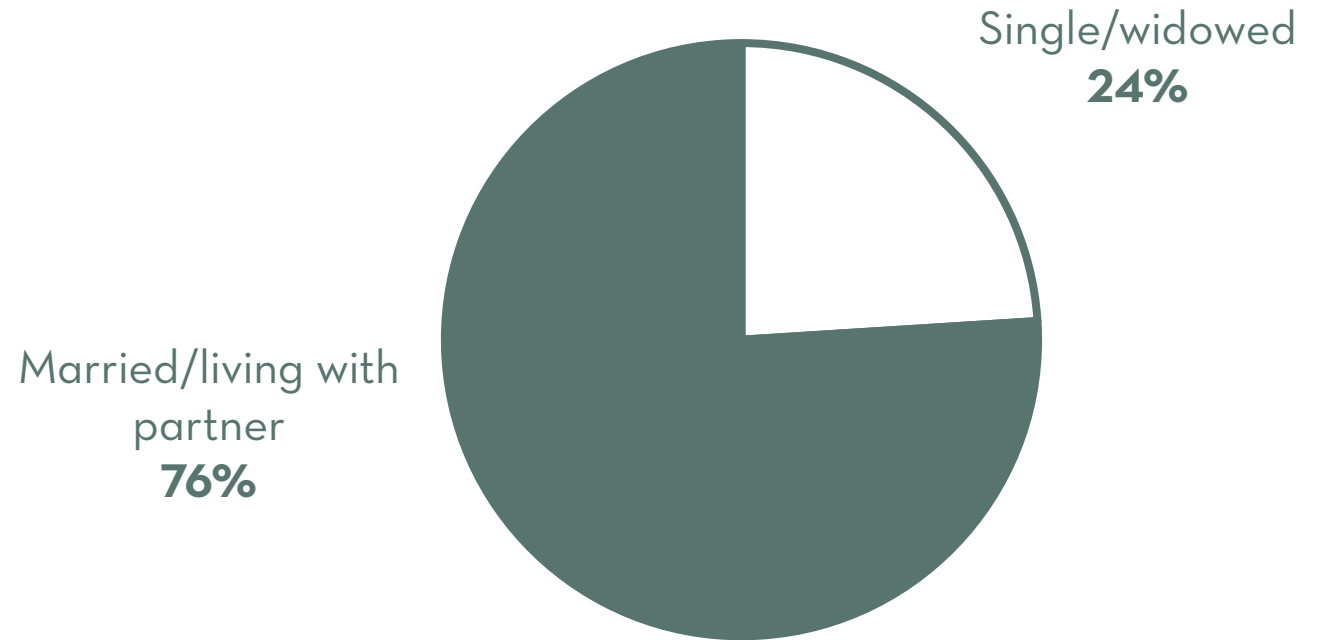
EDUCATIONAL ATTAINMENT

» Nearly **4 in 5** visitors have a college/technical school degree or higher



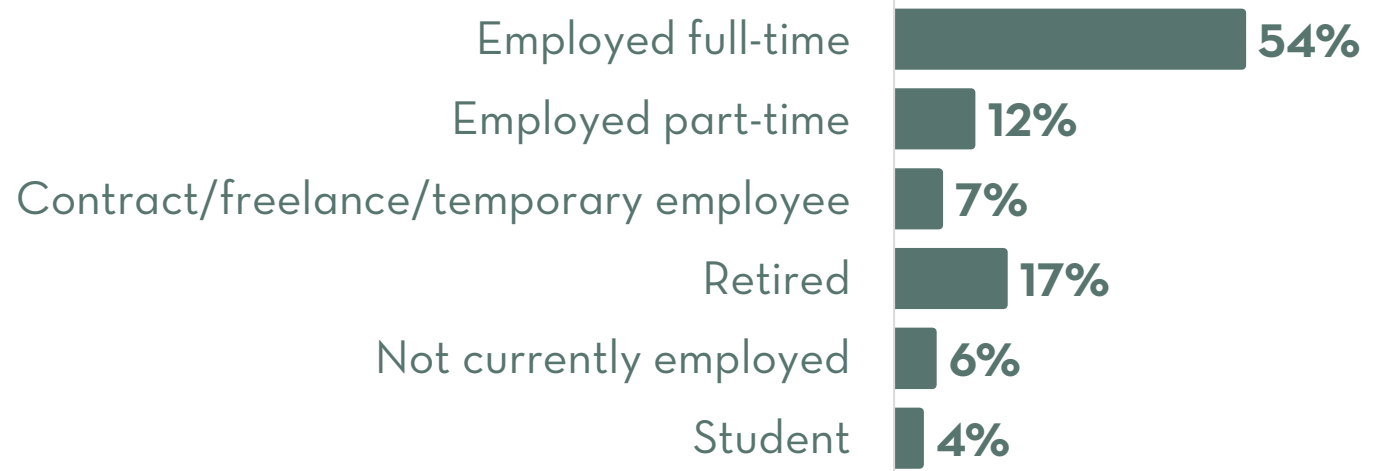
MARITAL STATUS

» Over **3 in 4** visitors to Maine were married or living with their partner



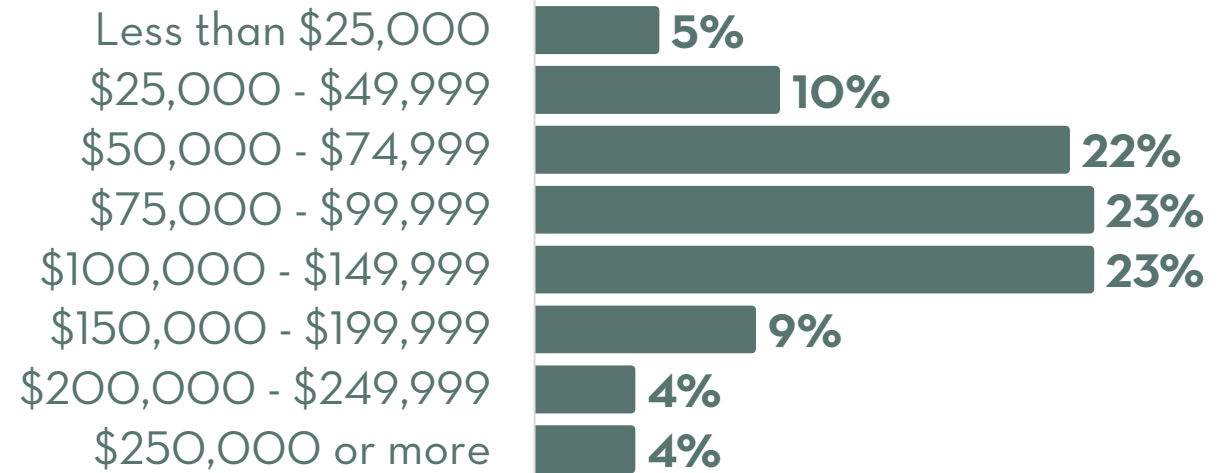
EMPLOYMENT STATUS

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



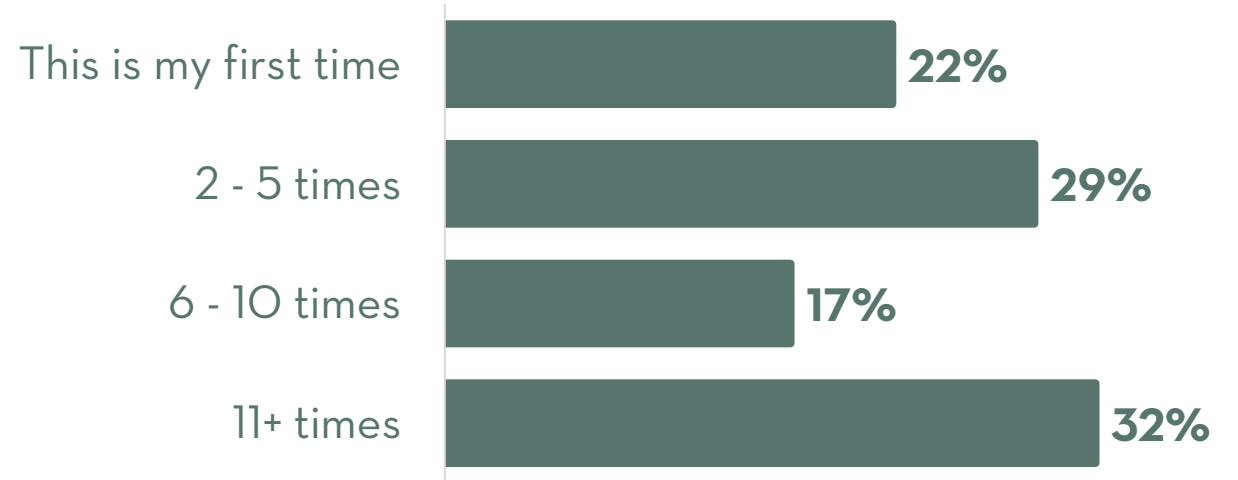
HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$89,100** per year
- » **17%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

- » **22%** of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as **32%** had previously traveled in Maine more than 10 times

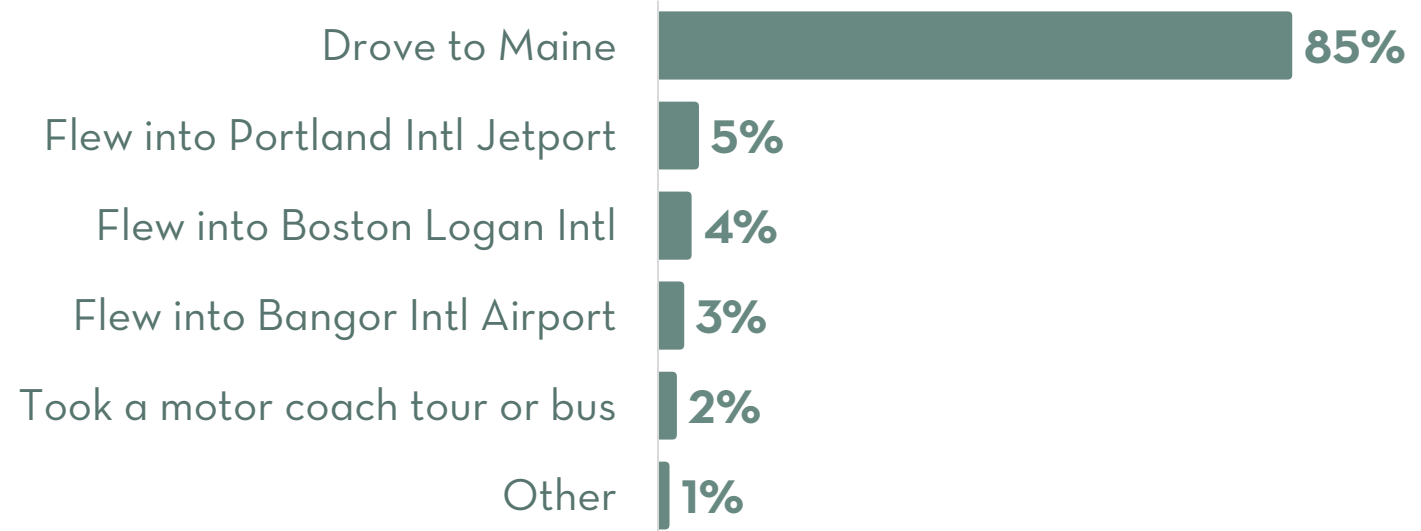


TRIP PLANNING CYCLE : TRIP EXPERIENCE



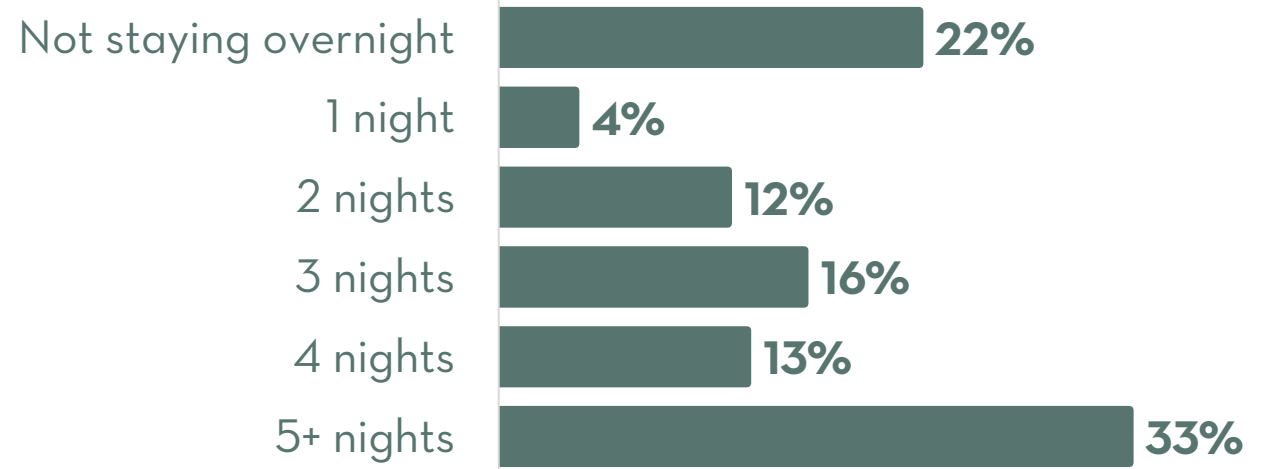
MODES OF TRANSPORTATION

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



NIGHTS STAYED

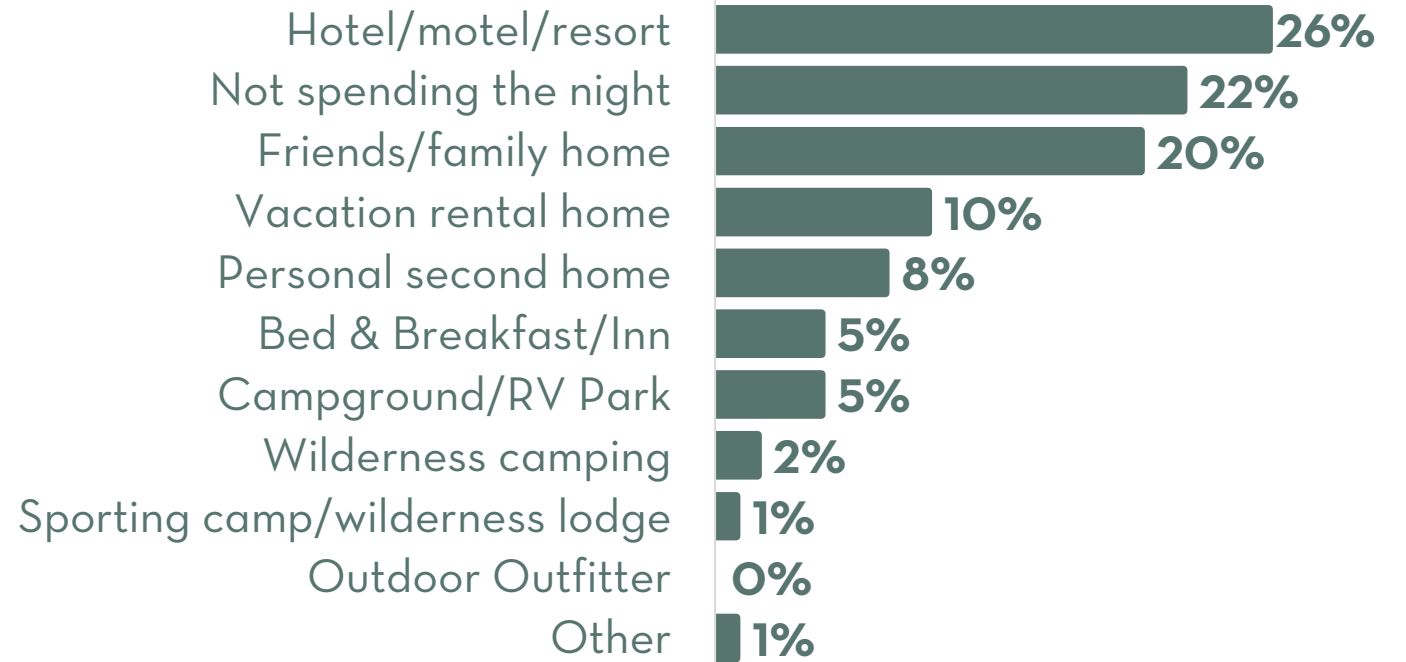
- » **78%** of visitors stayed one or more nights in Maine on their trip (+6% points from 2021)
- » Typical visitors stayed **4.6*** nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed **4.5** nights in Maine on their trips



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

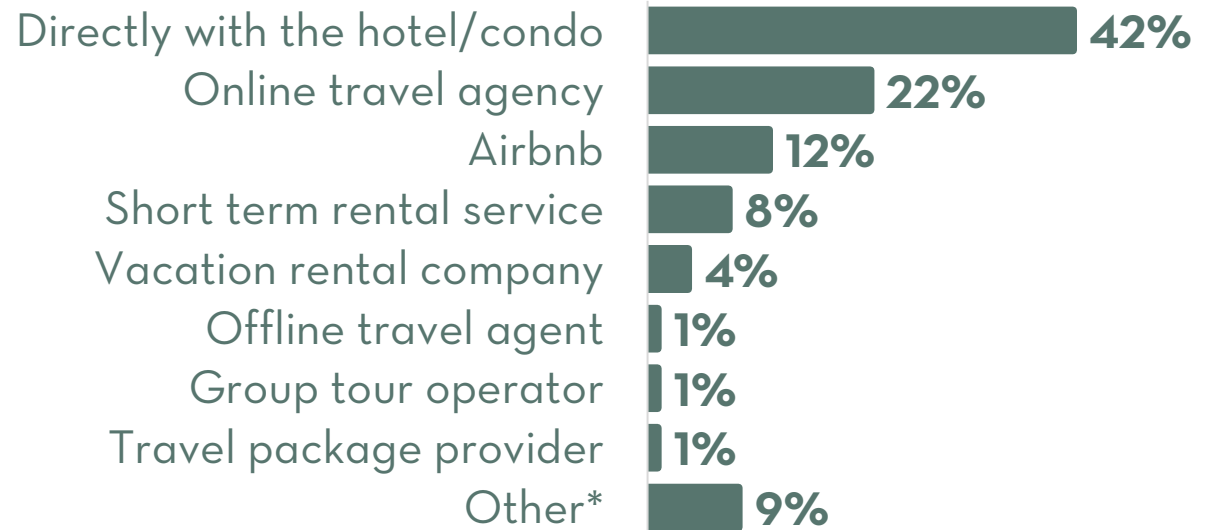
ACCOMMODATIONS

- » Over **1 in 4** visitors stayed overnight at a hotel/motel/resort
- » About **1 in 5** visitors stayed with friends and relatives on their trip to Maine



BOOKING METHODS

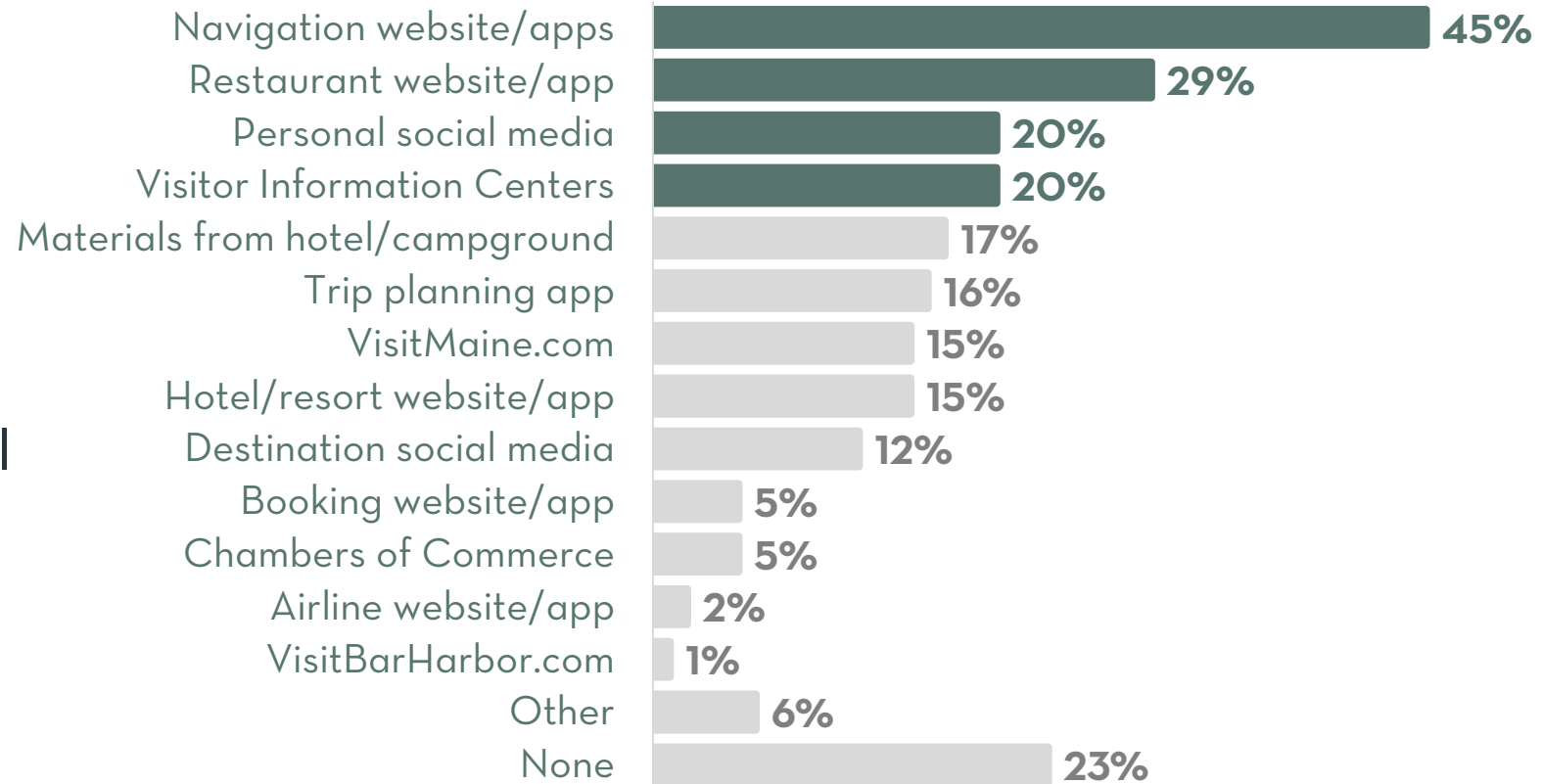
- » Over **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo (-7% points from 2021)
- » Compared to 2021, more visitors staying in paid accommodations booked their lodging through an online travel agency (+5% points from 2021)



*Other methods include showing up the day of, having standing reservations, booking through another person (i.e., friend or employer), directly with the campground, or through a state park website.

IN-MARKET VISITOR RESOURCES*

- » Visitors were more likely to rely on **navigation websites/apps** to plan activities in-market
- » About **3 in 10** visitors used a restaurant website or app
- » **1 in 5** visitors used their personal social media or visitor information centers
- » **1 in 4** visitors did not use any resources to plan activities while they were in-market

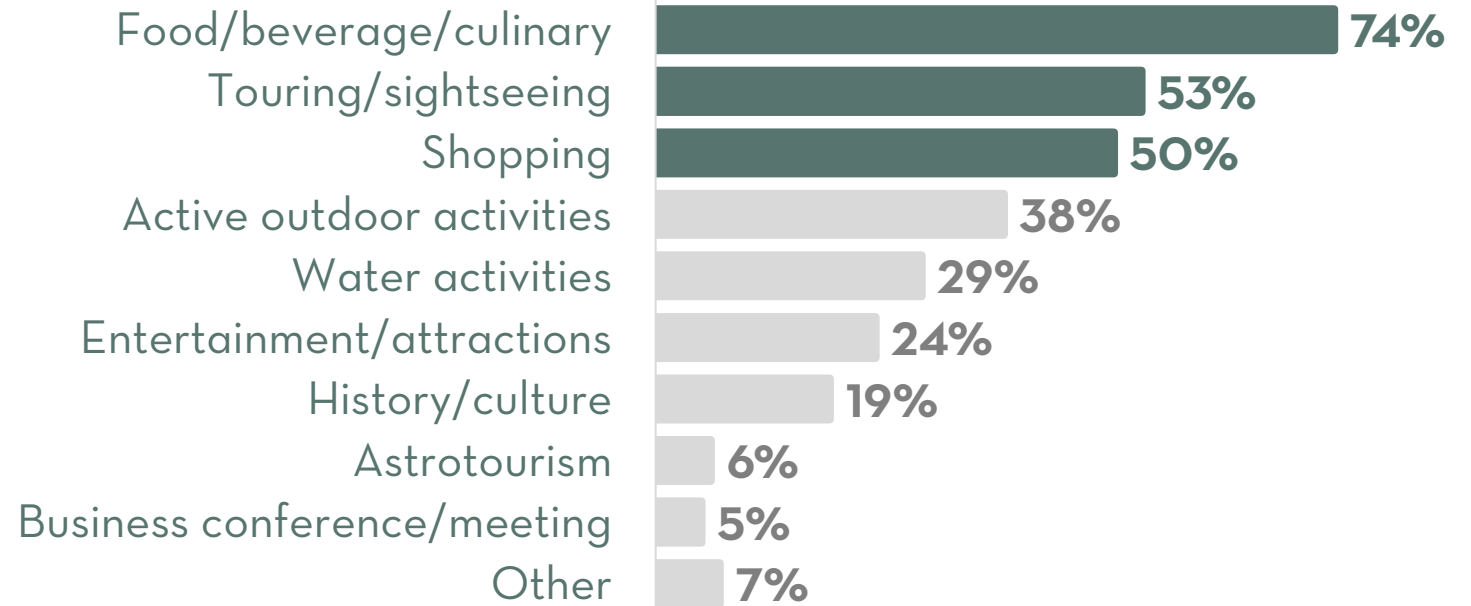


*Multiple responses permitted.

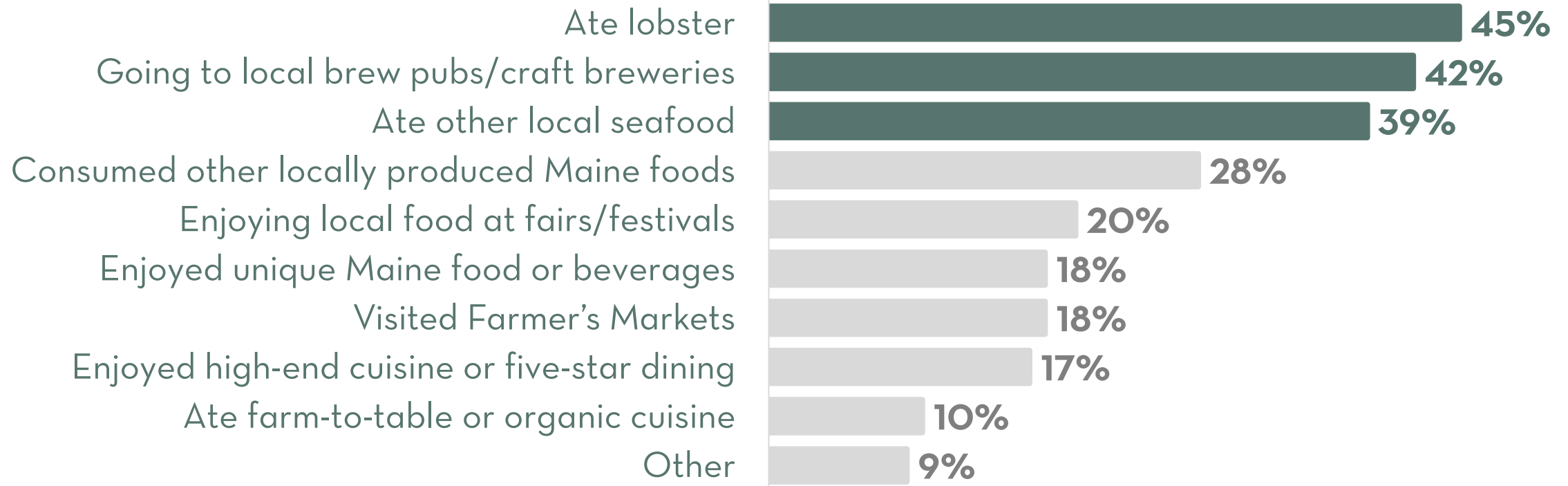
** Other resources include advice from locals, tour guides, and local newspapers.

VISITOR ACTIVITIES*

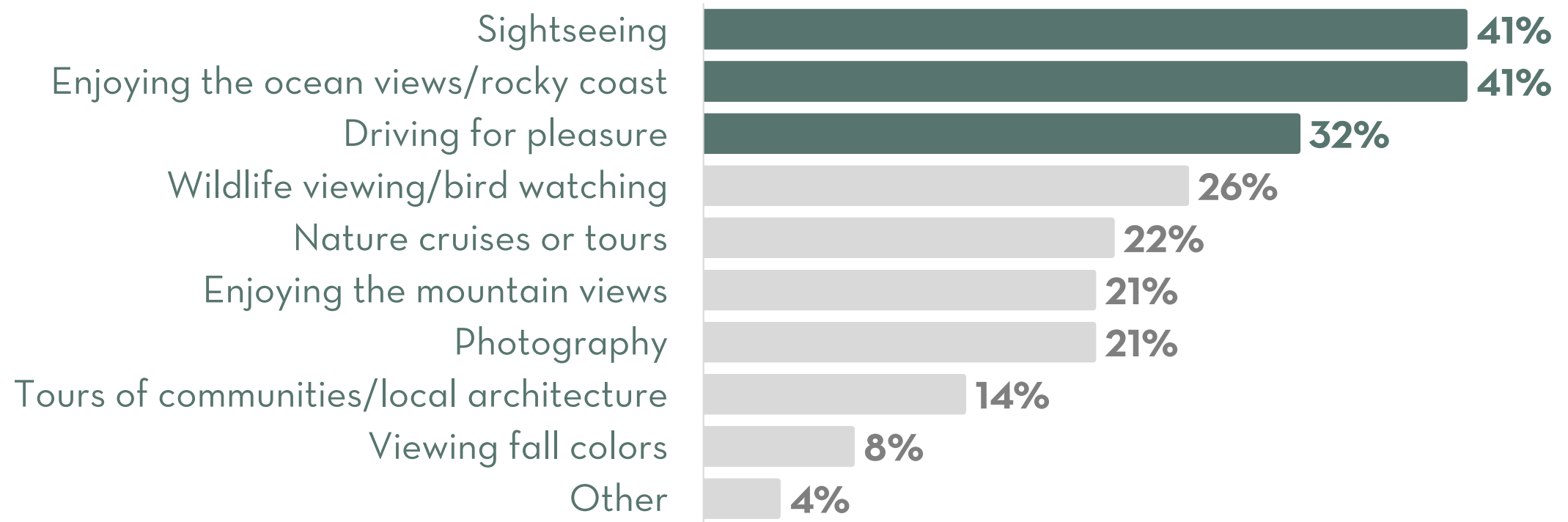
- » **74%** of visitors engaged in food/beverage/culinary activities during their trip to Maine (+9% points from 2021)
- » About **half** of visitors went touring/sightseeing and shopping (+10% points from 2021) during their trip to Maine



FOOD & BEVERAGE ACTIVITIES*



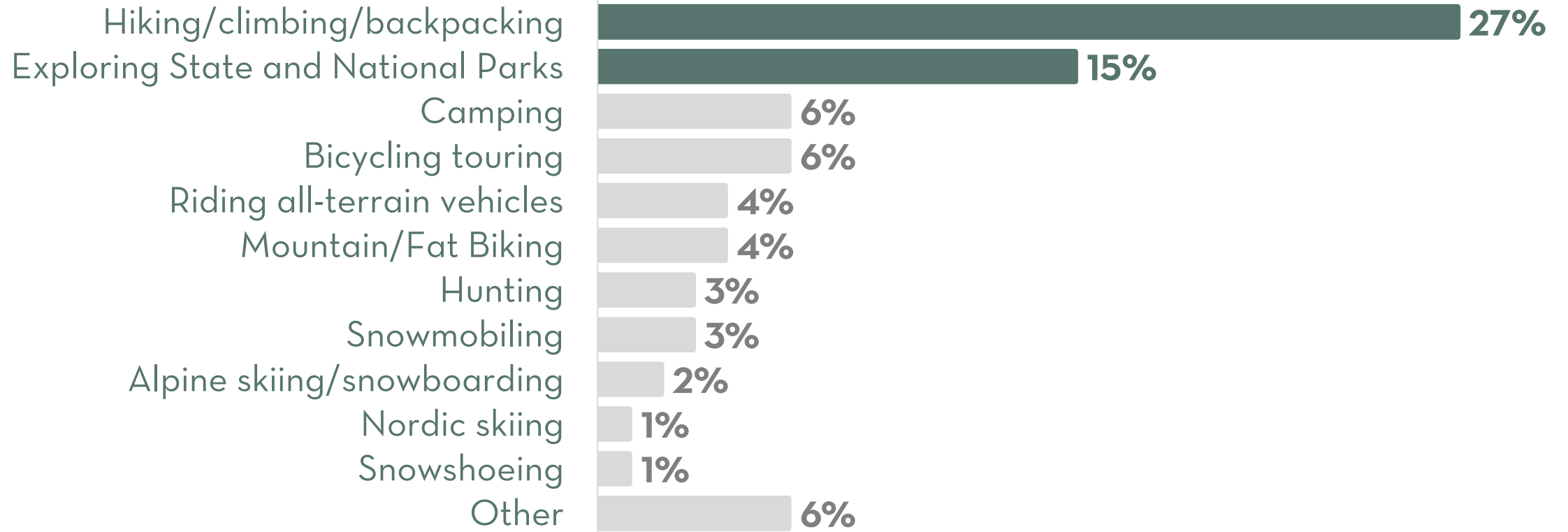
TOURING & SIGHTSEEING ACTIVITIES*



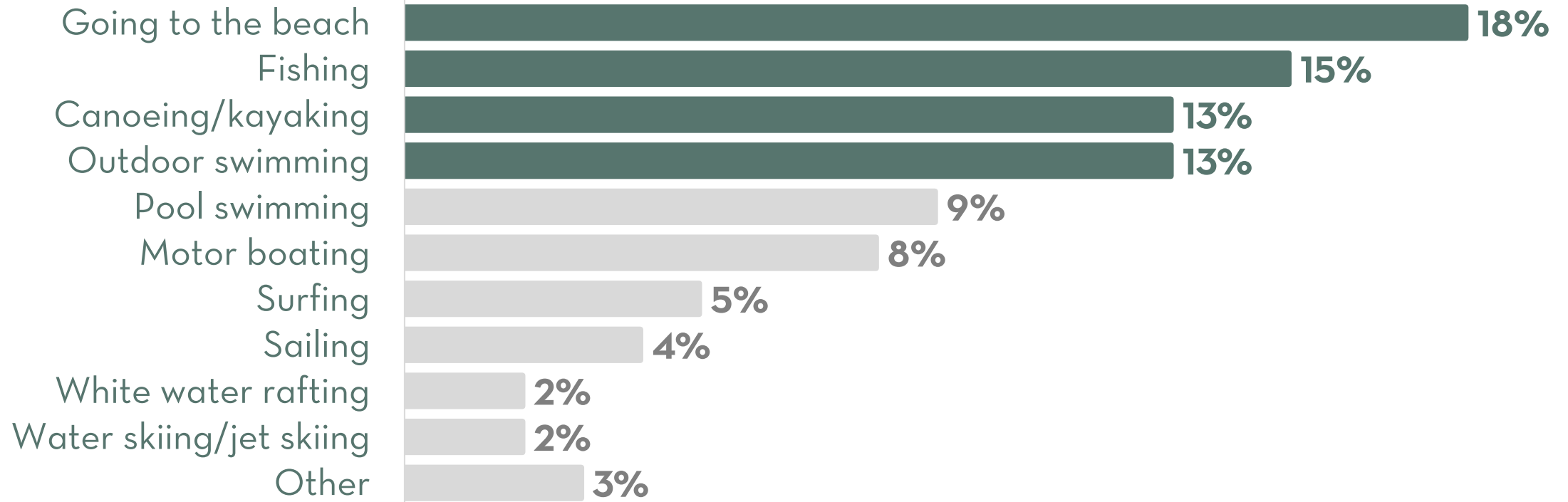
SHOPPING ACTIVITIES*



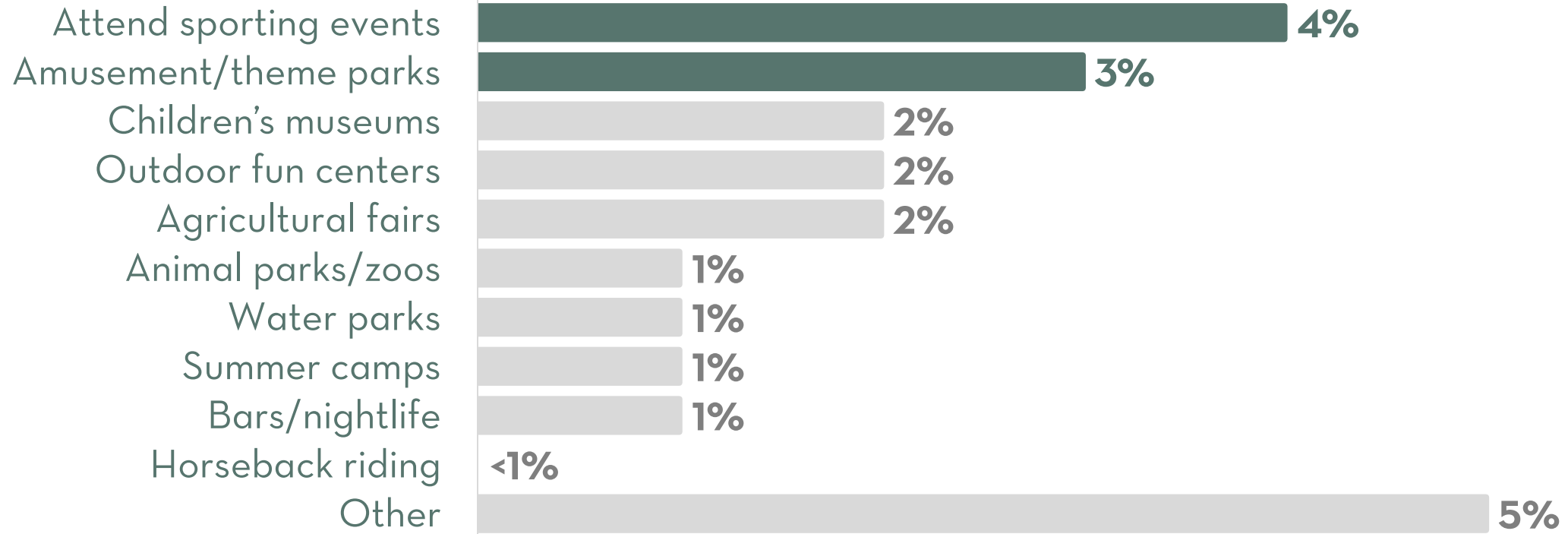
ACTIVE OUTDOOR ACTIVITIES*



WATER ACTIVITIES*



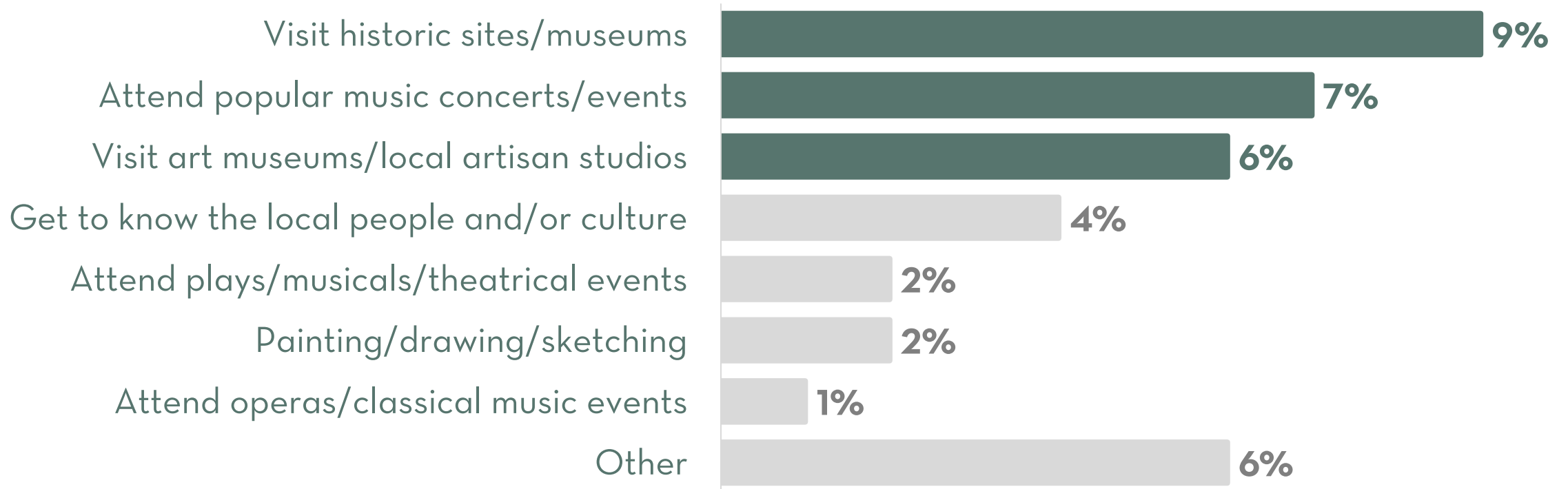
ENTERTAINMENT ACTIVITIES*



*Multiple responses permitted.

**Other includes visiting the Botanical Gardens and special events.

HISTORICAL & CULTURAL ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

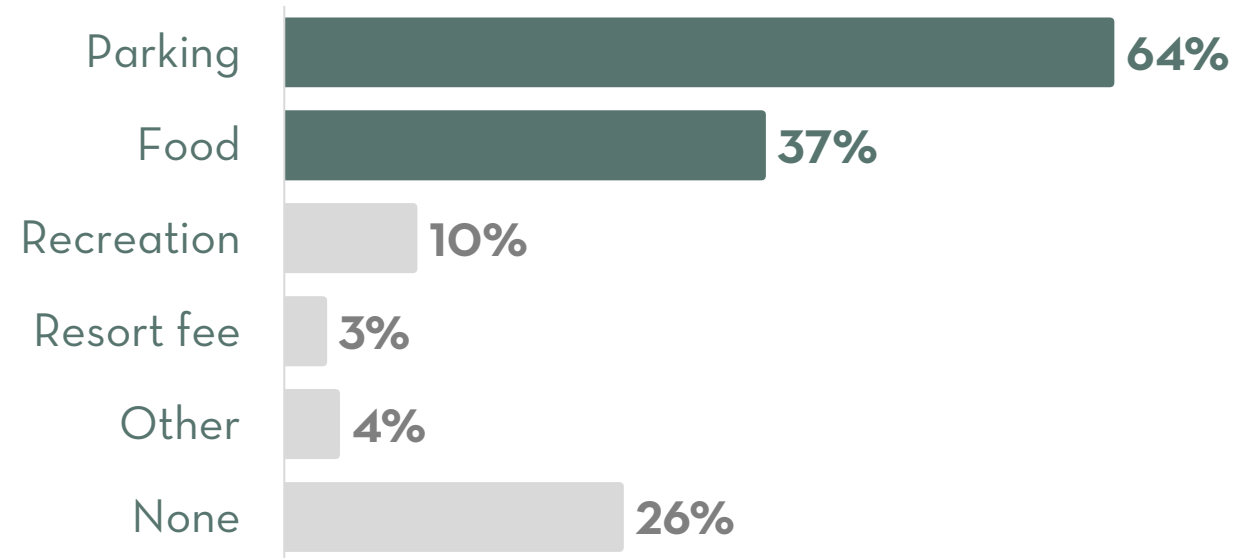
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$212	\$0	\$0
Restaurants	\$52	\$44	\$33
Groceries	\$40	\$39	\$16
Shopping	\$122	\$84	\$62
Activities & attractions	\$86	\$63	\$79
Transportation	\$69	\$44	\$28
Other	\$20	\$11	\$11
Daily Spending	\$601	\$285	\$229

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$954	\$0	\$0
Restaurants	\$234	\$336	\$33
Groceries	\$180	\$298	\$16
Shopping	\$549	\$641	\$62
Activities & attractions	\$387	\$481	\$79
Transportation	\$311	\$336	\$28
Other	\$90	\$84	\$11
Trip Spending	\$2,705	\$2,176	\$229

LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for **3 in 4** visitors
- » Price for accommodations included parking for nearly **2 in 3** visitors
- » Food was included in accommodations' pricing for nearly **2 in 5** visitors

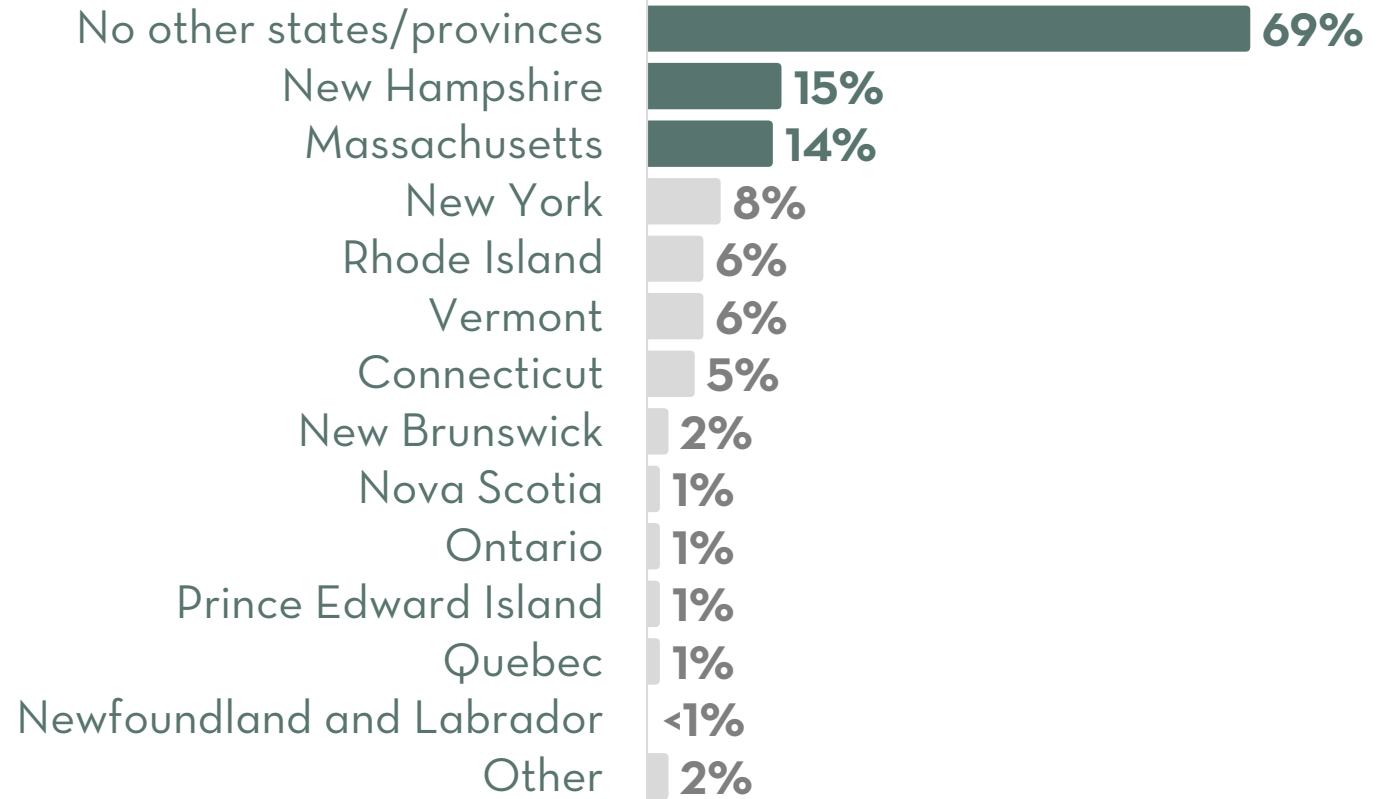


*Multiple responses permitted.

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

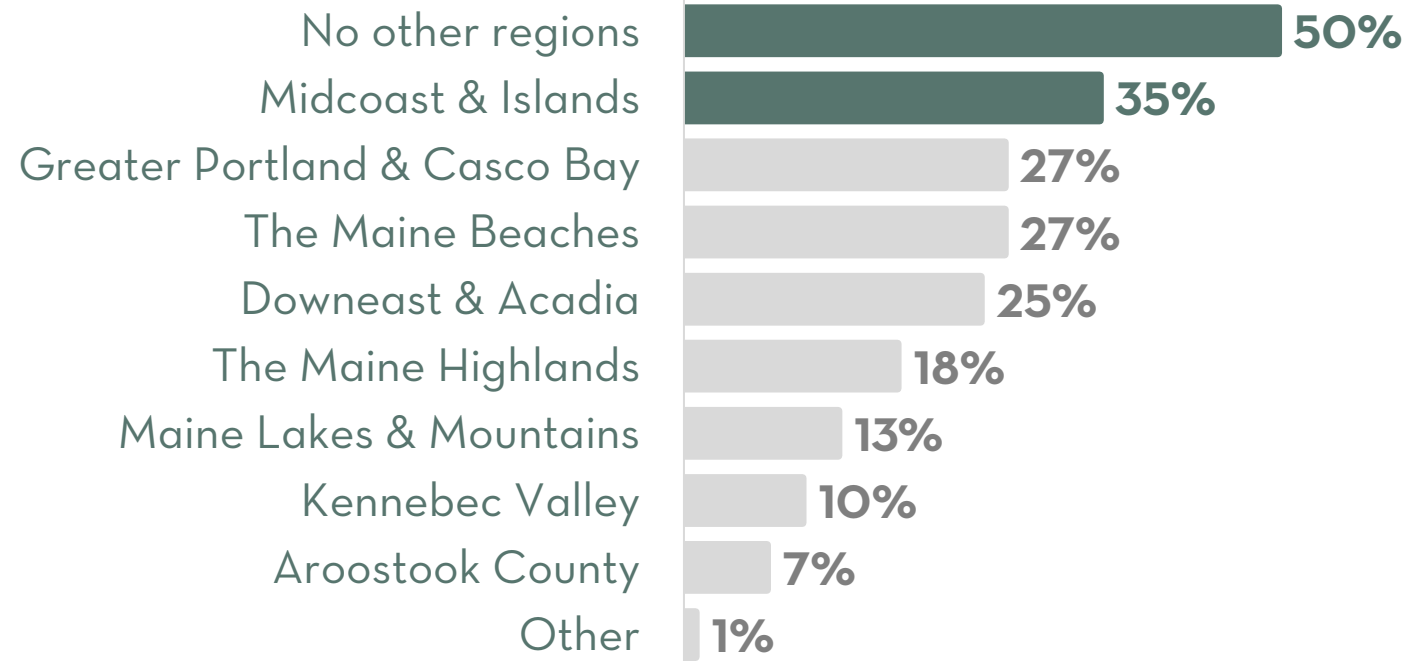
OTHER STATES & PROVINCES VISITED*

- » Nearly **7 in 10** visitors did not visit any other U.S. state or Canadian province during their trip (-6% points from 2021)
- » Visitors continued to be **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip



TRAVELING WITHIN MAINE*

- » **Half** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » **35%** of visitors visited the Midcoast & Islands area in addition to their primary destination within Maine (+8% points from 2021)



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



UNIQUENESS

"Maine has a great balance between great mountains and outdoors while maintaining a shore and some cities."



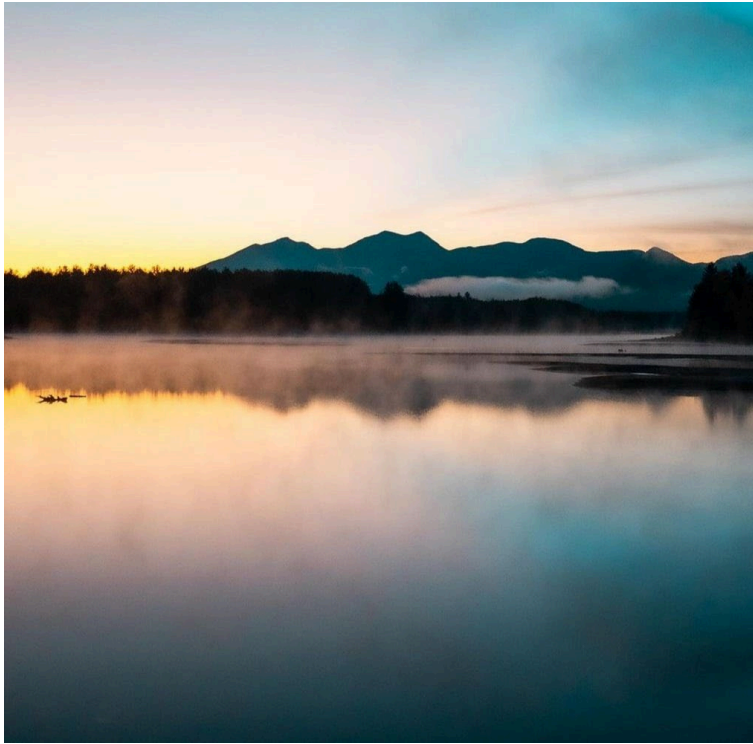
"So far we've fallen in love with coast and the islands. The towns aren't too big. Friendly people."



"Beautiful sceneries, wildlife, lakes, mountains, rocky coastline, lighthouses, year-round activities, delicious seafood, all this in a relaxing and secure environment."

UNIQUENESS

"The most beautiful coastline, great sandy beaches, and a feeling of security and relaxation."



"Maine has the best of the mountains and the ocean. Beaches, lakes, rivers. Swimming, hiking, boating. Beautiful scenery and wildlife everywhere."



"Beautiful coastline, nice people, lobster, quaint towns, lighthouses, and respect for nature."



UNIQUENESS

“Utter relaxation on the coast with good friends. Makes life seem right again.”



“Solitude and peaceful beauty.”



“A chance to sleep well. Starry nights. Sea breezes. Sounds of the foghorns and waves. Scent of sea roses.”



UNIQUENESS

“Old-fashioned, small-town life, and traditions. Gorgeous coastal scenery.”



“New England mystique. Wilderness and wildlife and small-town charm.”



“Maine has a great blend of thriving urban scenery and relaxing rural. You can experience the nightlife or get away from it all. The music scene is fresh, and the culinary delights would dazzle the most refined epicurean.”



HIGHLIGHTS

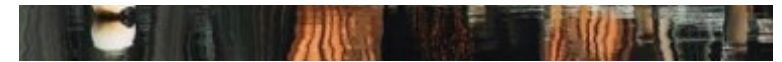
"Reuniting with childhood friend in the state I love."



"Spending time with my son and my grandkids and eating a few lobsters."

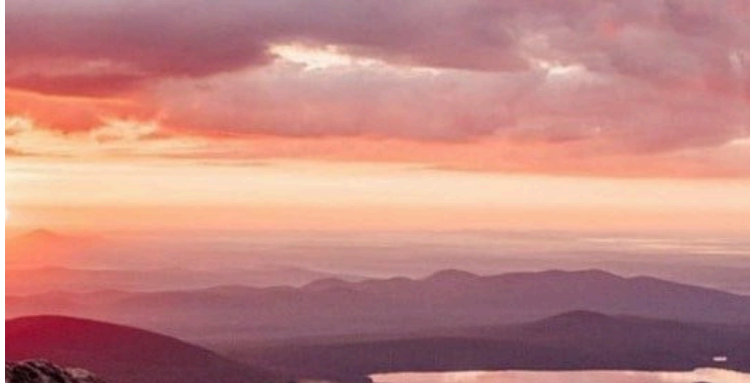


"Taking the grandchildren birdwatching. Looking for and finding the Steller's Eagle."



HIGHLIGHTS

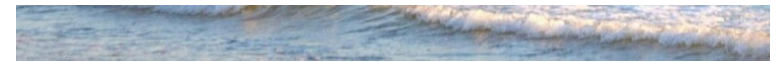
"Acadia National Park and the beautiful coastline."



"The rocky coastline, the beaches, and the lighthouses."



"To discover and explore Maine for a few days particularly its beautiful coastline."



HIGHLIGHTS

"The fall foliage and Acadia National Park."



"Spending most of my time sitting by the picture window at my friend's home, watching the tides."



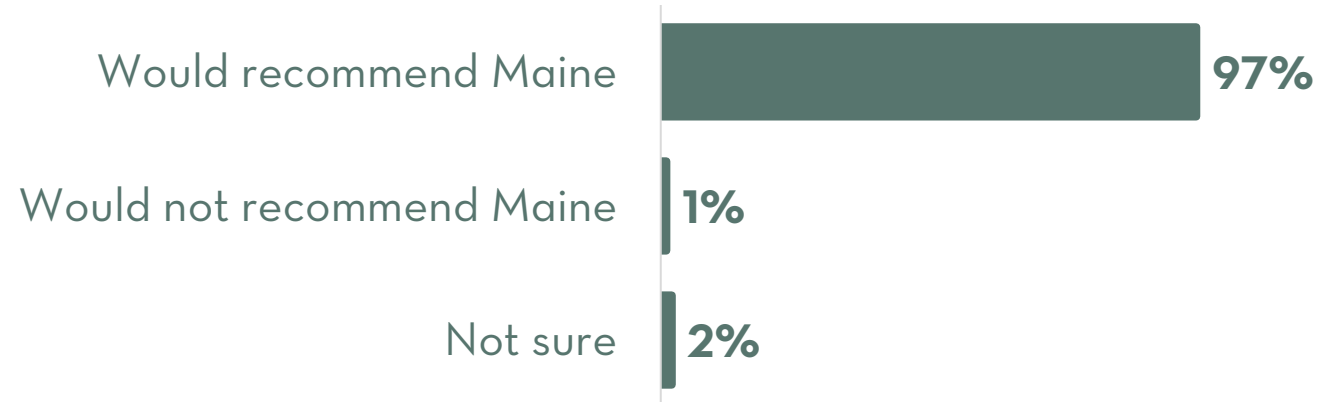
"Springing the parents from the senior center and taking them for a leaf peeping drive."



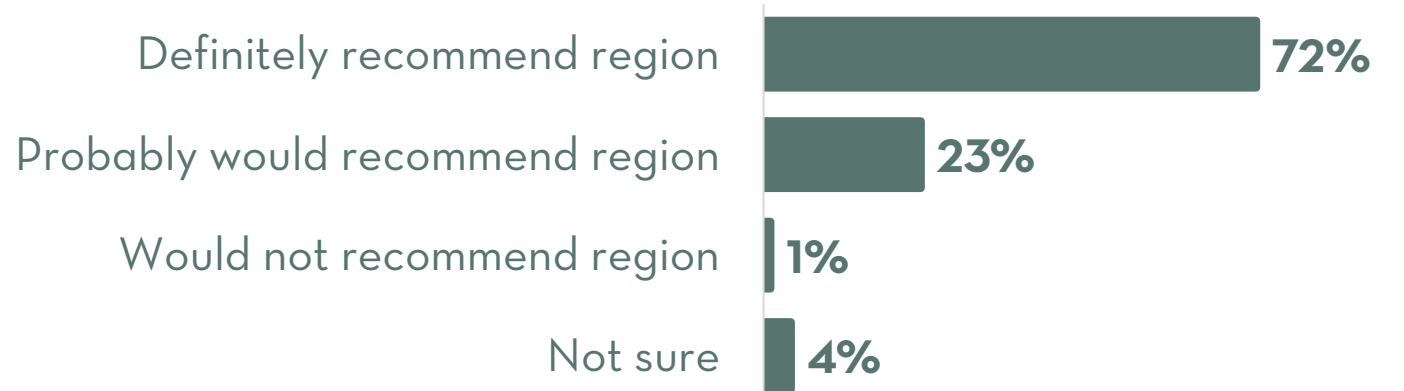
RECOMMENDING MAINE & ITS REGIONS

- » **97%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **95%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip - **72%** would definitely recommend

Likelihood of Recommending Maine

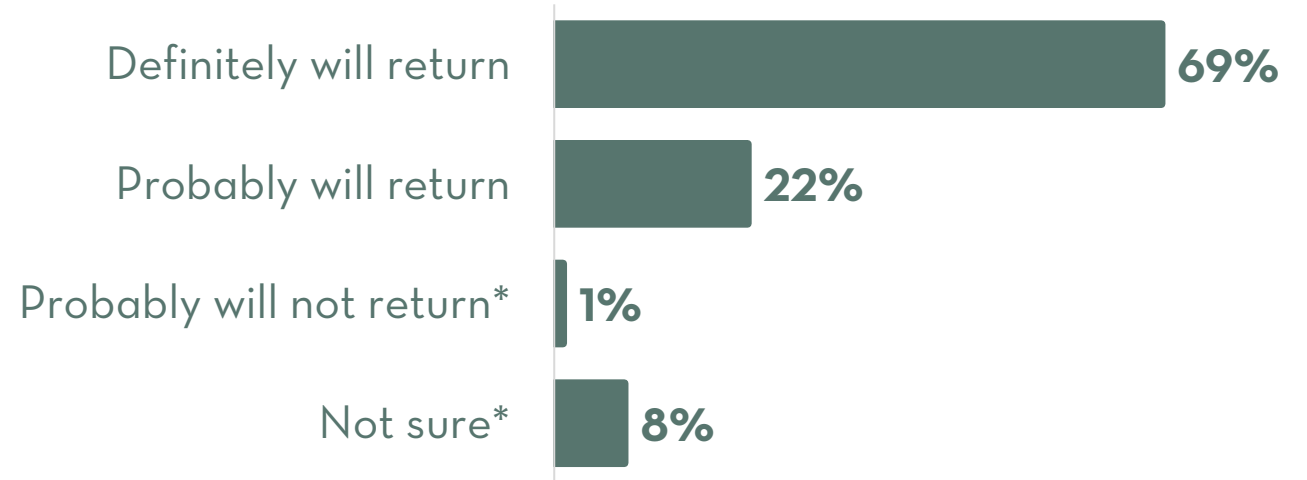


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

» **91%** of visitors will return to Maine for a future visit or vacation

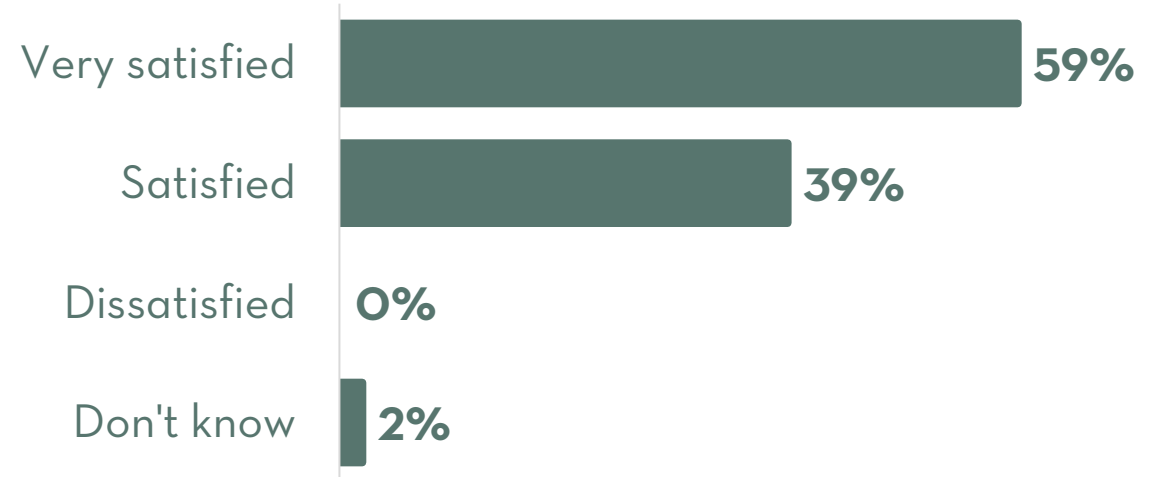


*9% of all visitors are not sure or will probably not return to Maine for the following reasons:

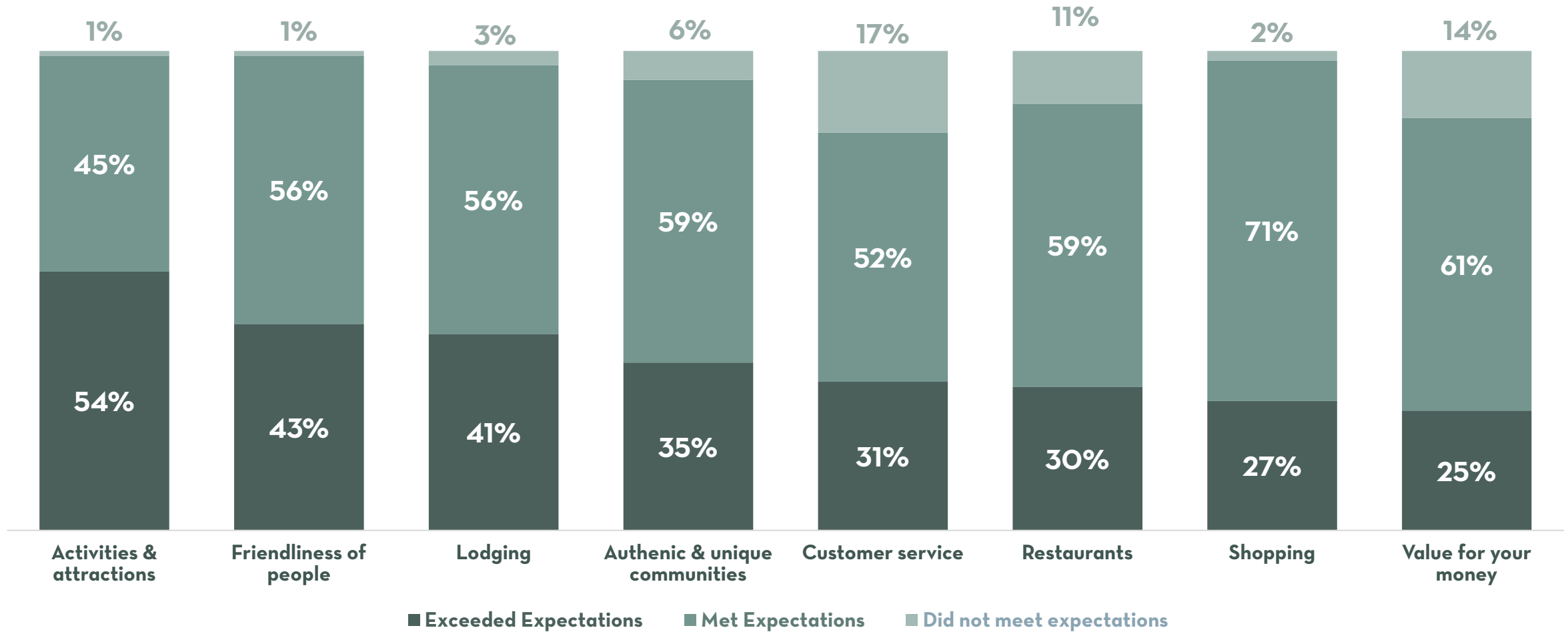
1. Prefer a variety of destinations 2. Too expensive 3. Economy/inflation.

SATISFACTION

- » **98%** of visitors were satisfied with their trip to Maine
- » Nearly **3 in 5** visitors were very satisfied with their trip to Maine

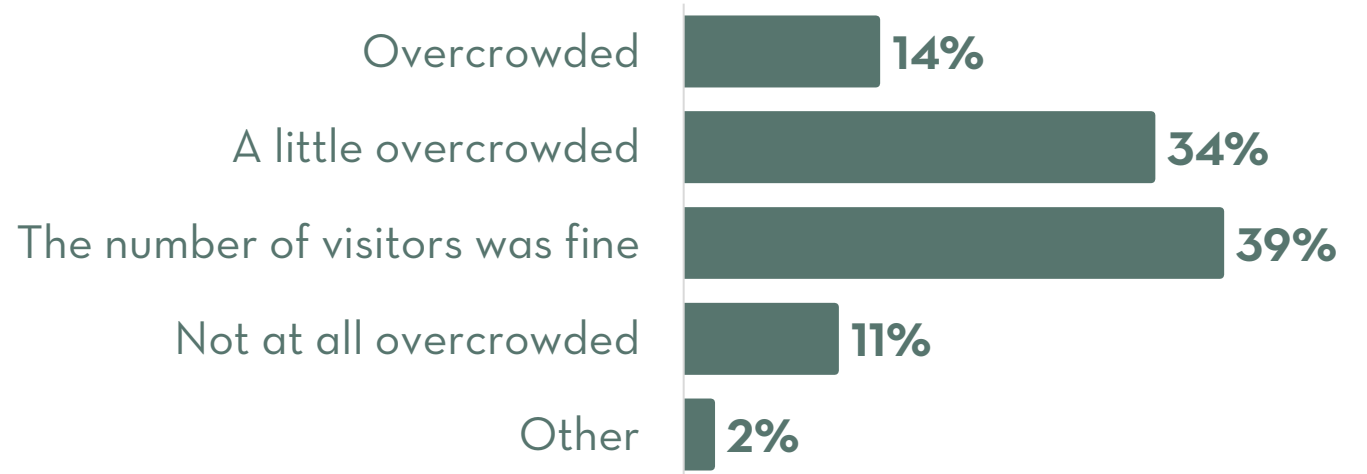


TRIP EXPECTATIONS



OVERCROWDING*

- » **39%** of visitors thought the number of visitors during their trip to Maine was fine
- » **34%** of visitors though it was a little overcrowded



*Overcrowding question was not included until Summer 2022.

PERCEPTIONS

"You can feel the stress leave your body the minute you cross the state line."



"Winter along the Maine coast is an introvert's paradise. My go to place when in need of a mental health holiday. Not a lot of stressed-out vibes here."



"Tranquil and beautiful, atmospheric, worth the drive."



PERCEPTIONS

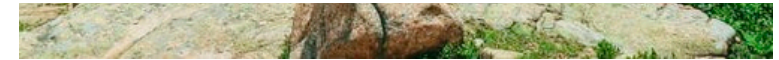
"You spend your time surrounded by beautiful sceneries, friendly people, in a safe and relaxing environment. What else can you ask for? Maine is the ideal place to enjoy a vacation."



"Quiet and peaceful. Great place to unwind and collect your thoughts with clean air."



"You can't compare Maine with other states. Maine is far above with its beautiful nature, its friendly inhabitants, and its relaxing environment."



SEASONAL COMPARISONS



TRIP PLANNING CYCLE : IMPACT OF TOURISM



NUMBER OF VISITORS

Number of Visitors	Winter	Summer	Fall	2022
Out-of-State Visitors	2,806,700	7,468,000	2,149,200	12,423,900
Maine Residents	658,400	1,639,300	642,000	2,939,700
Total Visitors	3,465,100	9,107,300	2,791,200	15,363,600

Market Share	Winter	Summer	Fall	2022
Out-of-State Visitors	81%	82%	77%	81%
Maine Residents	19%	18%	23%	19%

LODGING METRICS*

Occupancy [%]	Winter	Summer	Fall	2022
Hotel Occupancy Rate	54.3%	76.5%	70.2%	67.0%
Vacation Rental Occupancy Rate	30.6%	57.7%	43.4%	43.9%
Total Occupancy Rate	39.3%	67.6%	58.0%	56.1%

Average Daily Rate	Winter	Summer	Fall	2022
Hotel ADR	\$128.14	\$224.58	\$193.73	\$182.15
Vacation Rental ADR	\$270.48	\$303.58	\$208.71	\$260.92
Total ADR	\$169.69	\$235.71	\$180.83	\$197.84

Revenue per Available Room	Winter	Summer	Fall	2022
Hotel RevPAR	\$69.63	\$171.69	\$136.06	\$122.05
Vacation Rental RevPAR	\$82.77	\$175.10	\$90.68	\$114.57
Total RevPAR	\$66.70	\$159.27	\$104.91	\$110.99

*Accommodation metrics are estimated with data from STR, Key Data, and Downs & St. Germain Research.

TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

Trip Planning Cycle	Winter	Summer	Fall	2022
A week or less	22%	14%	13%	16%
2 - 3 weeks	23%	12%	15%	15%
1 - 2 months	33%	24%	30%	27%
3 - 4 months	13%	17%	18%	16%
5 - 6 months	4%	15%	11%	12%
7 months - 1 year	3%	13%	8%	10%
More than 1 year	2%	5%	5%	4%
Days in Planning Cycle	35	60	52	51

Booking Window	Winter	Summer	Fall	2022
A week or less	29%	19%	17%	21%
2 - 3 weeks	24%	14%	18%	17%
1 - 2 months	32%	24%	31%	27%
3 - 4 months	10%	16%	16%	15%
5 - 6 months	2%	14%	10%	11%
7 months - 1 year	2%	10%	6%	7%
More than 1 year	1%	3%	2%	2%
Days in Booking Window	20	51	45	43

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	Winter	Summer	Fall	2022
Online search engines	32%	37%	41%	37%
Hotel websites	18%	18%	18%	18%
VisitMaine.com	13%	15%	17%	15%
TripAdvisor	9%	11%	17%	12%
Traveler reviews/blogs/stories	7%	13%	15%	12%
Online travel agency	9%	11%	17%	12%
Facebook	8%	12%	13%	11%
Airbnb	6%	12%	8%	10%
Instagram	8%	10%	9%	9%
VRBO/HomeAway	7%	9%	7%	8%
Airline websites	8%	5%	6%	6%
Vacation rental websites	6%	6%	4%	6%
Visit Maine social media	6%	5%	9%	6%
YouTube	5%	7%	6%	6%
MaineTourism.com	7%	4%	7%	5%
DowneastAcadia.com	2%	3%	5%	3%
TheMaineBeaches.com	2%	3%	5%	3%
VisitPortland.com	5%	2%	3%	3%
DiscoverNewEngland.com	1%	2%	3%	2%
MainesMidCoast.com	3%	2%	2%	2%
MaineLakesandMountains.com	2%	2%	4%	2%
Twitter	1%	2%	1%	2%
VisitBarHarbor.com	1%	3%	2%	2%
VisitAroostook.com	1%	1%	1%	1%
KennebecValley.org	1%	1%	2%	1%
TheMaineHighlands.com	1%	1%	1%	1%
Other	6%	7%	5%	6%
None	34%	25%	25%	27%

*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	Winter	Summer	Fall	2022
Advice from friends/family	36%	38%	46%	39%
Articles or travelogues	15%	21%	21%	20%
AAA	10%	16%	15%	14%
Travel guides/brochures	9%	11%	10%	10%
Travel planning apps	6%	9%	9%	8%
Travel books & magazines	4%	6%	6%	6%
Called the Maine Office of Tourism	7%	5%	5%	5%
Visitor Guide	3%	4%	3%	4%
Visit Maine e-newsletter	3%	4%	4%	4%
Called local Chambers of Commerce	4%	3%	2%	3%
Travel agent	2%	2%	2%	2%
Called local convention and visitors bureaus	1%	1%	1%	1%
Called another Maine Tourism/Lodging Association	1%	1%	1%	1%
Other	4%	4%	3%	4%
None	41%	37%	32%	37%

REASON FOR VISITING*

Reasons for Visiting	Winter	Summer	Fall	2022
Relax and unwind	26%	39%	29%	34%
Sightseeing/touring	22%	33%	36%	31%
Visiting friends/relatives	34%	23%	26%	26%
Nature & bird watching	12%	17%	21%	17%
Beach	5%	17%	9%	13%
Special occasion	15%	10%	14%	12%
Shopping	14%	7%	14%	10%
Attractions	3%	11%	12%	9%
Special event	11%	8%	9%	9%
Active outdoor activities	5%	10%	13%	9%
Water activities	2%	10%	5%	7%
Conference/meeting	9%	5%	5%	6%
Culture/museums/history	4%	5%	5%	5%
Snow activities	11%	0%	0%	2%
Sporting event	1%	1%	2%	1%
Astrotourism	1%	1%	1%	1%
Other	15%	12%	8%	12%

OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	Winter	Summer	Fall	2022
No other states/provinces	72%	64%	63%	66%
New Hampshire	14%	17%	22%	17%
Massachusetts	10%	16%	15%	14%
Vermont	6%	8%	10%	8%
Rhode Island	4%	9%	6%	7%
New York	5%	7%	5%	6%
Connecticut	3%	6%	4%	5%
New Brunswick	1%	2%	1%	2%
Nova Scotia	1%	2%	1%	2%
Newfoundland and Labrador	1%	1%	1%	1%
Ontario	1%	1%	1%	1%
Prince Edward Island	1%	1%	1%	1%
Quebec	2%	1%	1%	1%
Other	2%	3%	2%	3%

ADVERTISING/PROMOTIONS

Recalled Advertising	Winter	Summer	Fall	2022
Yes	46%	47%	50%	47%
No	40%	41%	36%	40%
Not sure	14%	12%	14%	13%

Influenced by Advertising*	Winter	Summer	Fall	2022
Yes	NA	29%	27%	28%

*The influence of advertising question was not included until Summer of 2022.

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	Winter	Summer	Fall	2022
Social media	39%	38%	43%	39%
Internet	31%	36%	34%	35%
Magazine	19%	22%	20%	21%
Radio	12%	15%	18%	15%
Cable or satellite television	14%	13%	11%	13%
Newspaper	6%	9%	10%	9%
AAA	5%	11%	8%	9%
VisitMaine.com	8%	8%	7%	8%
Traveler reviews/blogs	5%	7%	8%	7%
Maine travel/visitor guide	7%	5%	6%	6%
Online streaming service	4%	4%	4%	4%
Brochure	4%	4%	4%	4%
Billboard	2%	3%	4%	3%
Music/podcast streaming	4%	3%	3%	3%
Deal – based promotion	2%	2%	2%	2%
Other	5%	5%	3%	5%
Not sure	1%	1%	2%	1%

TRIP PLANNING CYCLE : TRAVELER PROFILE



ORIGIN REGION

Region of Origin	Winter	Summer	Fall	2022
Maine	19%	17%	23%	19%
New England	39%	30%	30%	32%
Mid-Atlantic	18%	20%	21%	20%
Southeast	10%	10%	9%	10%
Southwest	2%	3%	3%	3%
Midwest	5%	8%	6%	7%
West	3%	4%	3%	3%
Canada	3%	6%	3%	4%
International	1%	2%	2%	2%

ORIGIN STATE/PROVINCE

Origin States & Provinces	Winter	Summer	Fall	2022
Maine	19%	18%	23%	19%
Massachusetts	20%	13%	13%	14%
New Hampshire	9%	8%	7%	8%
New York	6%	8%	8%	8%
Connecticut	5%	5%	5%	5%
Florida	4%	5%	3%	4%
New Jersey	3%	4%	4%	4%
Pennsylvania	3%	4%	4%	4%
Maryland	2%	2%	1%	2%
North Carolina	2%	1%	1%	2%
Ohio	1%	2%	1%	2%
Texas	1%	2%	2%	2%
Vermont	2%	3%	2%	2%
Virginia	2%	2%	2%	2%
Quebec	0%	3%	2%	2%

ORIGIN MARKET

Origin Markets	Winter	Summer	Fall	2022
Boston	11%	7%	7%	8%
New York City ¹	6%	8%	7%	7%
Washington DC - Baltimore ²	3%	3%	3%	3%
Philadelphia	2%	3%	2%	2%
Portland	2%	2%	2%	2%
Bangor	2%	1%	2%	1%
Rochester - Portsmouth, NH	2%	1%	2%	1%
Providence, RI	2%	1%	1%	1%
Augusta	1%	1%	2%	1%
Auburn - Lewiston	1%	1%	1%	1%
Waterville	1%	1%	1%	1%
Atlanta	1%	1%	1%	1%
Chicago	1%	1%	1%	1%
Albany	1%	1%	2%	1%

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

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

TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	Winter	Summer	Fall	2022
Traveled alone	22%	13%	14%	15%
As a couple	45%	42%	48%	44%
As a family	19%	30%	21%	26%
With business associates	2%	2%	2%	2%
In a tour group	<1%	2%	2%	1%
With other couples/friends	12%	11%	13%	12%
Other	<1%	<1%	<1%	<1%
Average Travel Party Size	2.3	3.2	2.7	2.9

TRAVEL WITH CHILDREN*

Children in Travel Party	Winter	Summer	Fall	2022
No children	88%	79%	87%	82%
Children younger than 6	4%	6%	4%	5%
Children 6 – 12	6%	12%	7%	10%
Children 13 – 17	5%	9%	5%	7%

Gender	Winter	Summer	Fall	2022
Male	49%	44%	46%	45%
Female	51%	56%	54%	55%

DEMOGRAPHIC PROFILE

Age	Winter	Summer	Fall	2022
Under 25	6%	5%	4%	5%
25 – 34	14%	16%	14%	15%
35 – 44	18%	23%	23%	22%
45 – 54	23%	19%	21%	20%
55 – 65	28%	24%	23%	25%
Over 65	11%	13%	15%	13%
Median Age	50	48	49	49

Race/Ethnicity	Winter	Summer	Fall	2022
White	89%	89%	87%	89%
Asian	3%	3%	5%	3%
Hispanic	3%	3%	3%	3%
Black	4%	2%	2%	2%
Indigenous	<1%	1%	1%	1%
Other	1%	2%	2%	2%

LIFESTYLE PROFILE

Marital Status	Winter	Summer	Fall	2022
Single/widowed	29%	23%	23%	24%
Married/living with partner	71%	77%	77%	76%

Employment Status	Winter	Summer	Fall	2022
Employed full-time	53%	55%	53%	54%
Employed part-time	12%	11%	12%	12%
Contract/freelance/temporary employee	7%	7%	8%	7%
Retired	15%	18%	18%	17%
Not currently employed	8%	6%	6%	6%
Student	6%	3%	3%	4%

LIFESTYLE PROFILE

Household Income	Winter	Summer	Fall	2022
Less than \$25,000	6%	5%	5%	5%
\$25,000 - \$49,999	11%	9%	11%	10%
\$50,000 - \$74,999	24%	21%	23%	22%
\$75,000 - \$99,999	24%	23%	23%	23%
\$100,000 - \$149,999	21%	24%	23%	23%
\$150,000 - \$199,999	8%	10%	8%	9%
\$200,000 - \$249,999	3%	4%	3%	4%
\$250,000 or more	3%	4%	4%	4%
Median Household Income	\$84,400	\$91,300	\$87,000	\$89,100

LIFESTYLE PROFILE

Educational Attainment	Winter	Summer	Fall	2022
High school or less	11%	7%	7%	8%
Some college or technical school	16%	15%	14%	15%
College or technical school graduate	54%	56%	59%	56%
Graduate school	20%	22%	20%	21%

NEW & RETURNING VISITORS

Previous Trips to Maine	Winter	Summer	Fall	2022
This is my first time	13%	24%	25%	22%
2 - 5 times	26%	30%	31%	29%
6 - 10 times	22%	15%	18%	17%
11+ times	39%	31%	26%	32%

TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

Means of Transportation	Winter	Summer	Fall	2022
Drove to Maine	87%	84%	85%	85%
Flew into Portland Intl Jetport	3%	6%	5%	5%
Flew into Boston Logan Intl	2%	4%	5%	4%
Flew into Bangor Intl Airport	5%	2%	2%	3%
Took a motor coach tour or bus	1%	2%	2%	2%
Other	<1%	2%	1%	1%

LENGTH OF STAY

Nights Stayed	Winter	Summer	Fall	2022
Not staying overnight	18%	26%	14%	22%
1 night	7%	3%	5%	4%
2 nights	14%	10%	14%	12%
3 nights	20%	14%	17%	16%
4 nights	14%	12%	15%	13%
5+ nights	27%	35%	35%	33%
Average Length of Stay	4.9	4.5	4.8	4.6

ACCOMMODATIONS

Accommodations	Winter	Summer	Fall	2022
Hotel/motel/resort	29%	23%	35%	26%
Not spending the night	18%	26%	14%	22%
Friends/family home	28%	18%	16%	20%
Vacation rental home	8%	10%	10%	10%
Personal second home	9%	9%	5%	8%
Bed & Breakfast/Inn	5%	4%	7%	5%
Campground/RV Park	1%	6%	6%	5%
Wilderness camping	<1%	2%	2%	2%
Sporting camp/wilderness lodge	1%	1%	2%	1%
Outdoor Outfitter	<1%	<1%	1%	<1%
Other	1%	1%	2%	1%

BOOKING

Booking Methods	Winter	Summer	Fall	2022
Directly with the hotel/condo	52%	40%	37%	42%
Online travel agency	19%	21%	30%	22%
Airbnb	9%	13%	9%	12%
Short term rental service	8%	8%	8%	8%
Vacation rental company	4%	4%	3%	4%
Offline travel agent	1%	1%	2%	1%
Group tour operator	<1%	1%	2%	1%
Travel package provider	1%	1%	1%	1%
Other	5%	11%	8%	9%

IN-MARKET RESOURCES*

In-Market Resources	Winter	Summer	Fall	2022
Navigation website/apps	38%	45%	54%	45%
Restaurant website/app	28%	29%	28%	29%
Personal social media	20%	20%	20%	20%
Visitor Information Centers	10%	22%	26%	20%
Materials from hotel/campground	7%	19%	24%	17%
Trip planning app	16%	15%	22%	16%
VisitMaine.com	15%	14%	17%	15%
Hotel/resort website/app	16%	14%	15%	15%
Destination social media	9%	13%	14%	12%
Booking website/app	5%	5%	4%	5%
Chambers of Commerce	4%	5%	4%	5%
Airline website/app	2%	2%	2%	2%
VisitBarHarbor.com	1%	1%	1%	1%
Other	4%	6%	6%	6%
None	28%	22%	18%	23%

ACTIVITIES*

Activities	Winter	Summer	Fall	2022
Food/beverage/culinary	72%	73%	78%	74%
Touring/sightseeing	41%	56%	59%	53%
Shopping	51%	49%	53%	50%
Active outdoor activities	37%	37%	43%	38%
Water activities	7%	39%	23%	29%
Entertainment/attractions	14%	28%	24%	24%
History/culture	16%	21%	18%	19%
Astrotourism	4%	6%	8%	6%
Business conference/meeting	8%	4%	5%	5%
Other	11%	6%	4%	7%

FOOD & BEVERAGE ACTIVITIES*

Food & Beverage Activities	Winter	Summer	Fall	2022
Ate lobster	38%	47%	48%	45%
Going to local brew pubs/craft breweries	44%	40%	47%	42%
Ate other local seafood	35%	42%	36%	39%
Consumed other locally produced Maine foods	23%	30%	28%	28%
Enjoying local food at fairs/festivals	18%	21%	20%	20%
Enjoyed unique Maine food or beverages	14%	20%	19%	18%
Visited Farmer's Markets	12%	20%	18%	18%
Enjoyed high-end cuisine or five-star dining	19%	16%	19%	17%
Ate farm-to-table or organic cuisine	8%	10%	10%	10%
Other	7%	10%	6%	9%

TOURING & SIGHTSEEING ACTIVITIES*

Touring & Sightseeing Activities	Winter	Summer	Fall	2022
Sightseeing	32%	43%	48%	41%
Enjoying the ocean views/rocky coast	30%	43%	48%	41%
Driving for pleasure	31%	30%	40%	32%
Wildlife viewing/bird watching	22%	27%	29%	26%
Nature cruises or tours	7%	27%	23%	22%
Enjoying the mountain views	13%	21%	31%	21%
Photography	15%	21%	28%	21%
Tours of communities/local architecture	9%	14%	18%	14%
Viewing fall colors	5%	1%	34%	8%
Other	3%	4%	4%	4%

ACTIVE OUTDOOR ACTIVITIES*

Active Outdoor Activities	Winter	Summer	Fall	2022
Hiking/climbing/backpacking	16%	30%	31%	27%
Exploring State and National Parks	7%	17%	21%	15%
Camping	2%	8%	6%	6%
Bicycling touring	3%	7%	6%	6%
Riding all-terrain vehicles	3%	3%	7%	4%
Mountain/Fat Biking	2%	4%	4%	4%
Hunting	2%	2%	7%	3%
Snowmobiling	11%	0%	1%	3%
Alpine skiing/snowboarding	7%	0%	1%	2%
Nordic skiing	4%	0%	0%	1%
Snowshoeing	5%	0%	1%	1%
Other	9%	5%	4%	6%

SHOPPING ACTIVITIES*

Shopping Activities	Winter	Summer	Fall	2022
Shopping in downtown areas	30%	22%	29%	25%
Outlet shopping	25%	20%	28%	23%
Shopping for gifts/souvenirs	24%	18%	27%	21%
Shopping for antiques/local arts and crafts	21%	20%	18%	20%
Shopping for unique/locally produced goods	20%	18%	24%	20%
Shopping for “Made in Maine” products	19%	17%	22%	18%
Shopping at malls	11%	8%	12%	9%
Other	5%	14%	2%	10%

*Multiple responses permitted.

WATER ACTIVITIES*

Water Activities	Winter	Summer	Fall	2022
Going to the beach	2%	25%	15%	18%
Fishing	4%	19%	14%	15%
Canoeing/kayaking	1%	18%	10%	13%
Outdoor swimming	0%	19%	8%	13%
Pool swimming	2%	13%	5%	9%
Motor boating	1%	12%	6%	8%
Surfing	0%	7%	3%	5%
Sailing	0%	6%	2%	4%
White water rafting	0%	3%	1%	2%
Water skiing/jet skiing	0%	3%	1%	2%
Other	1%	4%	1%	3%

HISTORY/CULTURE ACTIVITIES*

History/Culture Activities	Winter	Summer	Fall	2022
Visit historic sites/museums	7%	10%	10%	9%
Attend popular music concerts/events	5%	8%	7%	7%
Visit art museums/local artisan studios	6%	6%	8%	6%
Get to know the local people and/or culture	3%	5%	3%	4%
Attend plays/musicals/theatrical events	3%	1%	2%	2%
Painting/drawing/sketching	1%	2%	3%	2%
Attend operas/classical music events	1%	1%	1%	1%
Other	3%	8%	4%	6%

ENTERTAINMENT ACTIVITIES*

Entertainment Activities	Winter	Summer	Fall	2022
Attend sporting events	2%	5%	2%	4%
Amusement/theme parks	3%	3%	2%	3%
Children's museums	3%	1%	2%	2%
Outdoor fun centers	1%	3%	2%	2%
Agricultural fairs	0%	2%	5%	2%
Animal parks/zoos	0%	1%	1%	1%
Water parks	1%	1%	1%	1%
Summer camps	0%	1%	1%	1%
Bars/nightlife	0%	1%	2%	1%
Horseback riding	0%	0%	1%	0%
Other	4%	6%	4%	5%

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	Winter	Summer	Fall	2022
No other states/provinces	78%	66%	65%	69%
New Hampshire	12%	16%	17%	15%
Massachusetts	9%	17%	8%	14%
New York	3%	7%	17%	8%
Rhode Island	2%	7%	5%	6%
Vermont	3%	7%	5%	6%
Connecticut	2%	5%	7%	5%
New Brunswick	1%	2%	1%	2%
Nova Scotia	1%	1%	0%	1%
Ontario	0%	1%	1%	1%
Prince Edward Island	0%	1%	1%	1%
Quebec	1%	1%	0%	1%
Newfoundland and Labrador	0%	0%	1%	0%
Other	1%	2%	1%	2%

TRAVELING IN MAINE*

Maine Regions Visited	Winter	Summer	Fall	2022
No other regions	58%	49%	44%	50%
Midcoast & Islands	27%	37%	40%	35%
Greater Portland & Casco Bay	24%	28%	30%	27%
The Maine Beaches	18%	29%	31%	27%
Downeast & Acadia	11%	29%	29%	25%
The Maine Highlands	19%	18%	15%	18%
Maine Lakes & Mountains	14%	12%	13%	13%
Kennebec Valley	19%	7%	8%	10%
Aroostook County	8%	6%	7%	7%
Other	0%	1%	1%	1%

TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	Winter	Summer	Fall	2022
Would recommend Maine	97%	96%	98%	97%
Would not recommend Maine	1%	1%	0%	1%
Not sure	2%	3%	2%	2%

Recommending Regions	Winter	Summer	Fall	2022
Definitely recommend region	84%	70%	66%	72%
Probably would recommend region	13%	25%	30%	23%
Would not recommend region	0%	1%	0%	1%
Not sure	3%	4%	4%	4%

SATISFACTION*

Satisfaction	Winter	Summer	Fall	2022
Very satisfied	NA	61%	54%	59%
Satisfied	NA	37%	44%	39%
Dissatisfied	NA	0%	0%	0%
Don't know	NA	2%	2%	2%

*The satisfaction question was not included until Summer 2022.

RETURNING TO MAINE

Returning to Maine	Winter	Summer	Fall	2021
Definitely will return	81%	65%	65%	69%
Probably will return	14%	24%	25%	22%
Probably will not return	1%	1%	0%	1%
Not sure	4%	10%	10%	8%

TRIP EXPECTATIONS

Exceeded Expectations	Winter	Summer	Fall	2022
Activities & attractions	52%	56%	48%	54%
Friendliness of people	46%	43%	39%	43%
Lodging	41%	41%	40%	41%
Authentic & unique communities	29%	37%	36%	35%
Customer service	29%	32%	29%	31%
Restaurants	28%	31%	27%	30%
Shopping	25%	27%	27%	27%
Value for your money	27%	25%	23%	25%

OVERCROWDING*

Overcrowding	Winter	Summer	Fall	2022
Overcrowded	NA	17%	3%	14%
A little overcrowded	NA	35%	32%	34%
The number of visitors was fine	NA	36%	48%	39%
Not at all overcrowded	NA	10%	16%	11%
Other	NA	2%	1%	2%

*Overcrowding question was not included until Summer 2022.

ANNUAL COMPARISONS



TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

Trip Planning Cycle	2021	2022
A week or less	19%	16%
2 - 3 weeks	17%	15%
1 - 2 months	26%	27%
3 - 4 months	15%	16%
5 - 6 months	9%	12%
7 months - 1 year	7%	10%
More than 1 year	7%	4%
Days in Planning Cycle	50	51

Booking Window	2021	2022
A week or less	24%	21%
2 - 3 weeks	19%	17%
1 - 2 months	26%	27%
3 - 4 months	13%	15%
5 - 6 months	8%	11%
7 months - 1 year	6%	7%
More than 1 year	4%	2%
Days in Booking Window	39	43

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2021	2022
Online search engines	31%	37%
Hotel websites	13%	18%
VisitMaine.com	10%	15%
TripAdvisor	12%	12%
Traveler reviews/blogs/stories	6%	12%
Online travel agency	12%	12%
Facebook	8%	11%
Airbnb	8%	10%
Instagram	6%	9%
VRBO/HomeAway	6%	8%
Airline websites	7%	6%
Vacation rental websites	4%	6%
Visit Maine social media	5%	6%
YouTube	5%	6%
MaineTourism.com	6%	5%
DowneastAcadia.com	3%	3%
TheMaineBeaches.com	1%	3%
VisitPortland.com	3%	3%
DiscoverNewEngland.com	2%	2%
MainesMidCoast.com	2%	2%
MaineLakesandMountains.com	2%	2%
Twitter	3%	2%
VisitBarHarbor.com	3%	2%
VisitAroostook.com	1%	1%
KennebecValley.org	1%	1%
TheMaineHighlands.com	1%	1%
Other	9%	6%
None	33%	27%

*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2021	2022
Advice from friends/family	31%	39%
Articles or travelogues	8%	20%
AAA	7%	14%
Travel guides/brochures	9%	10%
Travel planning apps	6%	8%
Travel books & magazines	8%	6%
Called the Maine Office of Tourism	4%	5%
Visitor Guide	3%	4%
Visit Maine e-newsletter	2%	4%
Called local Chambers of Commerce	2%	3%
Travel agent	2%	2%
Called local convention and visitors bureaus	2%	1%
Called another Maine Tourism/Lodging Association	2%	1%
Other	5%	4%
None	51%	37%

REASON FOR VISITING*

Reasons for Visiting	2021	2022
Relax and unwind	38%	34%
Sightseeing/touring	25%	31%
Visiting friends/relatives	26%	26%
Nature & bird watching	15%	17%
Beach	10%	13%
Special occasion	9%	12%
Shopping	7%	10%
Attractions	6%	9%
Special event	3%	9%
Active outdoor activities	9%	9%
Water activities	6%	7%
Conference/meeting	3%	6%
Culture/museums/history	3%	5%
Snow activities	4%	2%
Sporting event	1%	1%
Astrotourism	1%	1%
Other	12%	12%

OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	2021	2022
No other states/provinces	72%	66%
New Hampshire	12%	17%
Massachusetts	9%	14%
Vermont	7%	8%
Rhode Island	4%	7%
New York	5%	6%
Connecticut	3%	5%
New Brunswick	1%	2%
Nova Scotia	1%	2%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Other	4%	3%

ADVERTISING/PROMOTIONS

Recalled Advertising	2021	2022
Yes	37%	47%
No	63%	40%
Not sure	0%	13%

Influenced by Advertising	2021*	2022
Yes	NA	28%

*The influence of advertising question was not included until Summer of 2022.

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2021	2022
Social media	36%	39%
Internet	34%	35%
Magazine	18%	21%
Radio	11%	15%
Cable or satellite television	21%	13%
Newspaper	8%	9%
AAA	6%	9%
VisitMaine.com	10%	8%
Traveler reviews/blogs	10%	7%
Maine travel/visitor guide	10%	6%
Online streaming service	7%	4%
Brochure	6%	4%
Billboard	4%	3%
Music/podcast streaming	5%	3%
Deal – based promotion	5%	2%
Other	7%	5%
Not sure	2%	1%

TRIP PLANNING CYCLE : TRAVELER PROFILE



ORIGIN REGION

Region of Origin	2021	2022
Maine	19%	19%
New England	29%	32%
Mid-Atlantic	23%	20%
Southeast	13%	10%
Southwest	3%	3%
Midwest	7%	7%
West	5%	3%
Canada	<1%	4%
International	1%	2%

ORIGIN STATE/PROVINCE

Origin States & Provinces	2021	2022
Maine	19%	19%
Massachusetts	13%	14%
New Hampshire	8%	8%
New York	10%	8%
Connecticut	4%	5%
Florida	5%	4%
New Jersey	4%	4%
Pennsylvania	2%	4%
Maryland	1%	2%
North Carolina	2%	2%
Ohio	<1%	2%
Texas	2%	2%
Vermont	1%	2%
Virginia	3%	2%
Quebec	<1%	2%

ORIGIN MARKET

Origin Markets	2021	2022
Boston	7%	8%
New York City ¹	10%	7%
Washington DC - Baltimore ²	4%	3%
Philadelphia	2%	2%
Portland	2%	2%
Bangor	1%	1%
Rochester - Portsmouth, NH	1%	1%
Providence, RI	1%	1%
Augusta	1%	1%

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	19%	15%
As a couple	40%	44%
As a family	28%	26%
With business associates	1%	2%
In a tour group	1%	1%
With other couples/friends	10%	12%
Other	1%	<1%
Average Travel Party Size	2.7	2.9

TRAVEL WITH CHILDREN*

Children in Travel Party	2021	2022
No children	80%	82%
Children younger than 6	7%	5%
Children 6 – 12	10%	10%
Children 13 – 17	9%	7%

Gender	2021	2022
Male	46%	45%
Female	54%	55%

DEMOGRAPHIC PROFILE

Age	2021	2022
Under 25	7%	5%
25 – 34	17%	15%
35 – 44	21%	22%
45 – 54	18%	20%
55 – 65	19%	25%
Over 65	18%	13%
Median Age	48	49

Race/Ethnicity	2021	2022
White	89%	89%
Asian	2%	3%
Hispanic	3%	3%
Black	3%	2%
Indigenous	2%	1%
Other	1%	2%

LIFESTYLE PROFILE

Marital Status	2021	2022
Single/widowed	26%	24%
Married/living with partner	74%	76%

Employment Status	2021	2022
Employed full-time	54%	54%
Employed part-time	10%	12%
Contract/freelance/temporary employee	6%	7%
Retired	20%	17%
Not currently employed	5%	6%
Student	5%	4%

LIFESTYLE PROFILE

Household Income	2021	2022
Less than \$25,000	5%	5%
\$25,000 - \$49,999	11%	10%
\$50,000 - \$74,999	21%	22%
\$75,000 - \$99,999	22%	23%
\$100,000 - \$149,999	21%	23%
\$150,000 - \$199,999	11%	9%
\$200,000 - \$249,999	4%	4%
\$250,000 or more	5%	4%
Median Household Income	\$89,800	\$89,100

LIFESTYLE PROFILE

Educational Attainment	2021	2022
High school or less	11%	8%
Some college or technical school	16%	15%
College or technical school graduate	48%	56%
Graduate school	25%	21%

NEW & RETURNING VISITORS

Previous Trips to Maine	2021	2022
This is my first time	23%	22%
2 - 5 times	27%	29%
6 - 10 times	14%	17%
11+ times	36%	32%

TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

Means of Transportation	2021	2022
Drove to Maine	83%	85%
Flew into Portland Intl Jetport	6%	5%
Flew into Boston Logan Intl	4%	4%
Flew into Bangor Intl Airport	2%	3%
Took a motor coach tour or bus	2%	2%
Other	<1%	1%

LENGTH OF STAY

Nights Stayed	2021	2022
Not staying overnight	28%	22%
1 night	4%	4%
2 nights	10%	12%
3 nights	13%	16%
4 nights	10%	13%
5+ nights	35%	33%
Average Length of Stay	3.8	4.6

ACCOMMODATIONS

Accommodations	2021	2022
Not spending the night	28%	22%
Hotel/motel/resort	25%	26%
Friends/family home	19%	20%
Vacation rental home	9%	10%
Personal second home	8%	8%
Bed & Breakfast/Inn	4%	5%
Campground/RV Park	3%	5%
Wilderness camping	2%	2%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	0%	0%
Other	1%	1%

BOOKING

Booking Methods	2021	2022
Directly with the hotel/condo	49%	42%
Online travel agency	17%	22%
Airbnb	11%	12%
Short term rental service	6%	8%
Vacation rental company	4%	4%
Offline travel agent	1%	1%
Group tour operator	1%	1%
Travel package provider	1%	1%
Other	10%	9%

IN-MARKET RESOURCES*

In-Market Resources	2021	2022
Navigation website/apps	37%	45%
Restaurant website/app	19%	29%
Personal social media	12%	20%
Visitor Information Centers	18%	20%
Materials from hotel/campground	13%	17%
Trip planning app	9%	16%
VisitMaine.com	8%	15%
Hotel/resort website/app	13%	15%
Destination social media	9%	12%
Booking website/app	6%	5%
Chambers of Commerce	3%	5%
Airline website/app	3%	2%
VisitBarHarbor.com	2%	1%
Other	5%	6%
None	31%	23%

ACTIVITIES*

Activities	2021	2022
Food/beverage/culinary	65%	74%
Touring/sightseeing	52%	53%
Shopping	40%	50%
Active outdoor activities	40%	38%
Water activities	27%	29%
Entertainment/attractions	10%	24%
History/culture	15%	19%
Astrotourism	3%	6%
Business conference/meeting	3%	5%
Other	9%	7%

FOOD & BEVERAGE ACTIVITIES*

Food & Beverage Activities	2021	2022
Ate lobster	40%	45%
Going to local brew pubs/craft breweries	29%	42%
Ate other local seafood	38%	39%
Consumed other locally produced Maine foods	21%	28%
Enjoying local food at fairs/festivals	10%	20%
Enjoyed unique Maine food or beverages	17%	18%
Visited Farmer's Markets	8%	18%
Enjoyed high-end cuisine or five-star dining	12%	17%
Ate farm-to-table or organic cuisine	8%	10%
Other	5%	9%

TOURING & SIGHTSEEING ACTIVITIES*

Touring & Sightseeing Activities	2021	2022
Sightseeing	39%	41%
Enjoying the ocean views/rocky coast	40%	41%
Driving for pleasure	31%	32%
Wildlife viewing/bird watching	20%	26%
Nature cruises or tours	21%	22%
Enjoying the mountain views	20%	21%
Photography	19%	21%
Tours of communities/local architecture	13%	14%
Viewing fall colors	7%	8%
Other	2%	4%

SHOPPING ACTIVITIES*

Shopping Activities	2021	2022
Shopping in downtown areas	15%	25%
Outlet shopping	18%	23%
Shopping for gifts/souvenirs	17%	21%
Shopping for antiques/local arts and crafts	8%	20%
Shopping for unique/locally produced goods	13%	20%
Shopping for “Made in Maine” products	9%	18%
Shopping at malls	9%	9%
Other	3%	10%

ACTIVE OUTDOOR ACTIVITIES*

Active Outdoor Activities	2021	2022
Hiking/climbing/backpacking	30%	27%
Exploring State and National Parks	18%	15%
Camping	7%	6%
Bicycling touring	5%	6%
Riding all-terrain vehicles	3%	4%
Mountain/Fat Biking	3%	4%
Hunting	2%	3%
Snowmobiling	2%	3%
Alpine skiing/snowboarding	3%	2%
Nordic skiing	1%	1%
Snowshoeing	1%	1%
Other	4%	6%

ENTERTAINMENT ACTIVITIES*

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

WATER ACTIVITIES*

Water Activities	2021	2022
Going to the beach	14%	18%
Fishing	10%	15%
Canoeing/kayaking	11%	13%
Outdoor swimming	12%	13%
Pool swimming	3%	9%
Motor boating	7%	8%
Surfing	1%	5%
Sailing	4%	4%
White water rafting	2%	2%
Water skiing/jet skiing	2%	2%
Other	2%	3%

HISTORY/CULTURE ACTIVITIES*

History/Culture Activities	2021	2022
Visit historic sites/museums	11%	9%
Attend popular music concerts/events	2%	7%
Visit art museums/local artisan studios	8%	6%
Get to know the local people and/or culture	7%	4%
Attend plays/musicals/theatrical events	2%	2%
Painting/drawing/sketching	3%	2%
Attend operas/classical music events	2%	1%
Other	1%	6%

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2021	2022
No other states/provinces	75%	69%
New Hampshire	14%	15%
Massachusetts	12%	14%
New York	6%	8%
Rhode Island	3%	6%
Vermont	5%	6%
Connecticut	4%	5%
New Brunswick	1%	2%
Nova Scotia	1%	1%
Ontario	1%	1%
Prince Edward Island	<1%	1%
Quebec	1%	1%
Newfoundland and Labrador	<1%	<1%
Other	2%	2%

TRAVELING IN MAINE*

Maine Regions Visited	2021	2022
No other regions	45%	50%
Midcoast & Islands	27%	35%
Greater Portland & Casco Bay	34%	27%
The Maine Beaches	29%	27%
Downeast & Acadia	27%	25%
The Maine Highlands	18%	18%
Maine Lakes & Mountains	12%	13%
Kennebec Valley	11%	10%
Aroostook County	10%	7%
Other	1%	1%

TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2021	2022
Would recommend Maine	97%	97%
Would not recommend Maine	1%	1%
Not sure	2%	2%

Recommending Regions	2021	2022
Definitely recommend region	80%	72%
Probably would recommend region	14%	23%
Would not recommend region	1%	1%
Not sure	5%	4%

SATISFACTION

Satisfaction	2021*	2022
Very satisfied	NA	59%
Satisfied	NA	39%
Dissatisfied	NA	0%
Don't know	NA	2%

*The satisfaction question was not included until Summer 2022.

RETURNING TO MAINE

Returning to Maine	2021	2022
Definitely will return	77%	69%
Probably will return	17%	22%
Probably will not return	1%	1%
Not sure	5%	8%

TRIP EXPECTATIONS

Exceeded Expectations	2021	2022
Activities & attractions	46%	54%
Friendliness of people	46%	43%
Lodging	40%	41%
Authentic & unique communities	40%	35%
Customer service	38%	31%
Restaurants	38%	30%
Shopping	32%	27%
Value for your money	31%	25%

OVERCROWDING*

Overcrowding	2021	2022
Overcrowded	NA	14%
A little overcrowded	NA	34%
The number of visitors was fine	NA	39%
Not at all overcrowded	NA	11%
Other	NA	2%

*Overcrowding question was not included until Summer 2022.

STUDY METHODS



METHODOLOGY



Visitor Tracking

4,743 interviews were completed with visitors to the state of Maine 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.

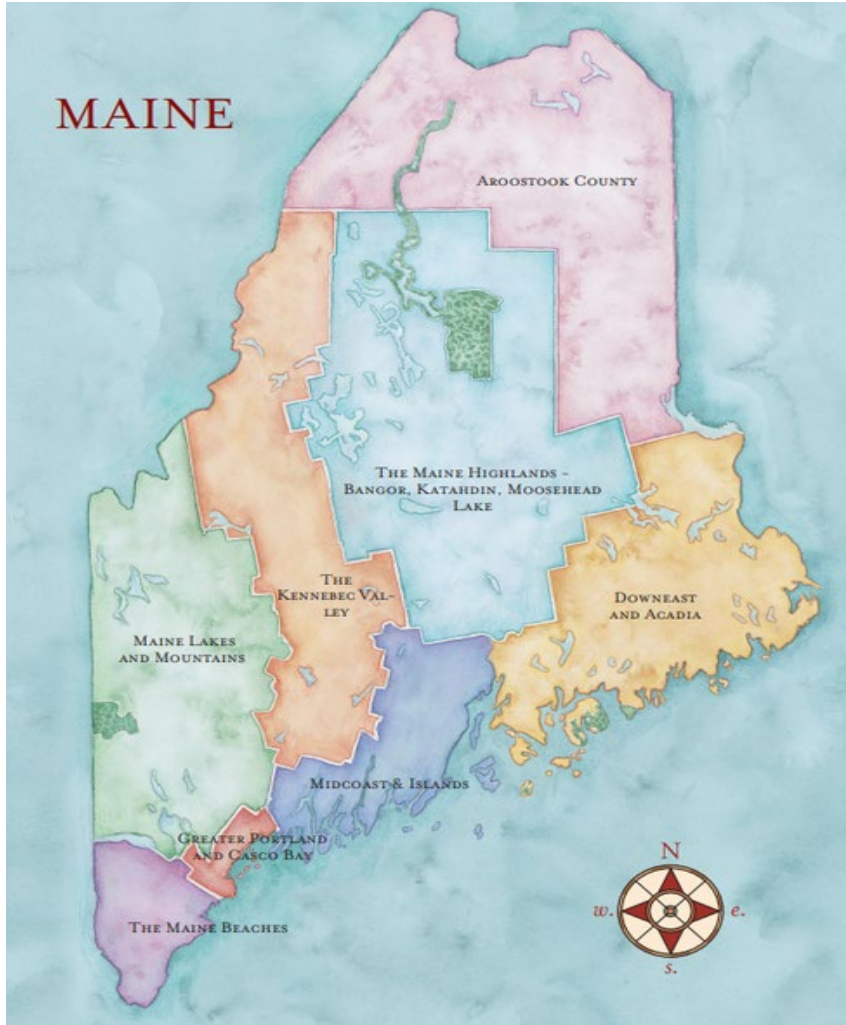
Economic Impact

Total economic impact of tourism on the state of Maine is a function of direct spending by visitors to Maine, as well as the indirect and induced effects of this spending, such as increased business and household spending generated by tourism dollars.

Multiplier

Downs & St. Germain Research uses IMPLAN economic modeling to calculate the multiplier based on direct expenditure data collected from visitors to Maine. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. Maine's multiplier is 1.83.

METHODOLOGY



Quotas by Region	Winter	Summer	Fall	2022
Aroostook County	75	75	75	225
Kennebec Valley	125	100	75	300
The Maine Highlands	125	100	100	325
Maine Lakes & Mountains	125	100	100	325
Downeast & Acadia	125	325	200	650
Mid-Coast	125	325	200	650
Greater Portland & Casco Bay	125	325	200	650
Maine Beaches	125	450	300	875
Total	950	1,800	1,250	4,000

MAINE OFFICE OF TOURISM

2022 Economic Impact & Visitor Tracking Report

DECEMBER 2021 – NOVEMBER 2022

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