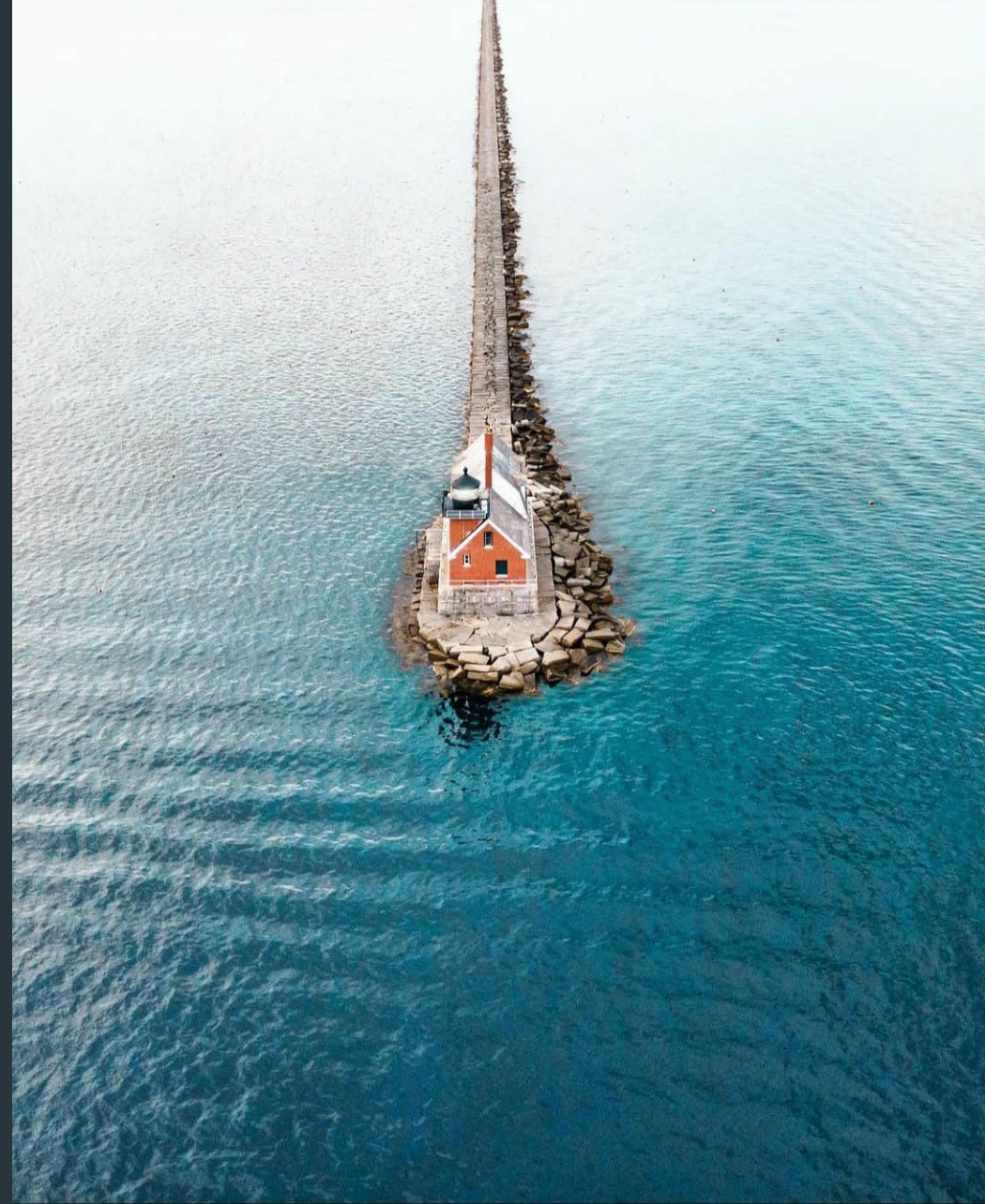


# MIDCOAST & ISLANDS

2021 Economic Impact & Visitor Tracking Report

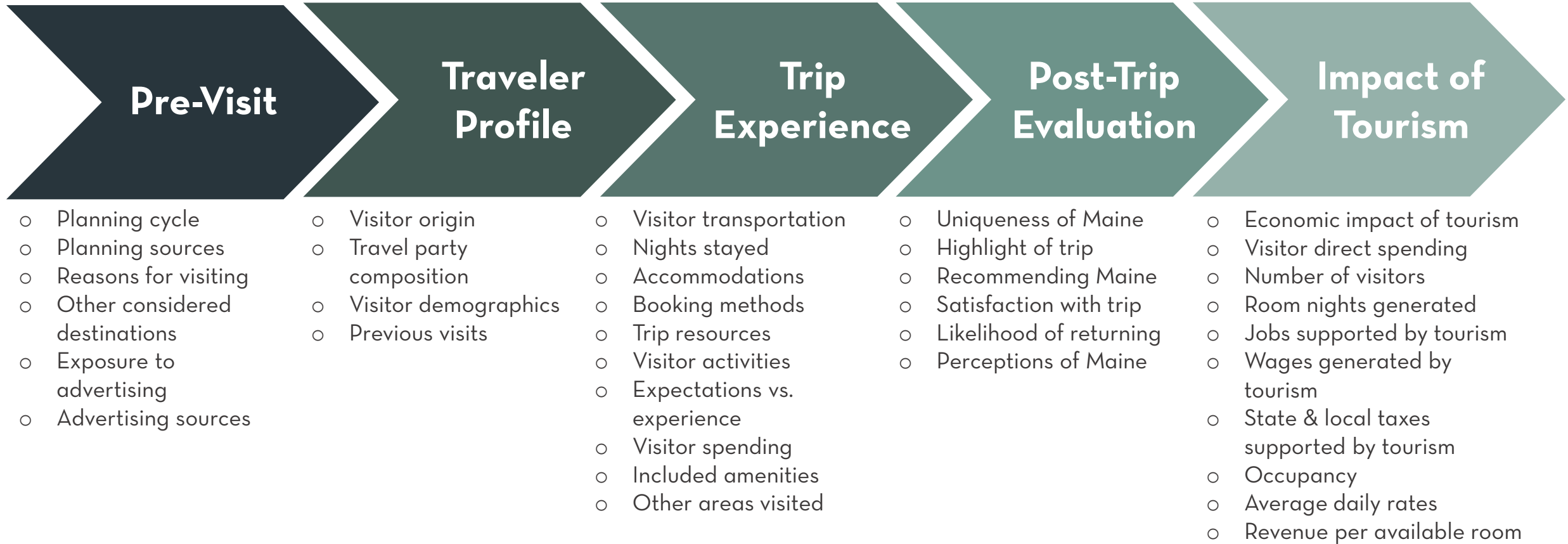


# INTRODUCTION



# STUDY OBJECTIVES - VISITOR JOURNEY

The objective of this study is to examine visitors' journeys in their trips to Maine and the subsequent economic impact of these journeys. This report examines trips to the **Midcoast & Islands** region.



# METHODOLOGY



## ***Visitor Tracking***

830 interviews were completed with visitors to the Midcoast & Islands online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1<sup>st</sup>, 2020, and November 30<sup>th</sup>, 2021\*.

## ***Economic Impact***

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

## ***Multiplier***

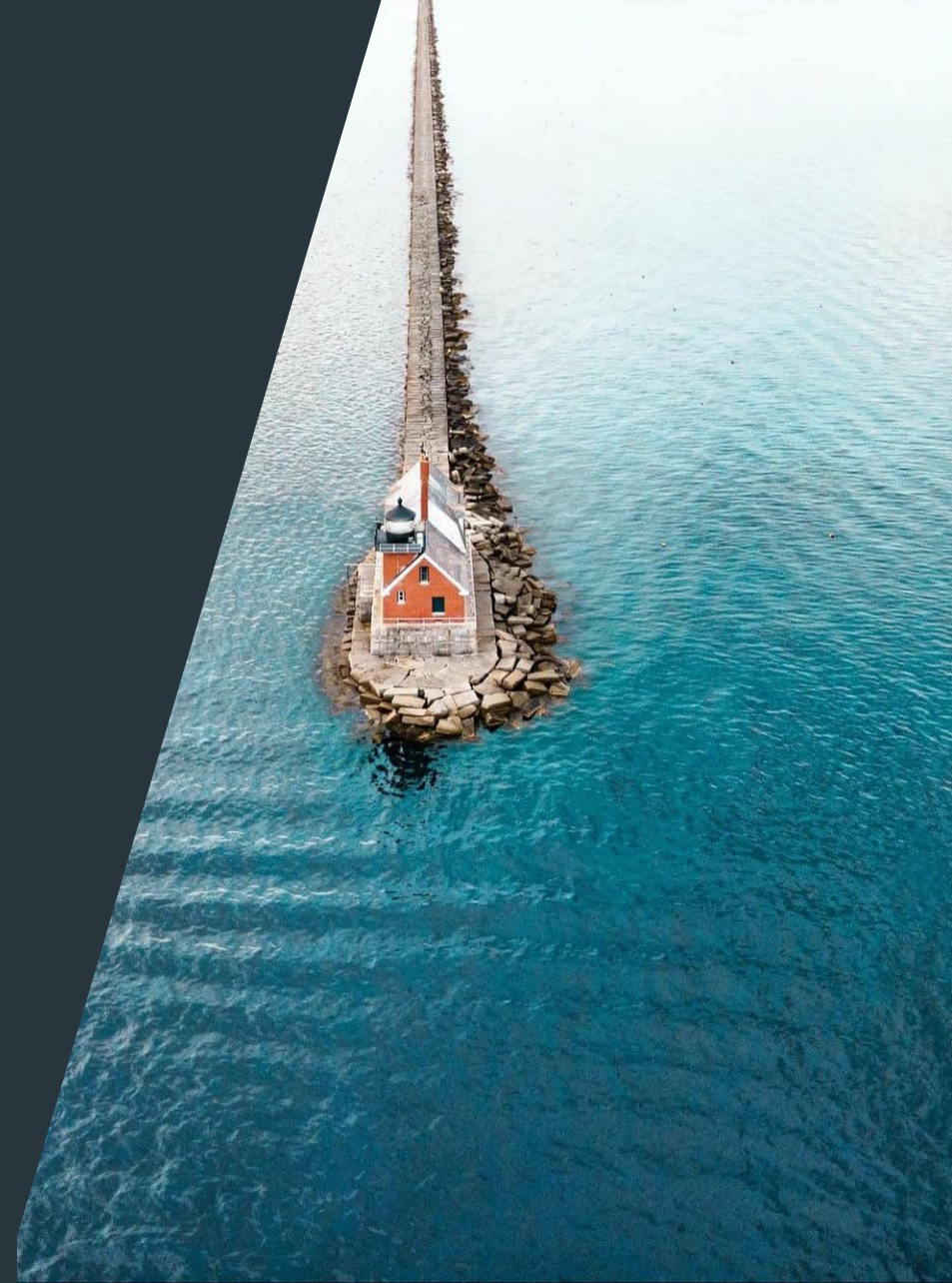
Downs & St. Germain Research uses IMPLAN economic modeling to calculate the multiplier based on direct expenditure data collected from visitors to Maine. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling.

\*This annual report runs from Dec 2020 - Nov 2021 in order to align with the Maine Office of Tourism's seasons.

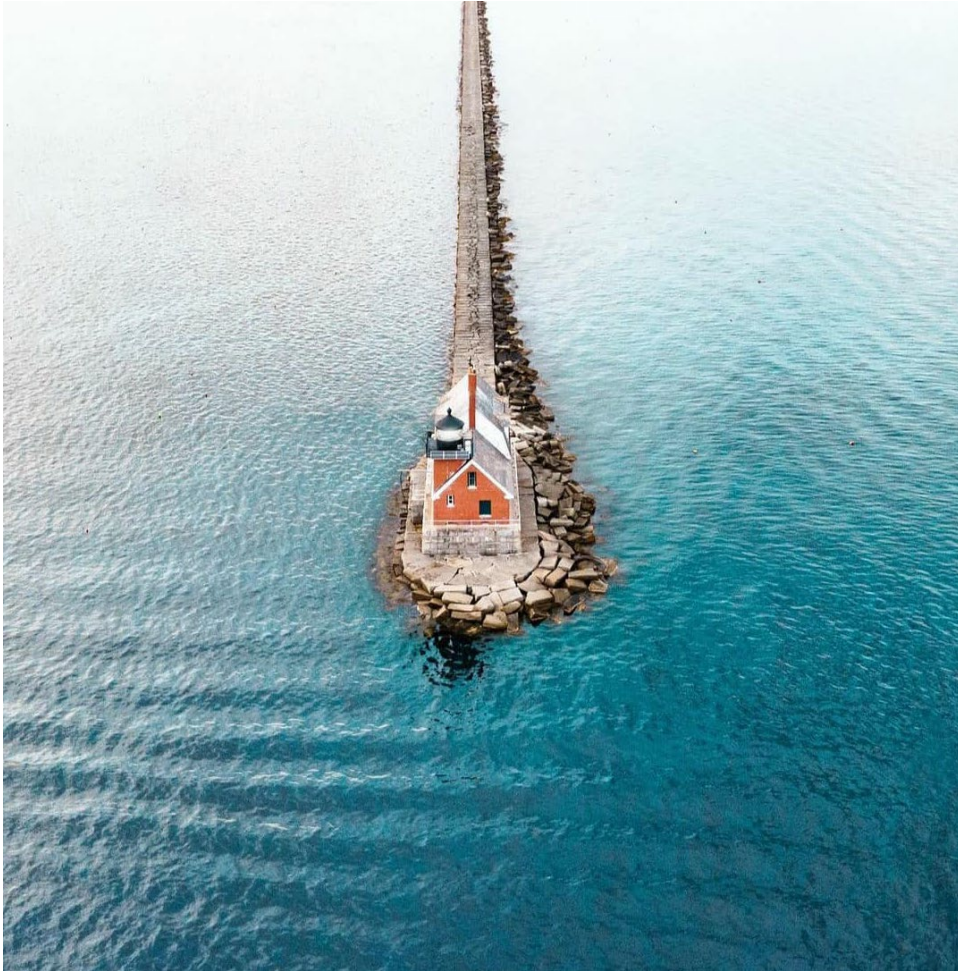
(Winter/Spring: Dec - Apr, Summer: May - Aug, Fall: Sept - Nov)

# PRESENTATION VERSION

This section of the report includes **topline results** from the 2021 Economic Impact and Visitor Tracking Study. It provides a visually pleasing, easy-to-read overview of key findings, and is typically used to present the data to government officials, media, etc.



# MIDCOAST & ISLANDS



## ***Compared to visitors to other regions, visitors to Midcoast & Islands region are more likely to:***

- » Have longer planning and booking cycles
- » Utilize the following sources while planning their trip:
  - » Online search engines
  - » Advice from family/friends
  - » Travel books & magazines
  - » AAA
- » Have seen advertising for Maine
- » Travel as a couple
- » Be married/living with partner
- » Be older
- » Participate in culinary activities during their trip

# TRIP PLANNING CYCLE : IMPACT OF TOURISM



# ECONOMIC IMPACT

Visitor spending in 2021 generated

**\$1,462,644,500**

in economic impact to the Midcoast &  
Islands region





# DIRECT SPENDING

Visitors who took a trip to the Midcoast  
& Islands region in 2021 spent

**\$972,872,000**

in the region on accommodations,  
restaurants, groceries, transportation,  
attractions, entertainment, and shopping



# VISITORS

The Midcoast & Islands region  
attracted

# 2,089,400

visitors in 2021



# ROOM NIGHTS

Visitors to the Midcoast & Islands  
region generated

**1,371,600**

room nights in paid  
accommodations in 2021



# JOBS SUPPORTED

Visitors' direct spending in Midcoast  
& Islands supported

**12,400**

jobs, while the total economic  
impact of tourism supported

**16,100**

jobs in the region in 2021



# WAGES SUPPORTED

Visitors' direct spending in Midcoast &  
Islands supported

**\$360,739,800**

in wages and salaries, while the total  
economic impact of tourism in the region  
supported

**\$494,687,000**

in wages and salaries in 2021



# VISITORS CREATE JOBS

A Midcoast & Islands region job is supported by every

# 130

visitors



# HOUSEHOLD SAVINGS

Visitors to the Midcoast & Islands region saved local residents

**\$1,894**

in taxes per household in 2021



# LODGING METRICS

<i>Lodging Metrics<sup>1</sup></i>	<b>2020</b>	<b>2021</b>	<b>% Change</b>
<i>Occupancy (%)</i>	<i>36.1%</i>	<i>51.2%</i>	<i>+ 41.8%</i>
<i>Average Daily Rate</i>	<i>\$109.26</i>	<i>\$151.25</i>	<i>+ 38.4%</i>
<i>Revenue per Available Room</i>	<i>\$39.44</i>	<i>\$77.44</i>	<i>+ 96.3%</i>
<i>Total Accommodations Revenue</i>	<i>\$100,259,700</i>	<i>\$241,426,700</i>	<i>+ 140.8%</i>



# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

- » **37%** of visitors started planning their trip to the Midcoast & Islands more than 4 months in advance
- » **32%** of visitors booked their trip/decided to visit the Midcoast & Islands more than 4 months in advance



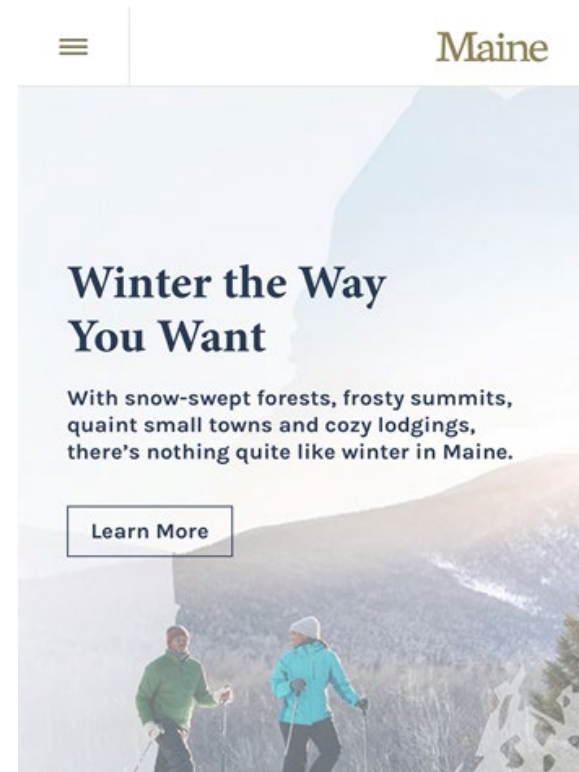
# TOP ONLINE TRIP PLANNING SOURCES\*



**47%** Online search engines



**20%** Hotel websites



**15%** VisitMaine.com



**14%** Online travel agency

\*Multiple responses permitted.

# TOP OFFLINE TRIP PLANNING SOURCES\*



**46%** Advice from friends/family



**19%** Articles or Travelogues



**17%** AAA

\*Multiple responses permitted.

# TOP REASONS FOR VISITING\*



**41%** Relax and unwind



**34%** Sightseeing/touring



**30%** Visiting friends/relatives



**18%** Nature & bird watching

\*Up to three responses permitted.

# CONSIDERING MAINE AS A DESTINATION

- » **Nearly 2 in 3** visitors to the Midcoast & Islands did not consider visiting any U.S. state or Canadian province other than Maine while planning their trip



# PRE-TRIP EXPOSURE TO ADVERTISING

- » **53%** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip to the Midcoast & Islands



# TOP SOURCES OF ADVERTISING EXPOSURE\*

Base: 53% who were noticed advertising



**40%** Internet



**36%** Social Media



**25%** Magazine

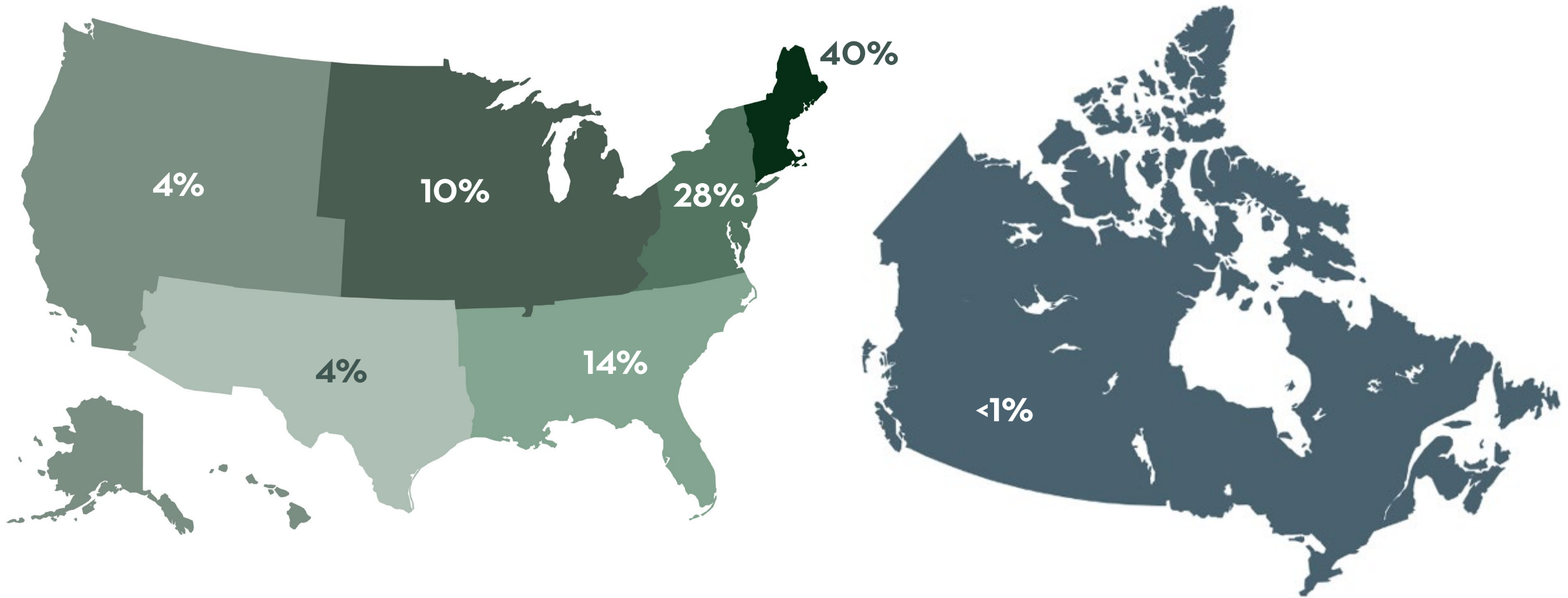
\*Multiple responses permitted.



# TRIP PLANNING CYCLE : TRAVELER PROFILE

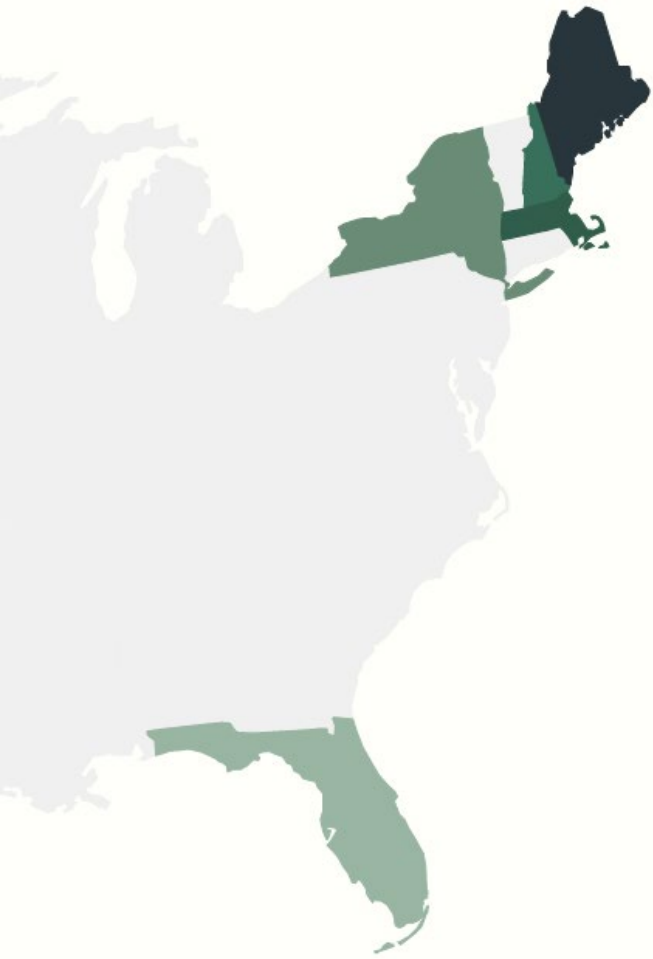


# REGIONS OF ORIGIN



<1% of visitors traveled to the Midcoast & Islands region from outside of the U.S. and Canada.

# TOP ORIGIN STATES & PROVINCES



# 48%

of visitors to the Midcoast & Islands traveled from **5** U.S. states, including from other regions of Maine.



**Maine (13%)**

**Massachusetts (13%)**

**New York (10%)**

**New Hampshire (6%)**

**Florida (6%)**

# TOP ORIGIN MARKETS



**10%** New York City<sup>1</sup>



**7%** Boston, MA



**5%** Washington D.C. –  
Baltimore<sup>2</sup>

<sup>1</sup> Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

<sup>2</sup> Includes parts of Maryland, Virginia, and West Virginia.

# TRAVEL PARTIES

The typical visitor to the Midcoast & Islands traveled with **2.8** people in their visitor party



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



# DEMOGRAPHIC PROFILE



**50** Years old<sup>1</sup>



**56%** Female\*



**88%** White/Caucasian

\*Of visitors interviewed.  
<sup>1</sup>Median age.

# LIFESTYLE PROFILE



**81%** Married/domestic partnership



**71%** Employed



**\$87,500** Annual household income<sup>1</sup>



**80%** College graduate

<sup>1</sup>Median household income.

# NEW & RETURNING VISITORS

- » **3 in 10** visitors to the Midcoast & Islands were traveling in Maine for the first time
- » **1 in 4** visitors to the Midcoast & Islands had previously traveled in Maine more than 10 times





# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# TRANSPORTATION

- » **Over 4 in 5** visitors drove to the Midcoast & Islands
- » **8%** of visitors to the Midcoast & Islands flew to Maine through Portland International Jetport



# NIGHTS STAYED

- » **81%** of visitors to the Midcoast & Islands spent one or more nights in Maine
- » Typical visitors to the Midcoast & Islands stayed **6.0** nights in Maine



# TOP ACCOMMODATIONS



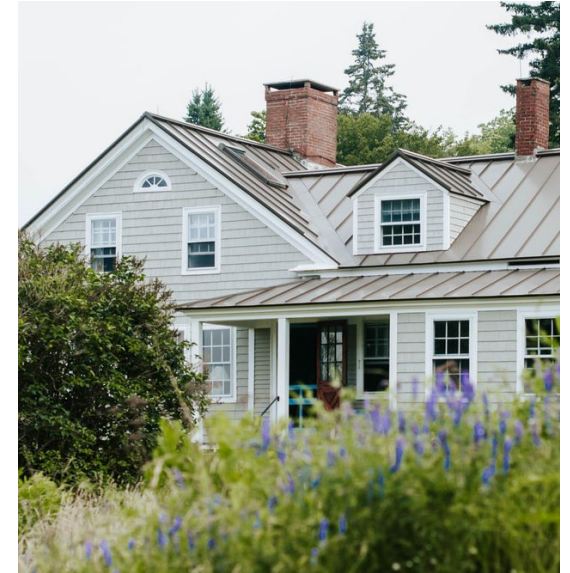
**29%**  
Hotel/motel/resort



**19%** Did not stay  
overnight



**13%** Friends/family home



**13%** Vacation rental  
home

# TOP IN-MARKET VISITOR RESOURCES\*



**55%** Navigation website/  
apps



**31%** Restaurant website/  
apps



**21%** Visitor information  
centers



**21%** Materials from  
hotel/campground

\*Multiple responses permitted.

# TOP VISITOR ACTIVITIES\*



**80%** Food/beverage/culinary



**64%** Touring/sightseeing



**48%** Shopping

\*Multiple responses permitted.

# VISITING OTHER STATES & PROVINCES

- » **2 in 3** visitors did not visit any other U.S. state or Canadian province on their trip to the Midcoast & Islands
- » 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

- » **76%** of visitors traveled to regions other than the Midcoast & Islands during their trip to Maine
- » **Nearly Half** of visitors to the Midcoast & Islands also visited Greater Portland & Casco Bay during their trip





# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE & ITS REGIONS

- » **97%** of visitors to the Midcoast & Islands would recommend Maine to a friend or relative as a vacation destination
- » **94%** of visitors would recommend the Midcoast & Islands as a place to visit or vacation (**73%** of visitors would definitely recommend the Midcoast & Islands region)



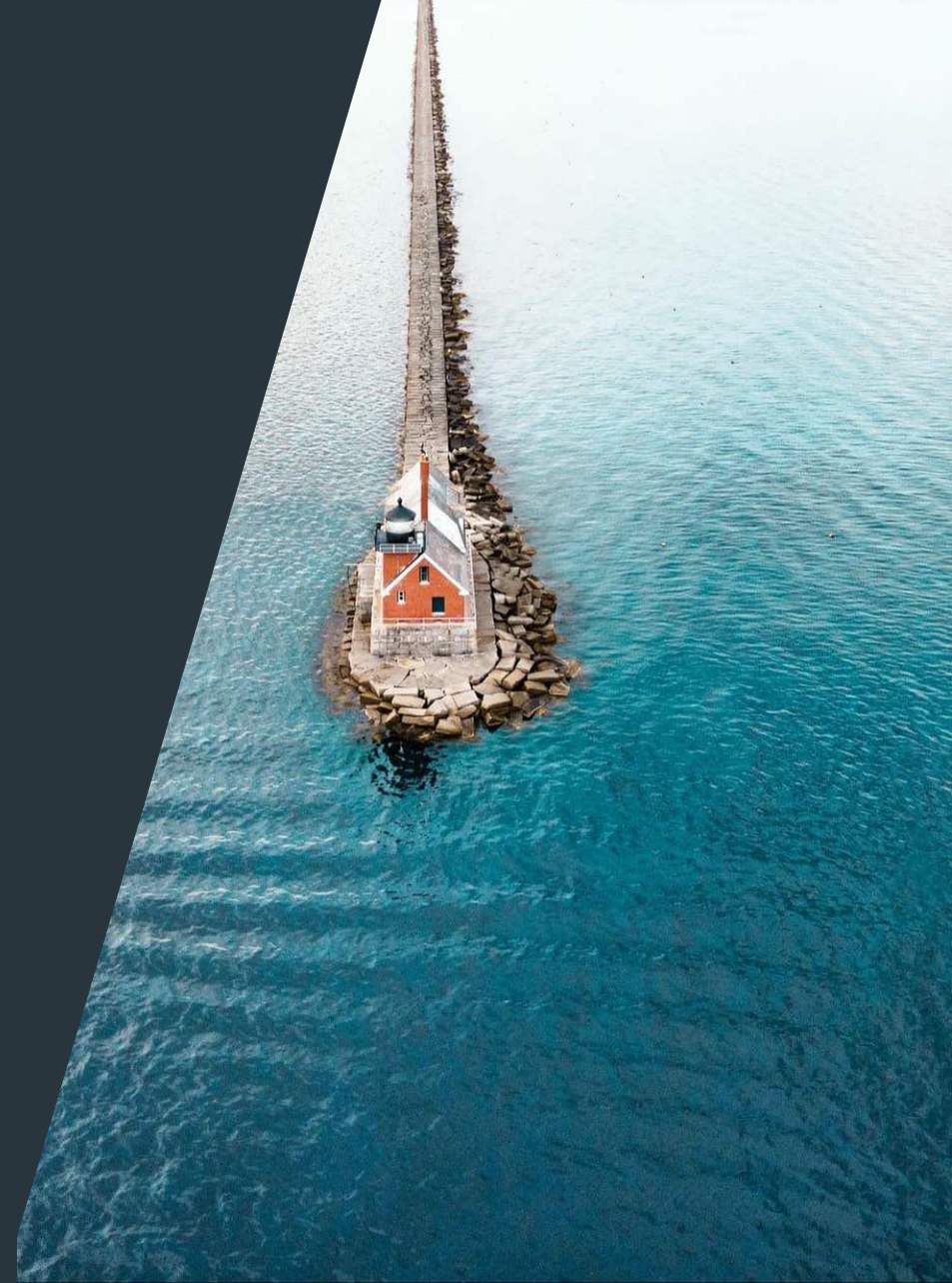
# LIKELIHOOD OF RETURNING TO MAINE

- » **84%** of visitors to the Midcoast & Islands will likely return to Maine for a future visit or vacation
- » **64%** of visitors “definitely will return” to Maine for a vacation in the future



# DETAILED FINDINGS

This section of the report includes **detailed results** from the 2021 Economic Impact and Visitor Tracking Study, and can be used to take a deeper dive into the data.



# TRIP PLANNING CYCLE : IMPACT OF TOURISM



# ECONOMIC IMPACT INDICATORS

<b><i>Economic Impact</i></b>	<b>2020</b>	<b>2021</b>	<b>% Change</b>
<i>Visitors</i>	<i>1,621,800</i>	<i>2,089,400</i>	<i>+ 28.8%</i>
<i>Room nights generated</i>	<i>917,600</i>	<i>1,371,600</i>	<i>+ 49.5%</i>
<i>Direct expenditures</i>	<i>\$503,584,300</i>	<i>\$972,872,000</i>	<i>+ 93.2%</i>
<i>Total economic impact</i>	<i>\$780,555,700</i>	<i>\$1,462,644,500</i>	<i>+ 87.4%</i>

# IMPACT OF TOURISM

<b>Maine Jobs+</b>	<b>2020</b>	<b>2021</b>	<b>% Change</b>
<i>Jobs supported (direct)</i>	<i>6,700</i>	<i>12,400</i>	<i>+ 85.1%</i>
<i>Total impact of tourism on Maine jobs</i>	<i>8,900</i>	<i>16,100</i>	<i>+ 80.9%</i>

<b>Maine Wages</b>	<b>2020</b>	<b>2021</b>	<b>% Change</b>
<i>Wages paid (direct)</i>	<i>\$192,419,400</i>	<i>\$360,739,800</i>	<i>+ 87.5%</i>
<i>Total impact of tourism on Maine wages</i>	<i>\$271,887,300</i>	<i>\$494,687,000</i>	<i>+ 81.9%</i>

# IMPACT OF TOURISM

<b><i>Return on Investment</i></b>	<b>2020</b>	<b>2021</b>
<i>Visitors per job supported</i>	182	130
<i>State &amp; local taxes supported</i>	\$78,717,000	\$124,221,800
<i>Tax savings per household</i>	\$1,200	\$1,894



# LODGING METRICS

<i>Lodging Metrics<sup>1</sup></i>	<b>2020</b>	<b>2021</b>	<b>% Change</b>
<i>Occupancy (%)</i>	<i>36.1%</i>	<i>51.2%</i>	<i>+ 41.8%</i>
<i>Average Daily Rate</i>	<i>\$109.26</i>	<i>\$151.25</i>	<i>+ 38.4%</i>
<i>Revenue per Available Room</i>	<i>\$39.44</i>	<i>\$77.44</i>	<i>+ 96.3%</i>
<i>Total Accommodations Revenue</i>	<i>\$100,259,700</i>	<i>\$241,426,700</i>	<i>+ 140.8%</i>

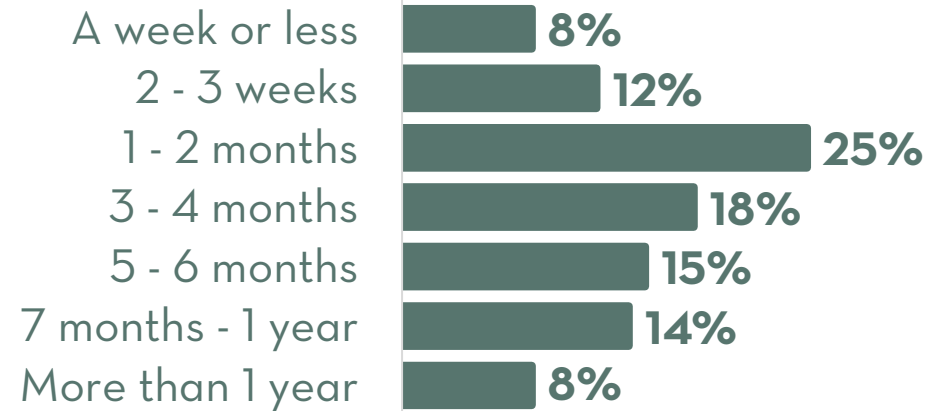
# TRIP PLANNING CYCLE : PRE-VISIT



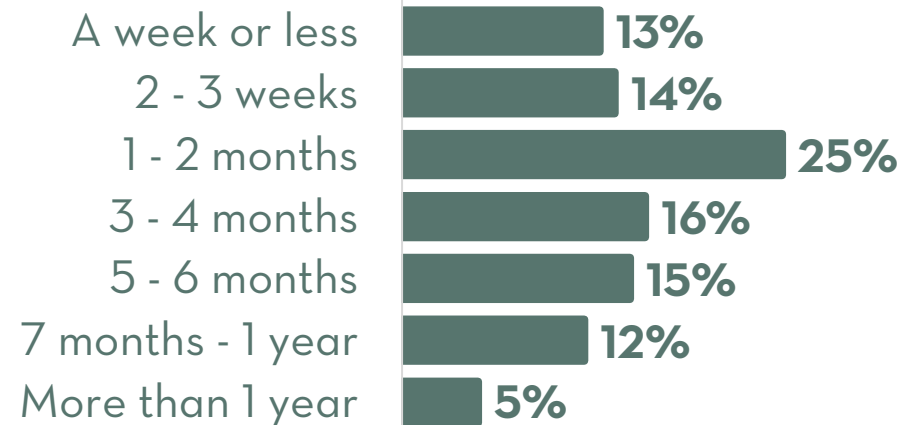
# TRIP PLANNING CYCLE

- » **20%** of visitors to the Midcoast & Islands started planning their trip within a month of their trip
- » **37%** have planning windows longer than 4 months
- » **27%** of visitors have a booking window of less than 1 month
- » **32%** of visitors booked accommodations more than 4 months in advance

## *Beginning of Trip Planning Cycle*

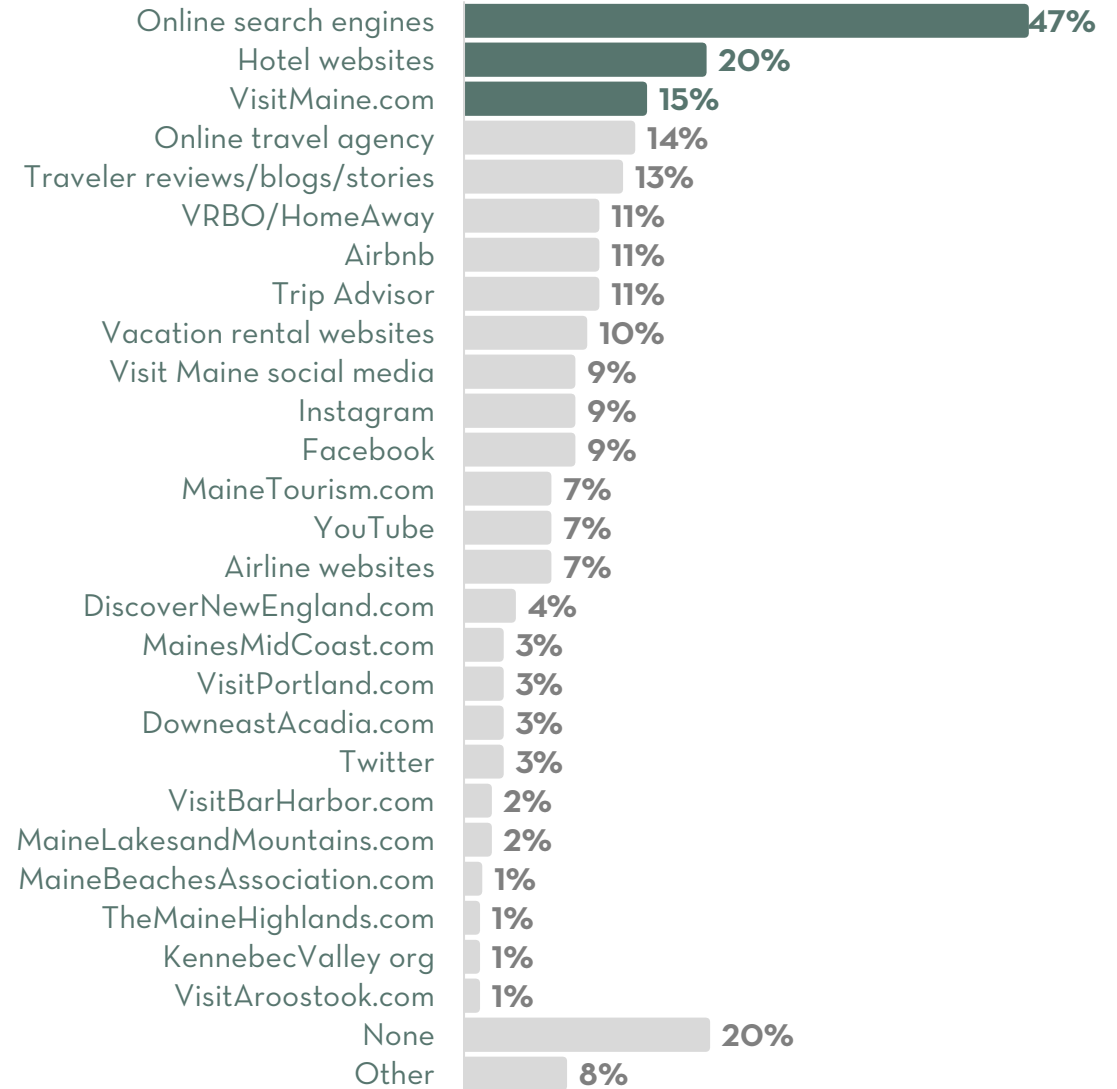


## *Booked Accommodations/Made Trip Decisions*



# ONLINE TRIP PLANNING SOURCES\*

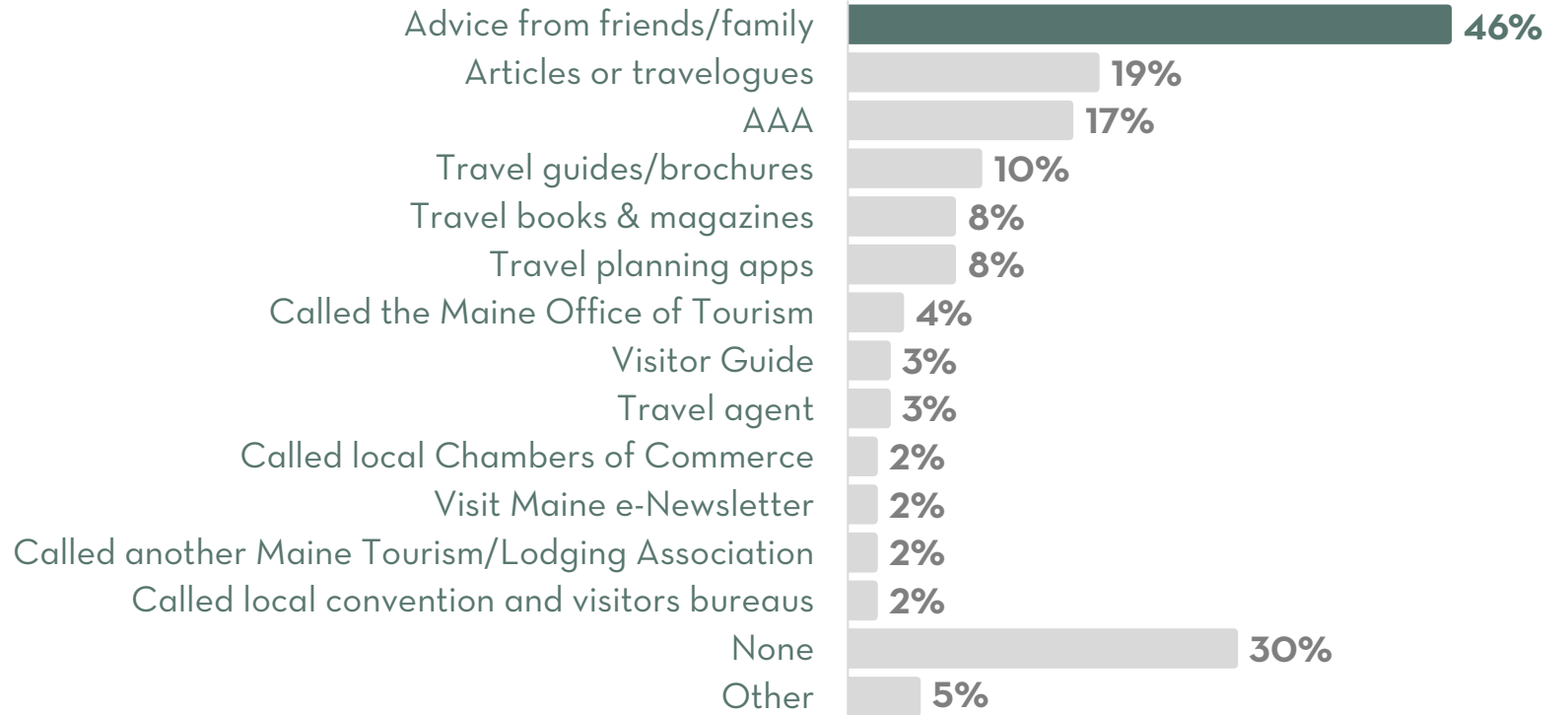
- » **4 in 5** visitors used one or more online resources to help them plan their trip to the Midcoast & Islands
- » **Nearly 1 in 2** visitors used an online search engine, such as Google, to help them plan their trip
- » **Nearly 1 in 6** visitors to the Midcoast & Islands used VisitMaine.com, and **7%** used MaineTourism.com



\*Multiple responses permitted.

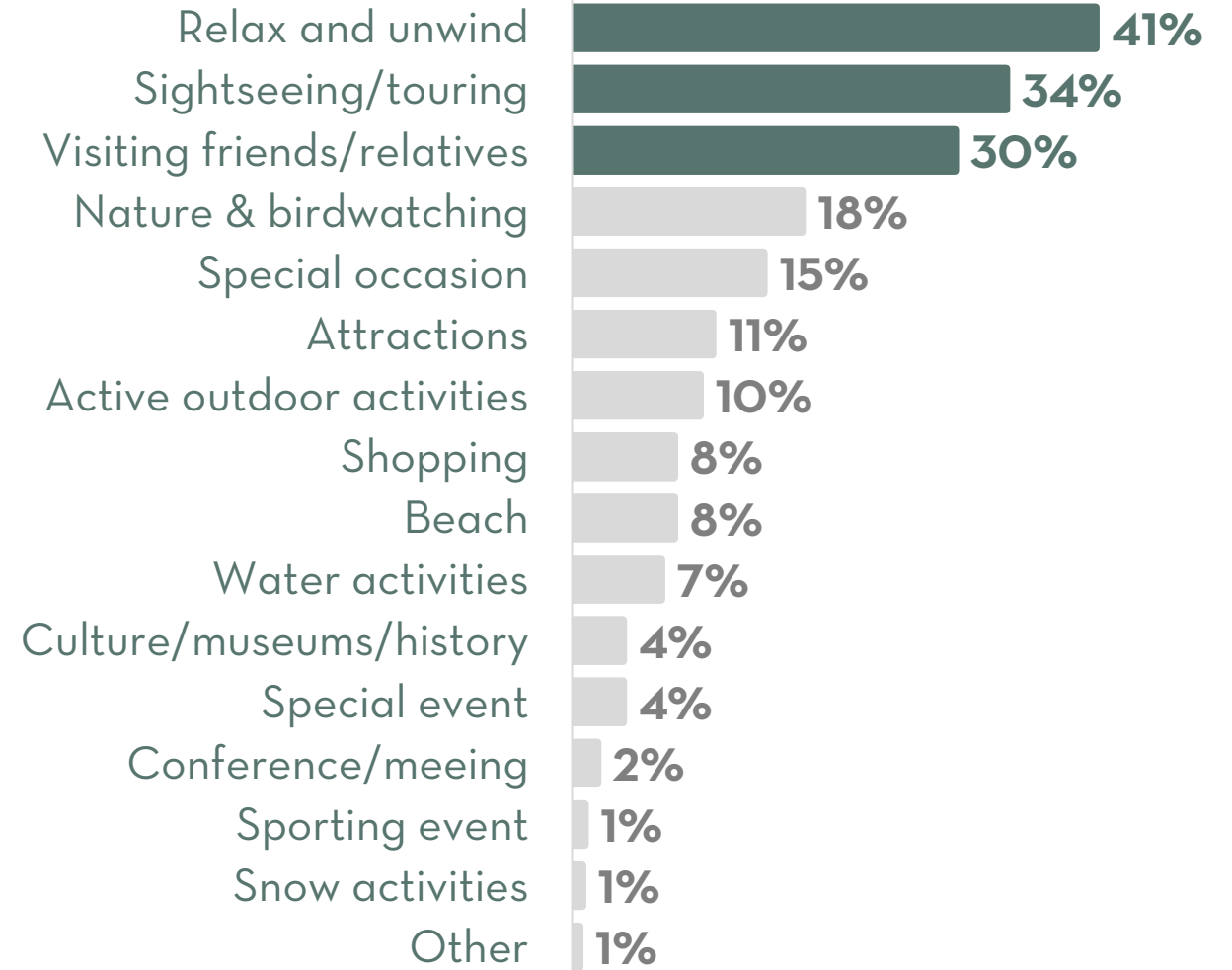
# OFFLINE TRIP PLANNING SOURCES\*

- » **46%** of visitors relied on advice from their friends and family to help them plan their trip to the Midcoast & Islands
- » **30%** of visitors did not use any other resources to help them plan their trip to the Midcoast & Islands



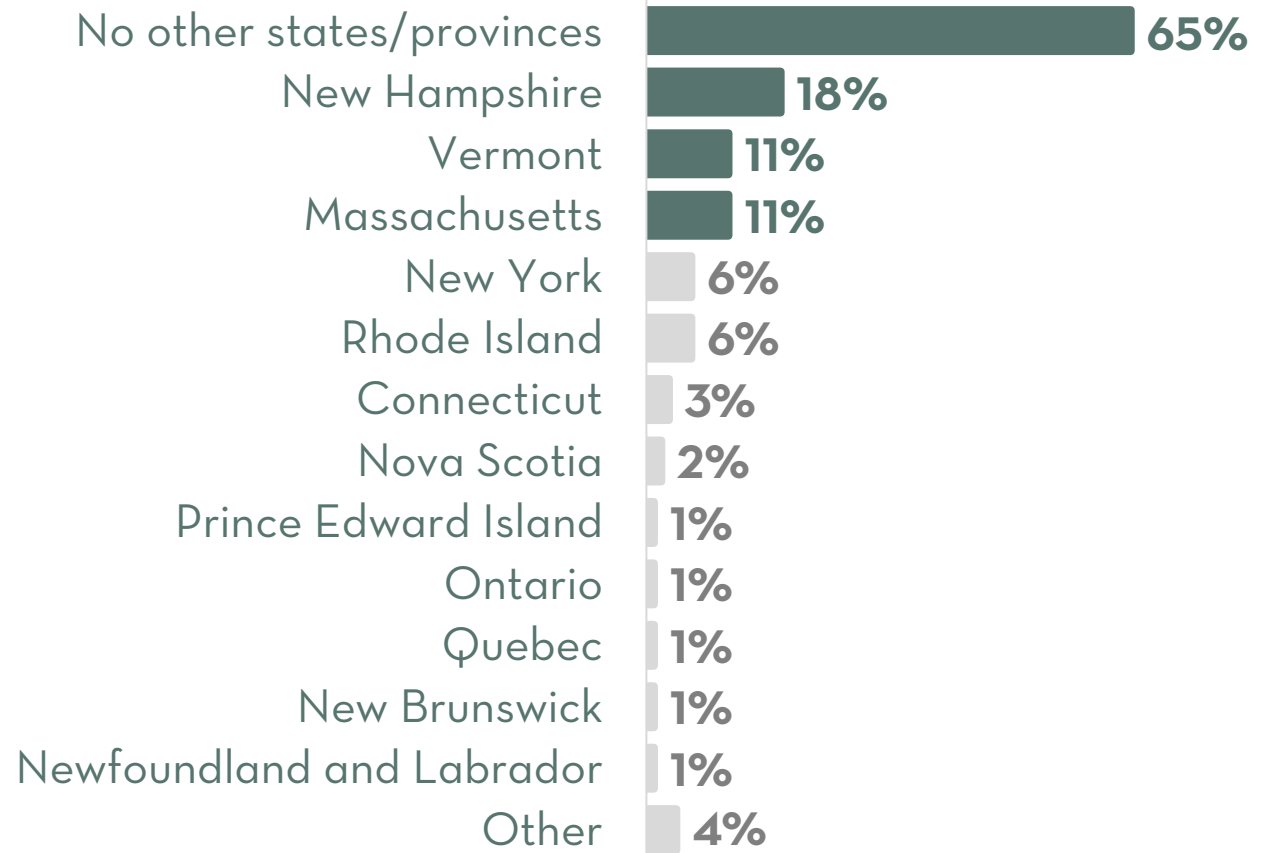
# REASONS FOR VISITING\*

- » **2 in 5** visitors traveled to the Midcoast & Islands to relax and unwind
- » **1 in 3** visitors came to the Midcoast & Islands to sightsee/tour and **30%** of visitors came to visit their friends or relatives



# OTHER STATES & PROVINCES CONSIDERED\*

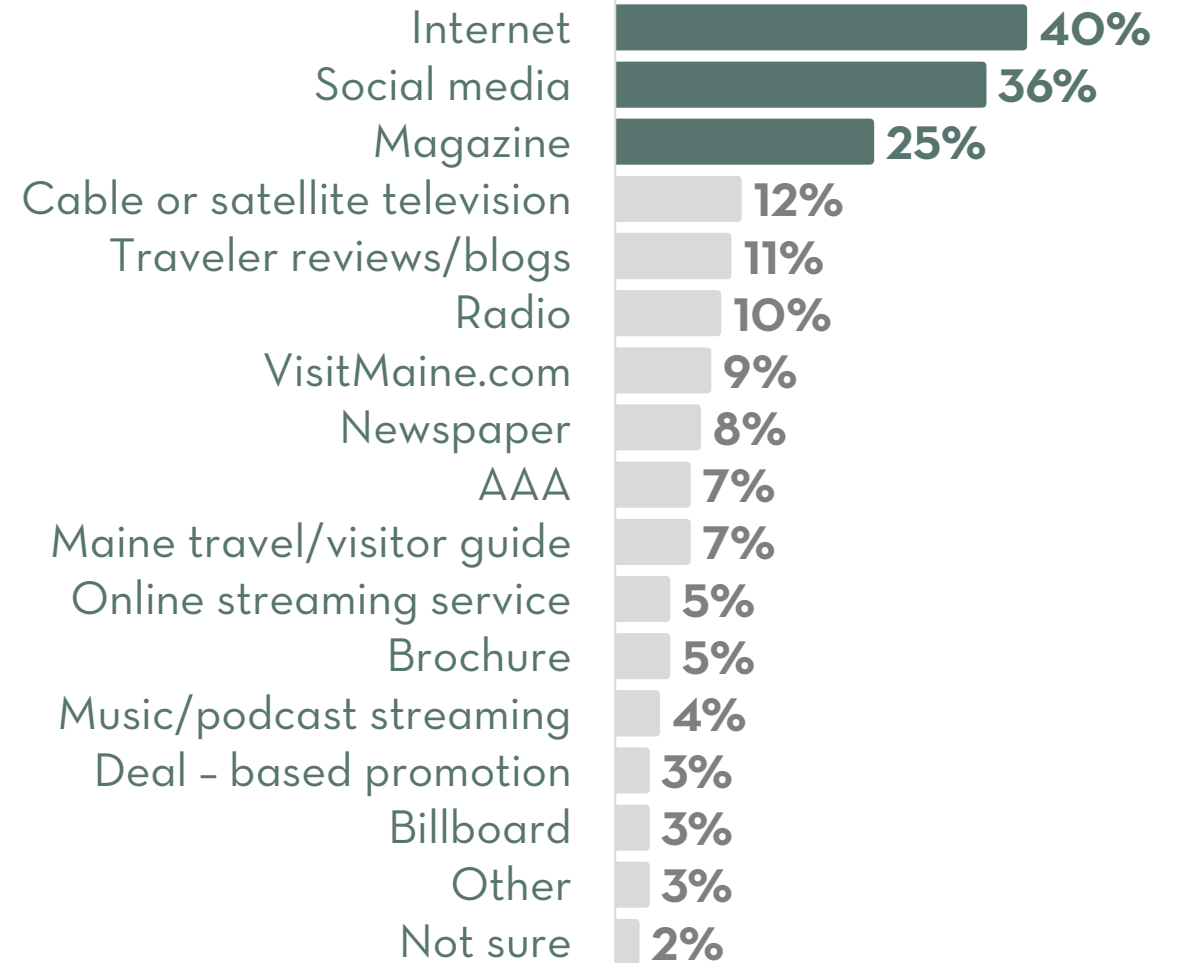
- » **Nearly 2 in 3** visitors considered visiting **ONLY** Maine while planning their trip to the Midcoast & Islands
- » Visitors were **more likely** to consider visiting nearby U.S. states rather than visiting a Canadian province



# PRE-TRIP EXPOSURE TO ADVERTISING\*

Base = 53% who were exposed to advertising

- » **53%** of visitors noticed advertising or promotions for Maine prior to their trip to the Midcoast & Islands
- » Visitors who were exposed to this advertising primarily saw it on **social media** or the **internet**

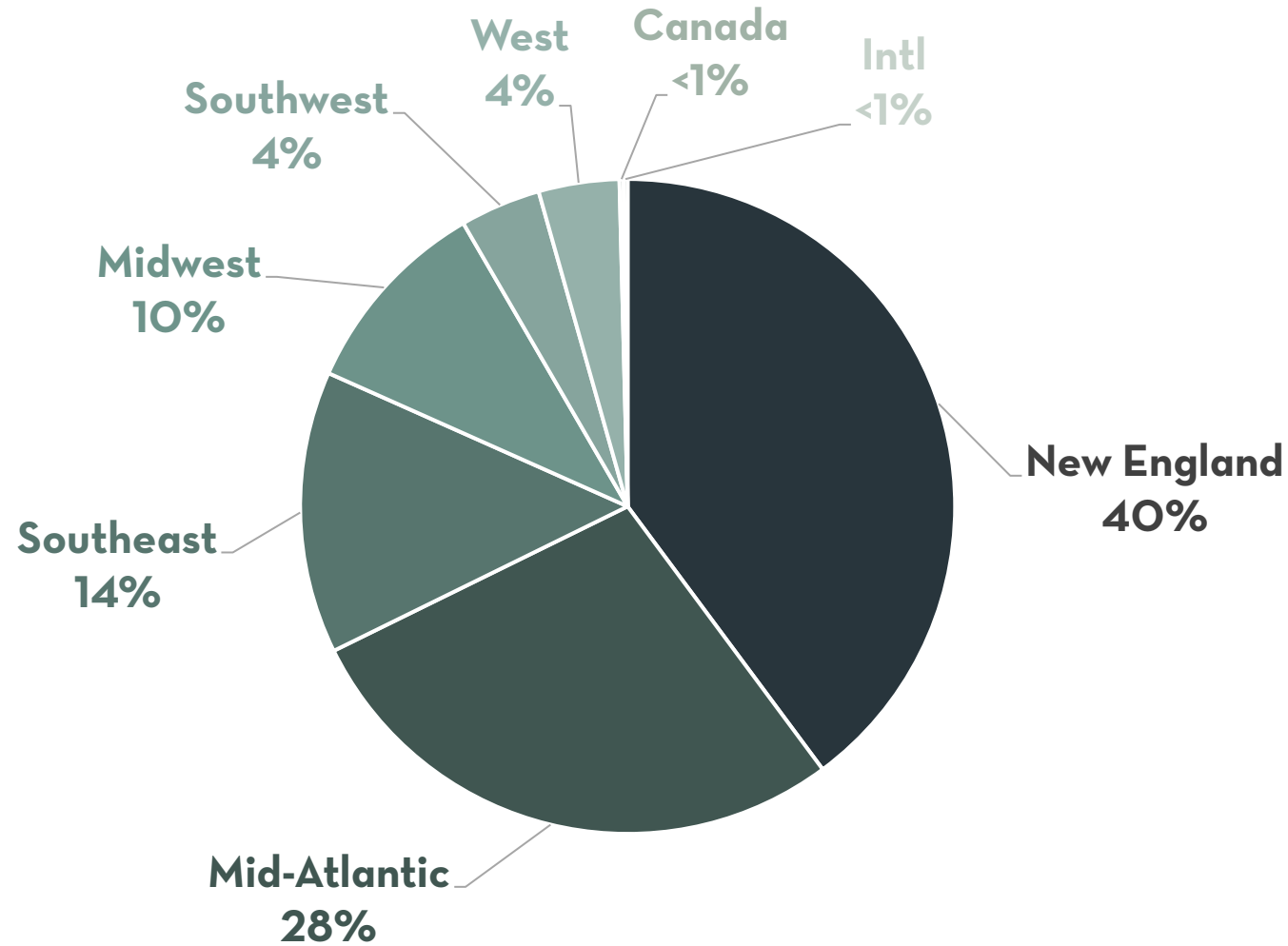




# TRIP PLANNING CYCLE : TRAVELER PROFILE



# VISITOR ORIGINS



# TOP ORIGIN STATES & PROVINCES

- » **Over 1 in 3** visitors to the Midcoast & Islands were from Massachusetts, New York, or Maine
- » **81%** of visitors came from **16** U.S. states
- » **13%** of visitors to the Midcoast & Islands were traveling from another region of Maine

State/Country	Percent
Maine	13%
Massachusetts	13%
New York	10%
New Hampshire	6%
Florida	6%
Connecticut	5%
Pennsylvania	5%
New Jersey	5%
Maryland	3%
Virginia	3%
Vermont	2%
North Carolina	2%
Texas	2%
Illinois	2%
Ohio	2%
Georgia	2%

# TOP ORIGIN MARKETS

- » More visitors traveled to the Midcoast & Islands from the **New York City metro area** than from any other market
- » **Nearly 1 in 3** visitors traveled from **6** markets in other U.S. states

Market	Percent
New York City <sup>1</sup>	10%
Boston, MA	7%
Washington D.C. - Baltimore <sup>2</sup>	5%
Philadelphia	3%
Brockton, MA	2%
Atlanta	2%

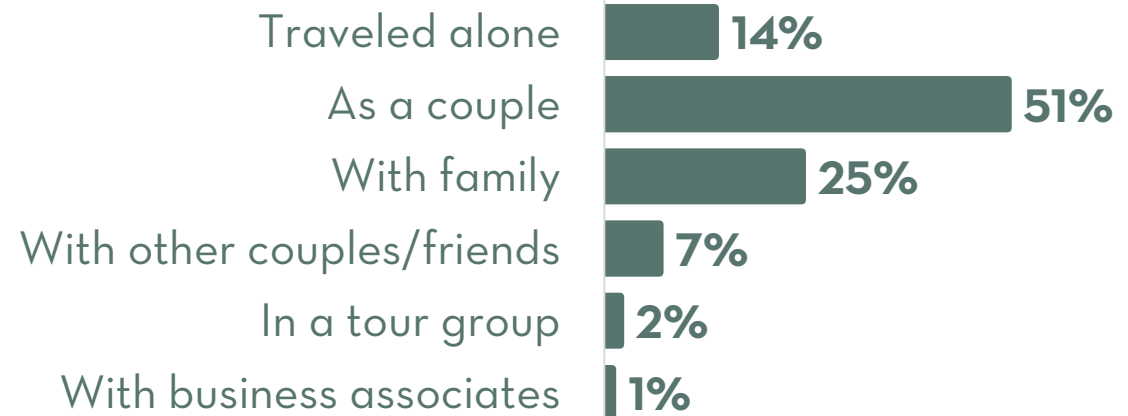
<sup>1</sup> Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

<sup>2</sup> Includes parts of Maryland, Virginia, and West Virginia.

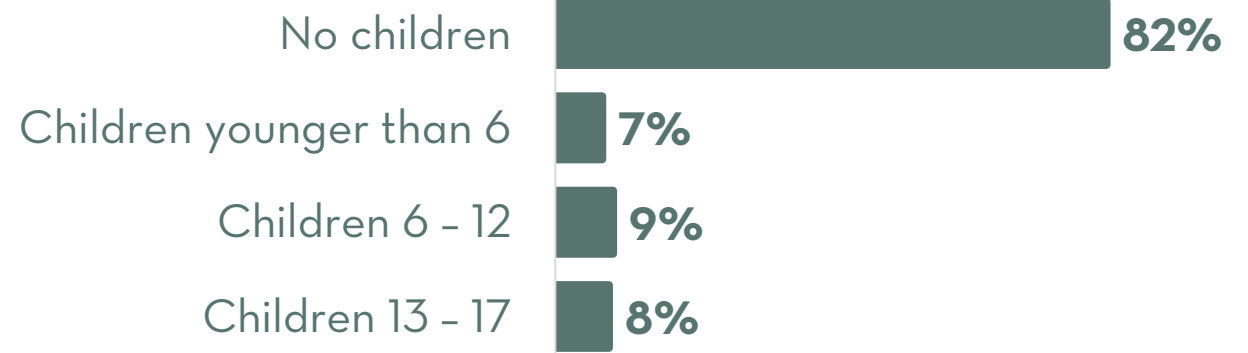
# TRAVEL PARTIES

- » Typical visitors traveled in the Midcoast & Islands with a party of **2.8** people
- » Over **half** of visitors traveled as a couple
- » Only **18%** of visitors traveled in the Midcoast & Islands with one or more children in their travel party

## Travel Party Composition



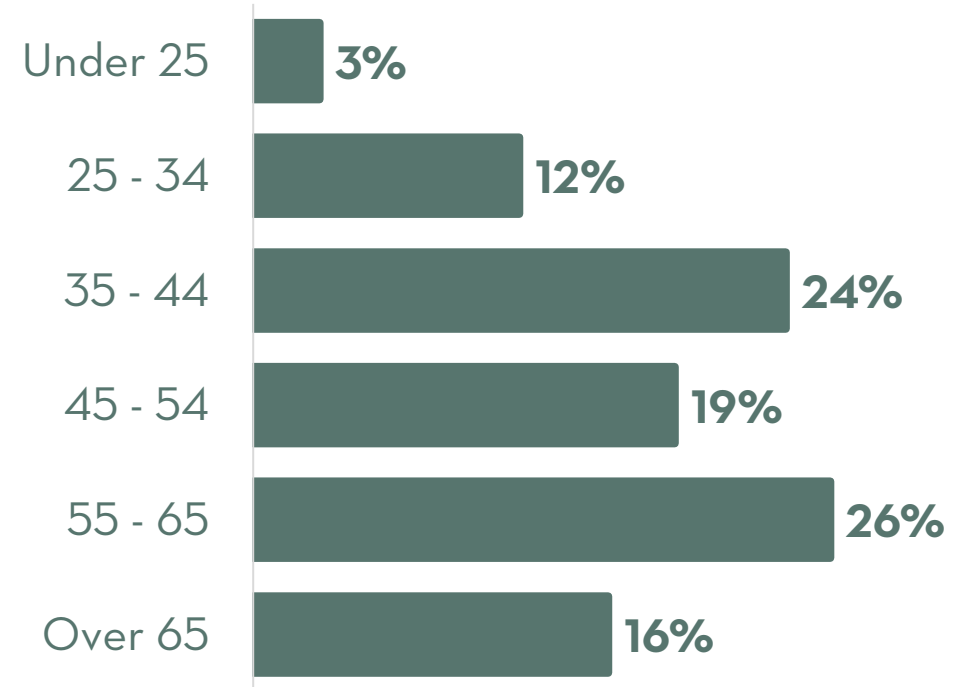
## Children in Travel Party\*



\*Multiple responses permitted.

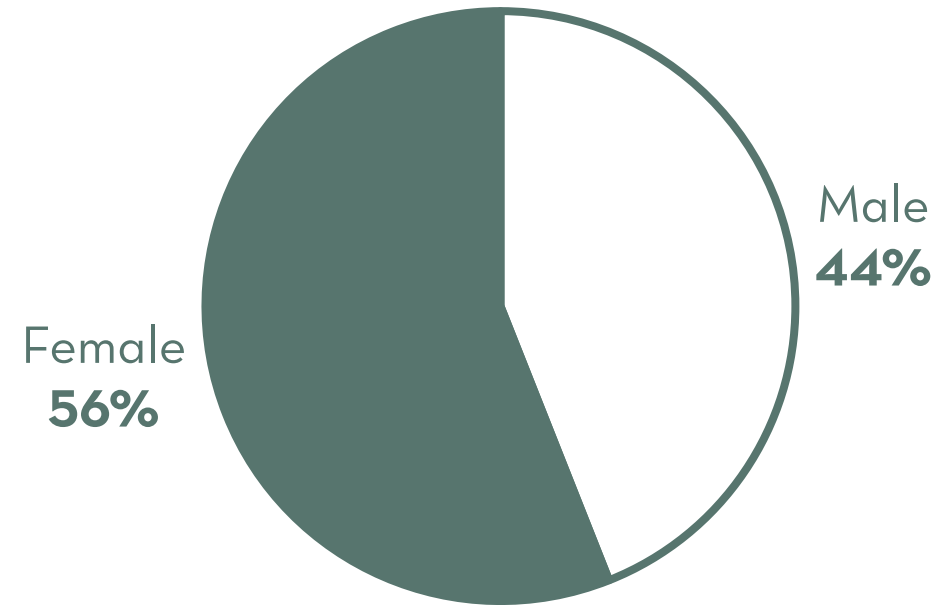
# AGE

» The average age of visitors to Downeast & Acadia is **50** years old



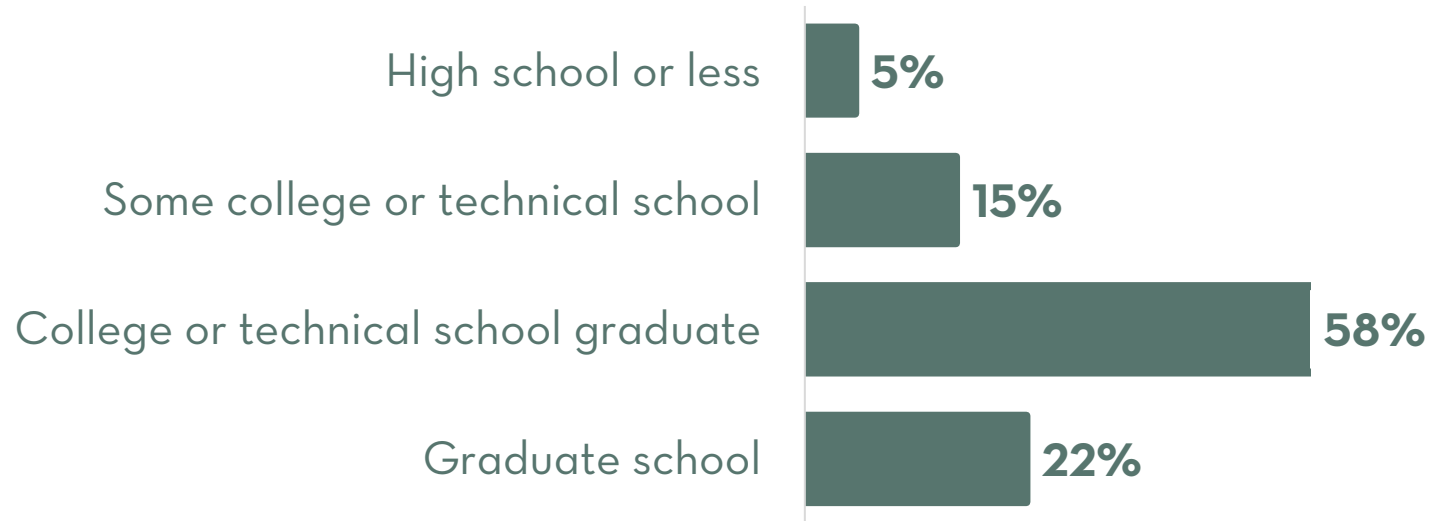
# GENDER

» **56%** of visitors to the Midcoast & Islands who were interviewed were female



# EDUCATIONAL ATTAINMENT

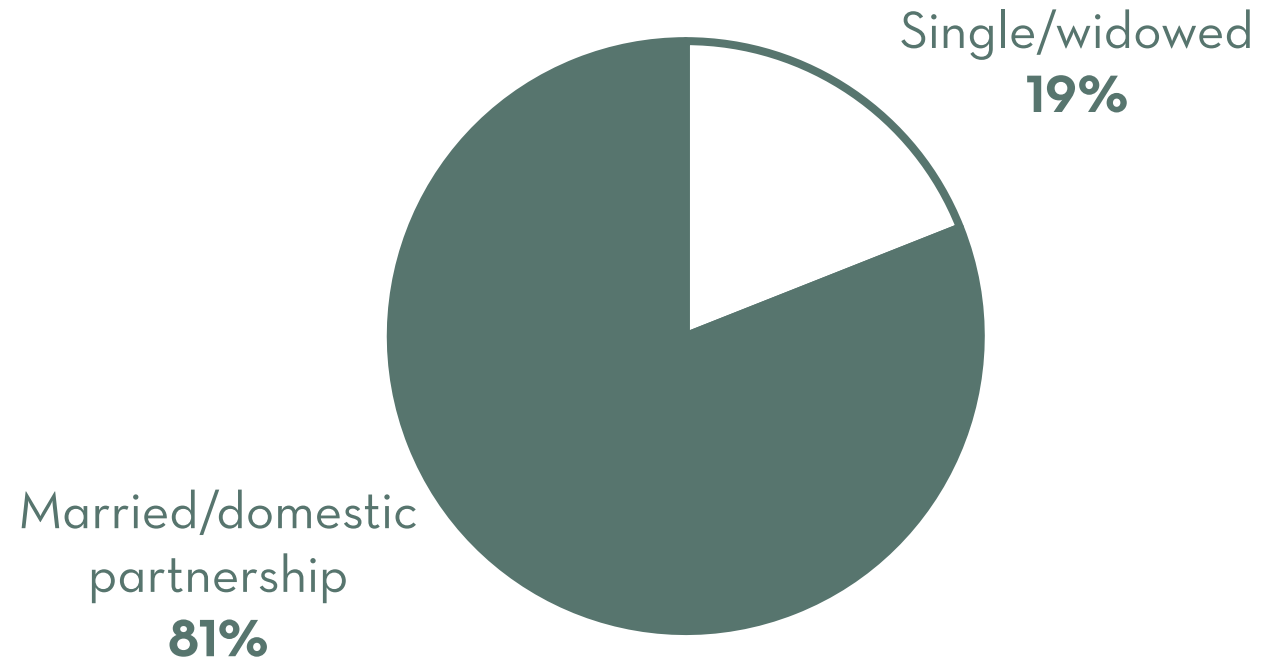
» Visitors to the Midcoast & Islands have substantial formal educations, with **4 out of 5** having a college or technical school degree, and **22%** possessing a graduate degree





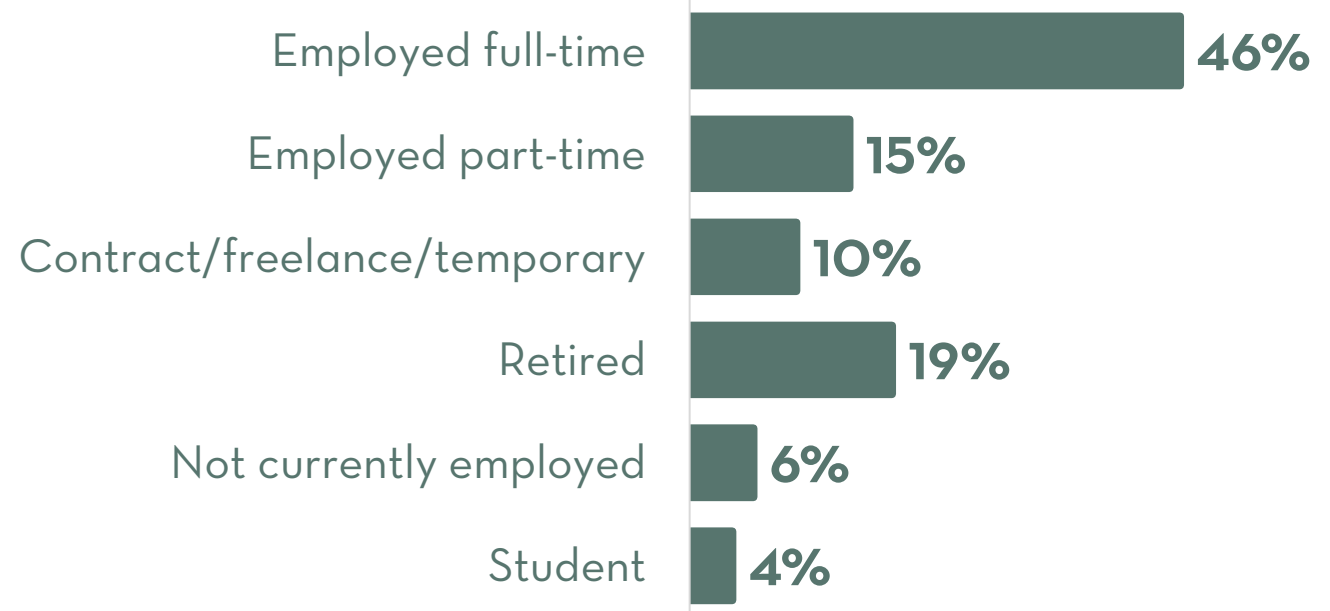
# MARITAL STATUS

» **4 in 5** visitors to the Midcoast & Islands were married or living with their partner



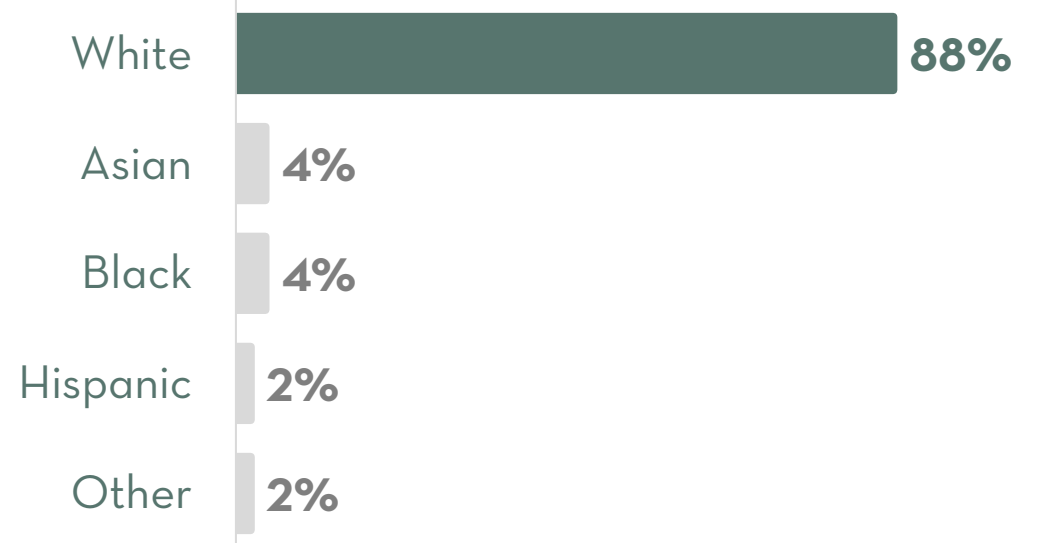
# EMPLOYMENT STATUS

» **7 in 10** visitors to the Midcoast & Islands were employed, most full-time



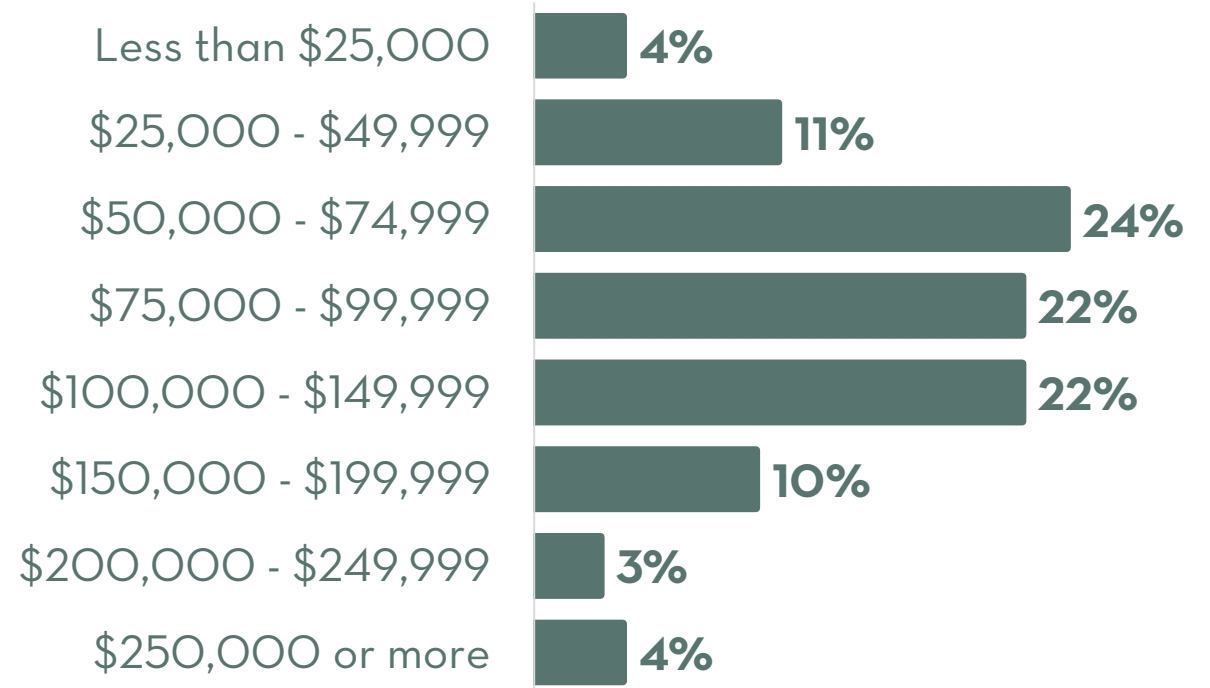
# RACE & ETHNICITY

» **Nearly 9 in 10** visitors to the Midcoast & Islands were White/Caucasian



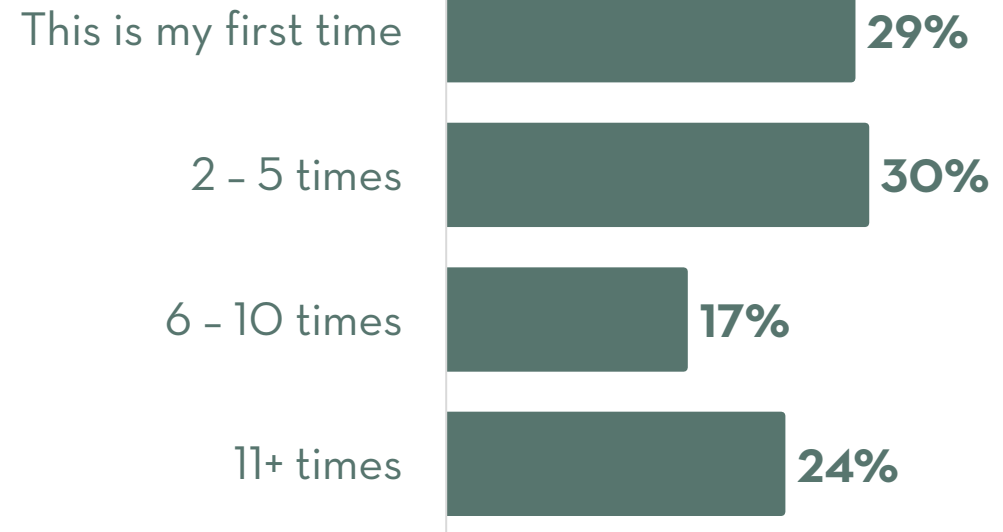
# HOUSEHOLD INCOME

- » Typical visitors to the Midcoast & Islands earned **\$87,500** per year in household income
- » **Nearly 1 in 5** visitors to the Midcoast & Islands have household incomes that exceed \$150,000



# NEW & RETURNING VISITORS

- » **3 in 10** visitors to the Midcoast & Islands were traveling in Maine for the first time
- » **1 in 4** visitors to the Midcoast & Islands had previously traveled in Maine more than 10 times

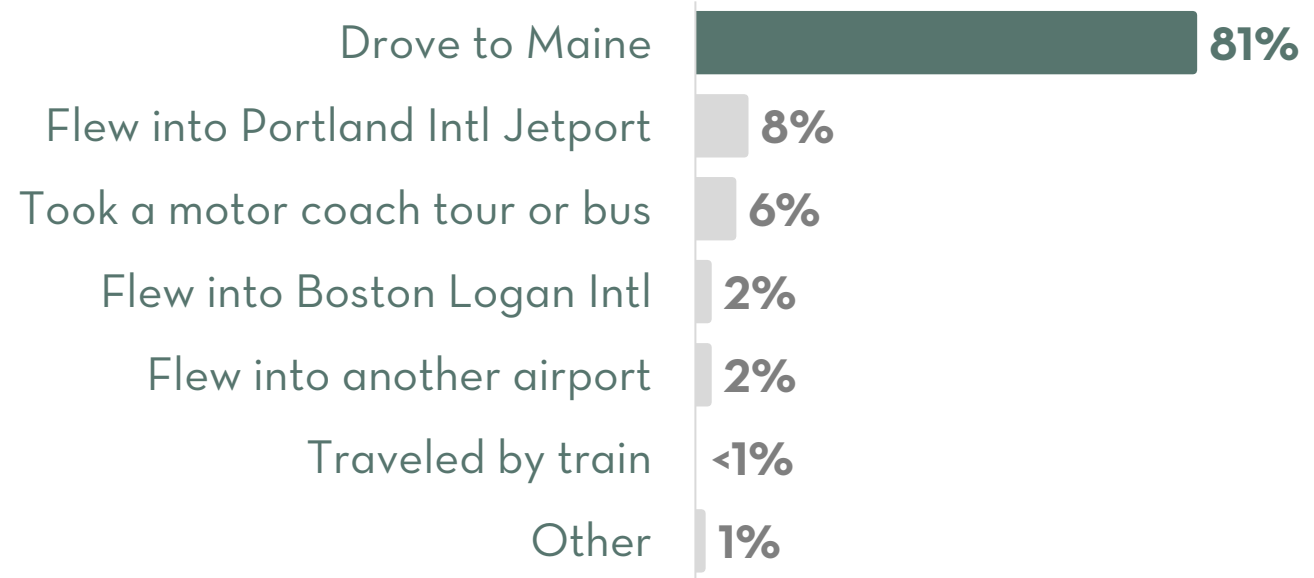


# TRIP PLANNING CYCLE : TRIP EXPERIENCE



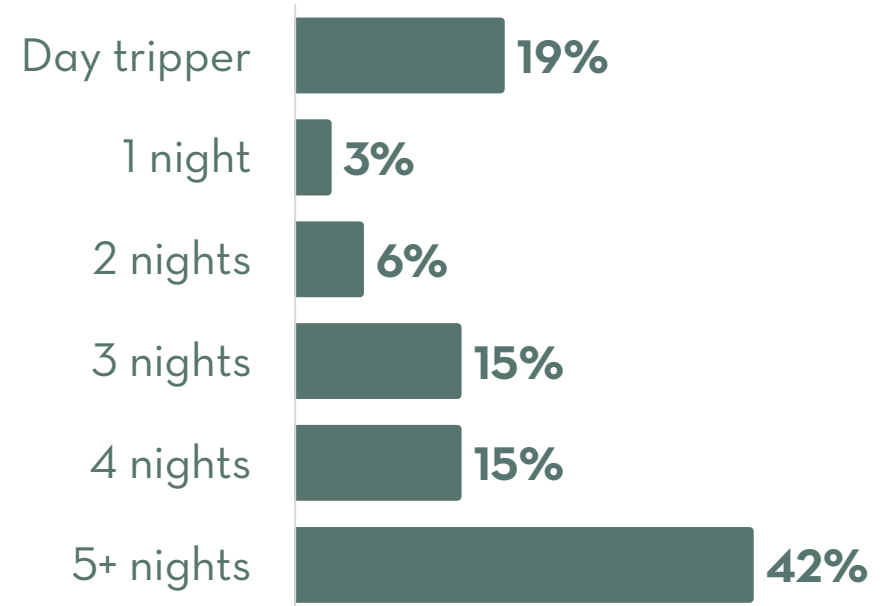
# MODES OF TRANSPORTATION

- » The Midcoast & Islands is a drive-market for most visitors as **4 in 5** choose to travel by car rather than by plane, motor coach/bus, or train
- » **Most** visitors to the Midcoast & Islands who flew to Maine arrived at Portland International Jetport



# NIGHTS STAYED

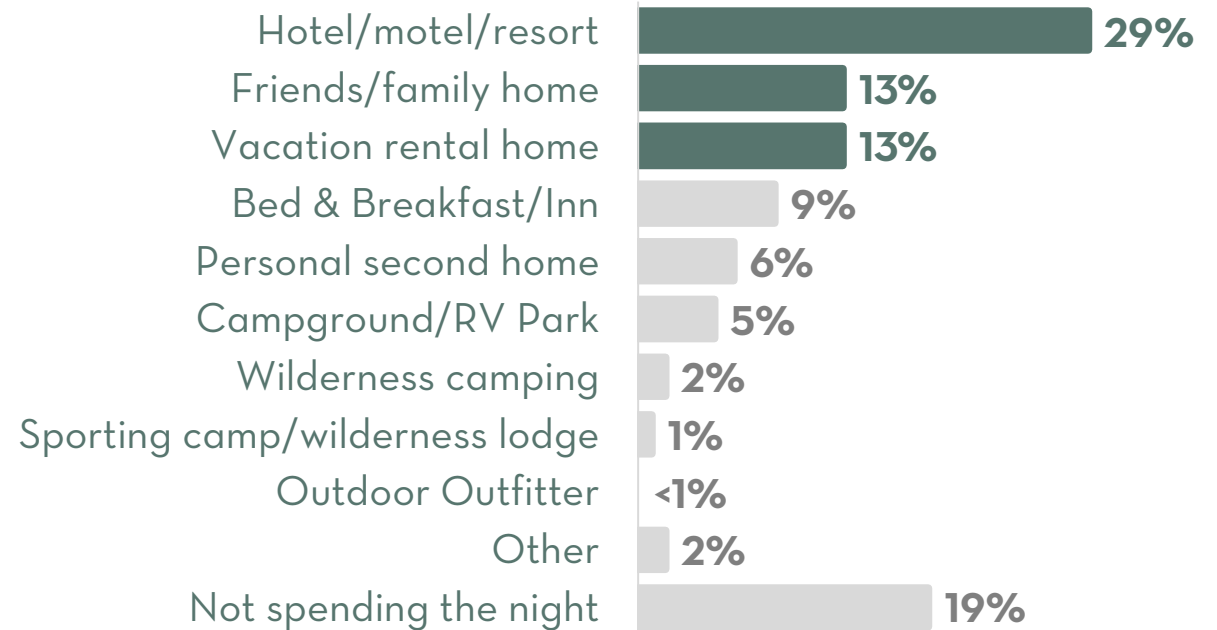
- » **81%** of visitors to the Midcoast & Islands stayed one night or more in Maine during their trip
- » Typical visitors to the Midcoast & Islands stayed **6.0** nights
- » **42%** of visitors to the Midcoast & Islands stayed 5 or more nights





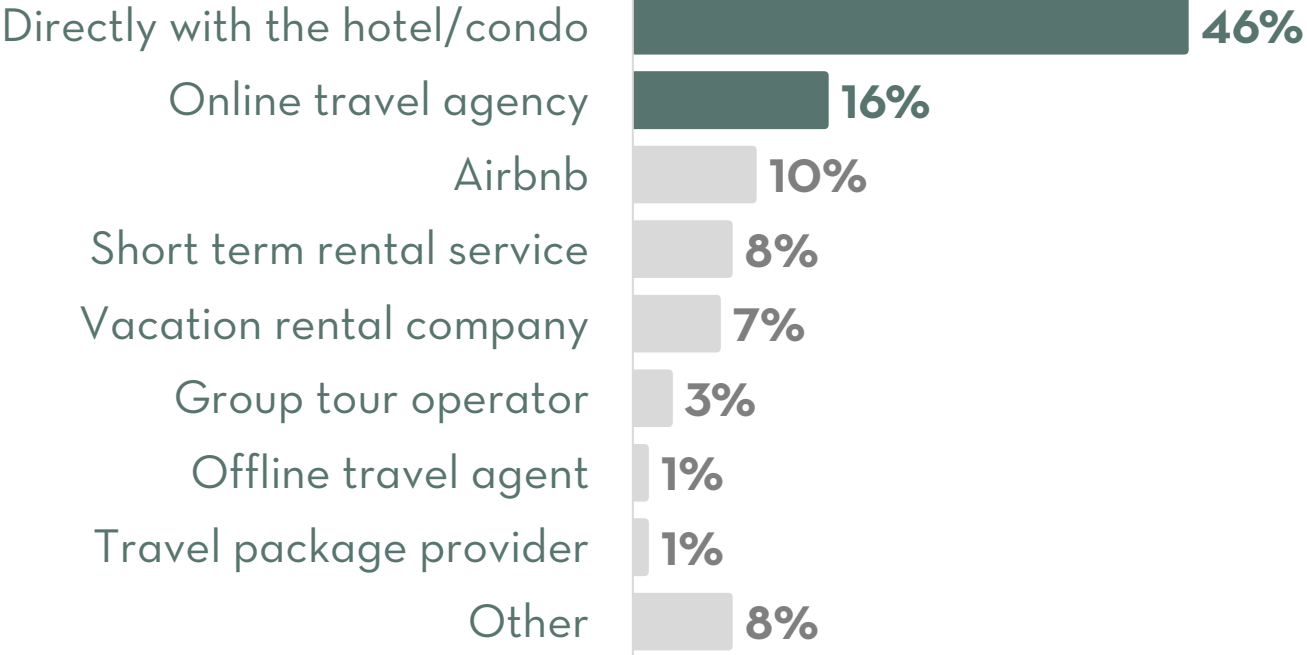
# ACCOMMODATIONS

- » **Nearly 1 in 3** visitors to the Midcoast & Islands stayed overnight in a hotel, motel, or resort
- » **13%** of visitors to the Midcoast & Islands stayed overnight with friends/relatives or in a vacation rental home



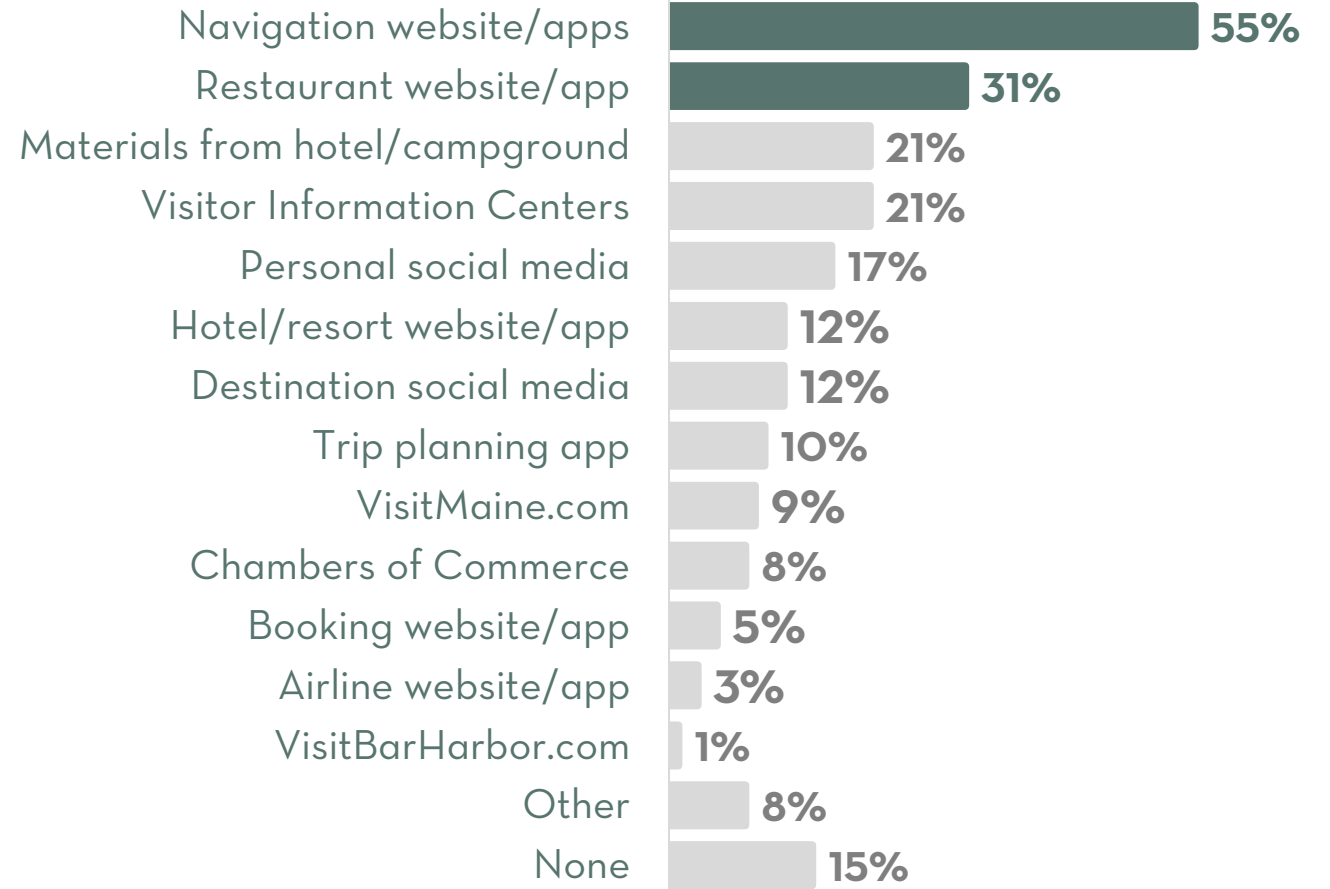
# BOOKING METHODS

- » **62%** of visitors to the Midcoast & Islands stayed overnight in paid accommodations during their trip
- » **Nearly half** of visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



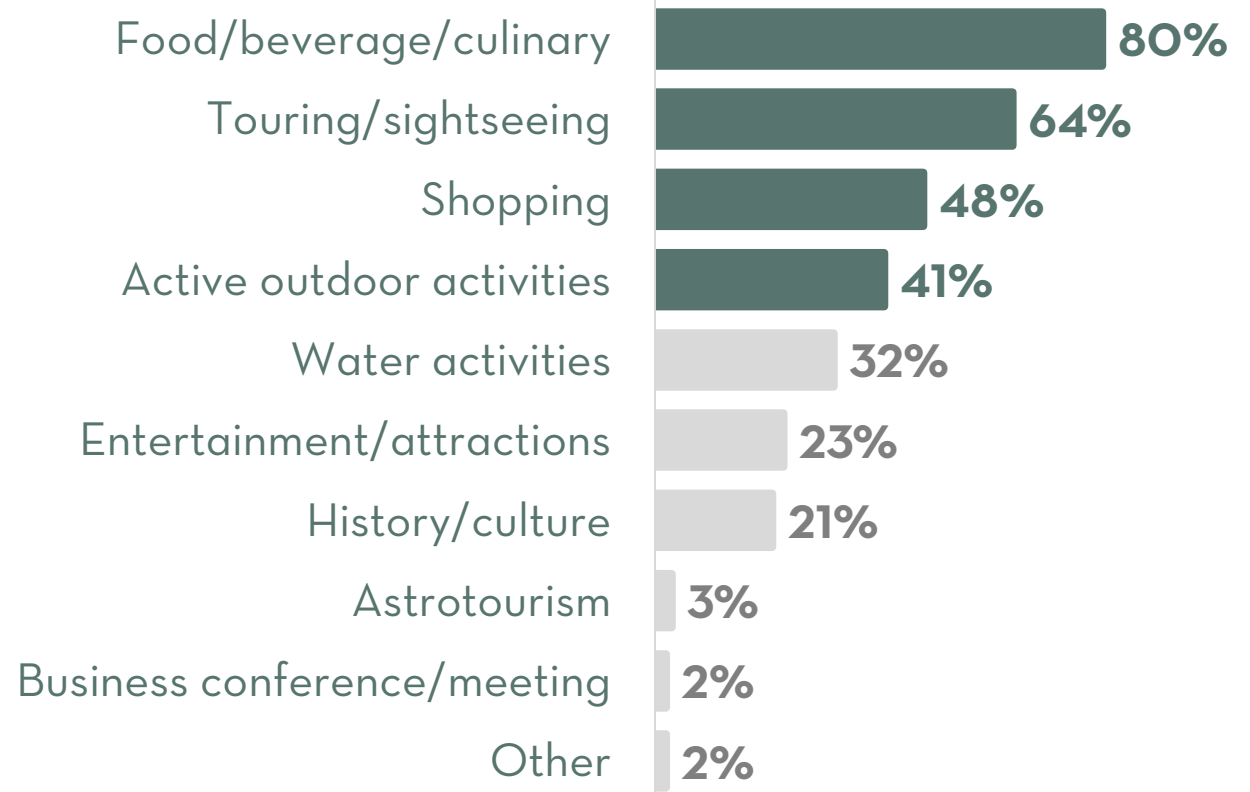
# IN-MARKET VISITOR RESOURCES\*

- » **55%** of visitors used navigation websites and apps to plan activities during their trip to the Midcoast & Islands
- » **15%** of visitors did not use any resources to plan activities while they were in the Midcoast & Islands



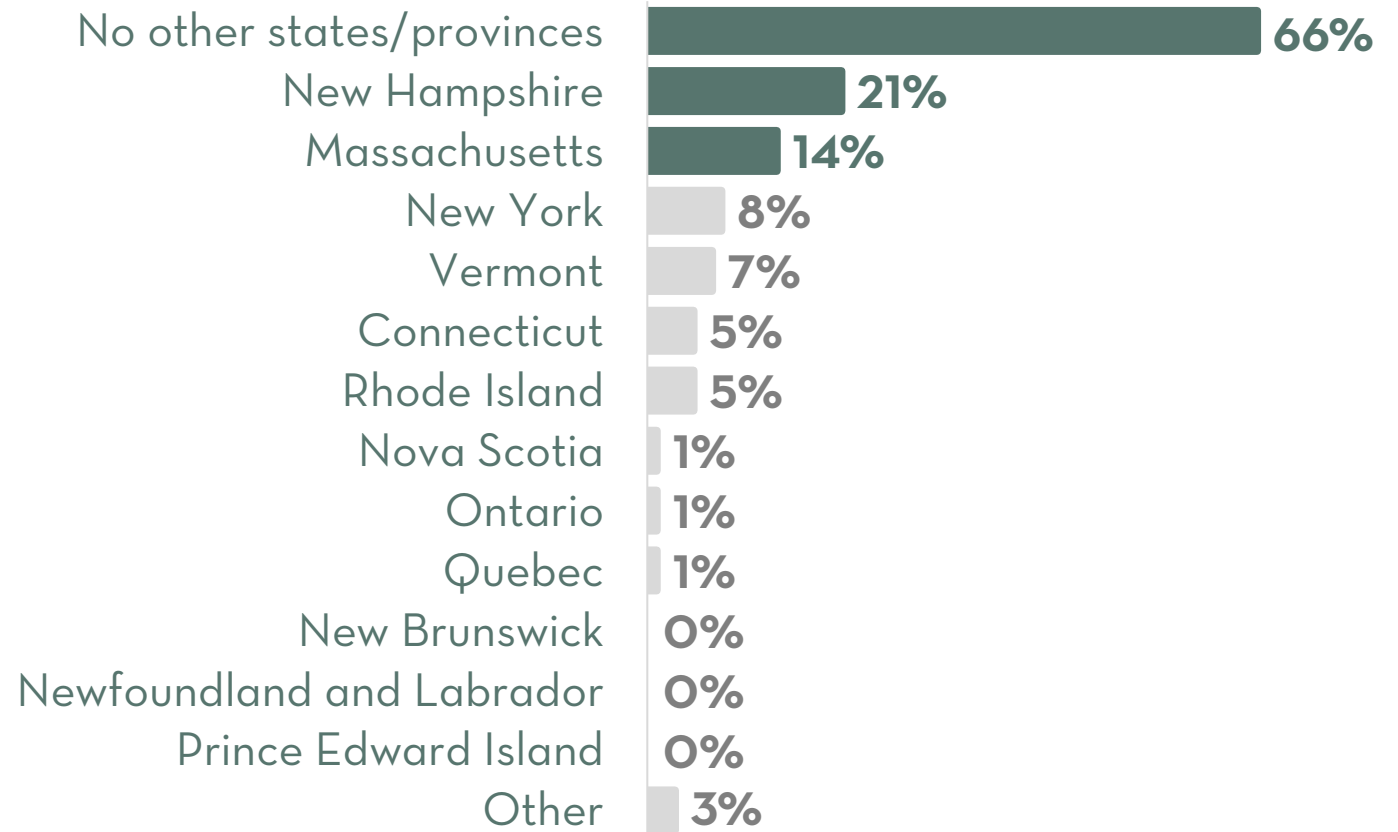
# VISITOR ACTIVITIES\*

- » **4 in 5** of visitors participated in food, beverage, and culinary activities during their trip in the Midcoast & Islands
- » **Nearly 2 in 3** visitors to the Midcoast & Islands engaged in sightseeing/touring activities during their trip



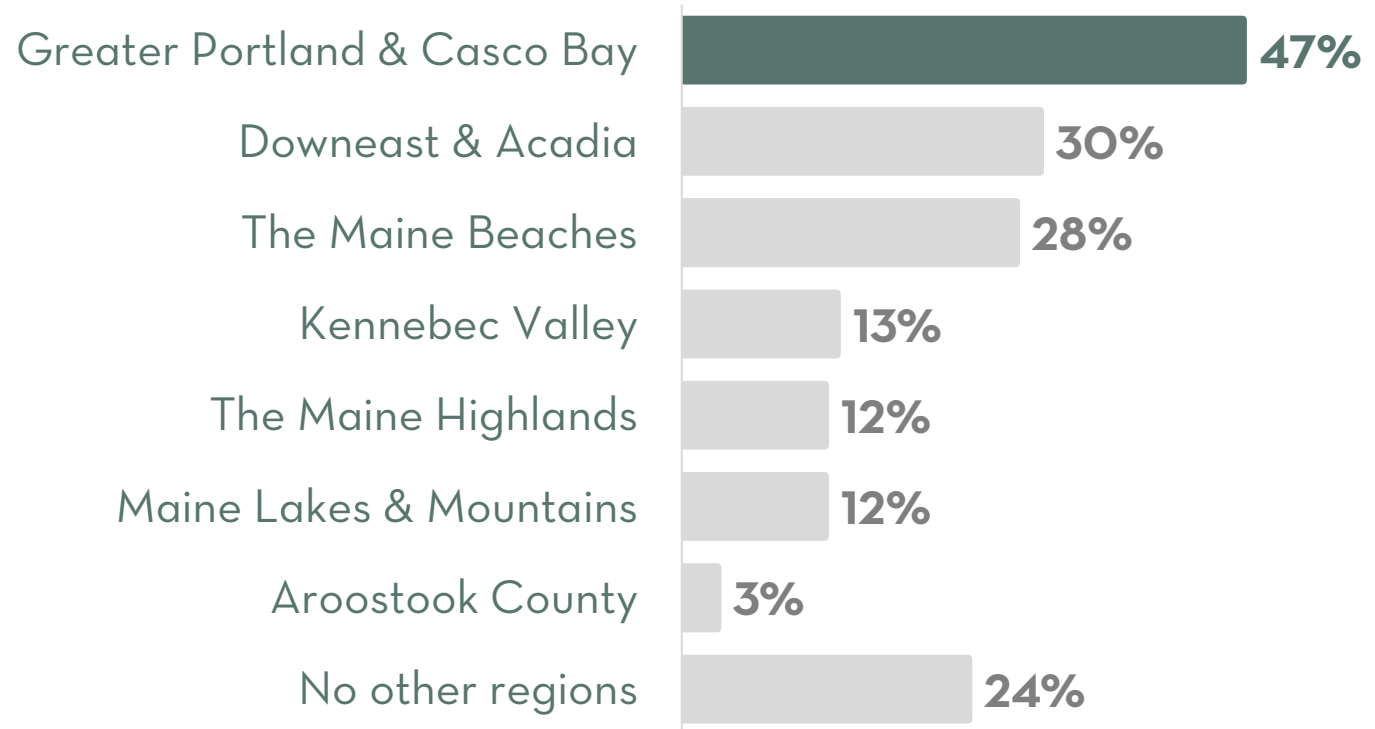
# OTHER STATES & PROVINCES VISITED\*

- » **2 in 3** visitors did not visit any other U.S. state or Canadian province on their trip to the Midcoast & Islands
- » Visitors were **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip, due to Canadian COVID-19 travel restrictions



# OTHER REGIONS VISITED WITHIN MAINE\*

- » **76%** of visitors to the Midcoast & Islands traveled through out the state during their trip in Maine, rather than staying within the region for the entirety of their trip
- » **Nearly Half** of visitors to the Midcoast & Islands also visited Greater Portland & Casco Bay during their trip in Maine



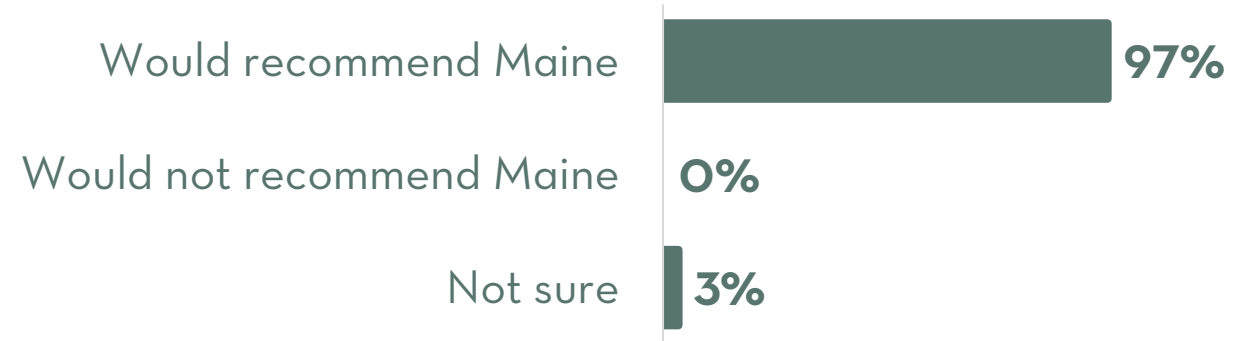
# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE & ITS REGIONS

» **97%** of visitors to the Midcoast & Islands would recommend that their friends and family visit Maine

## Likelihood of Recommending Maine



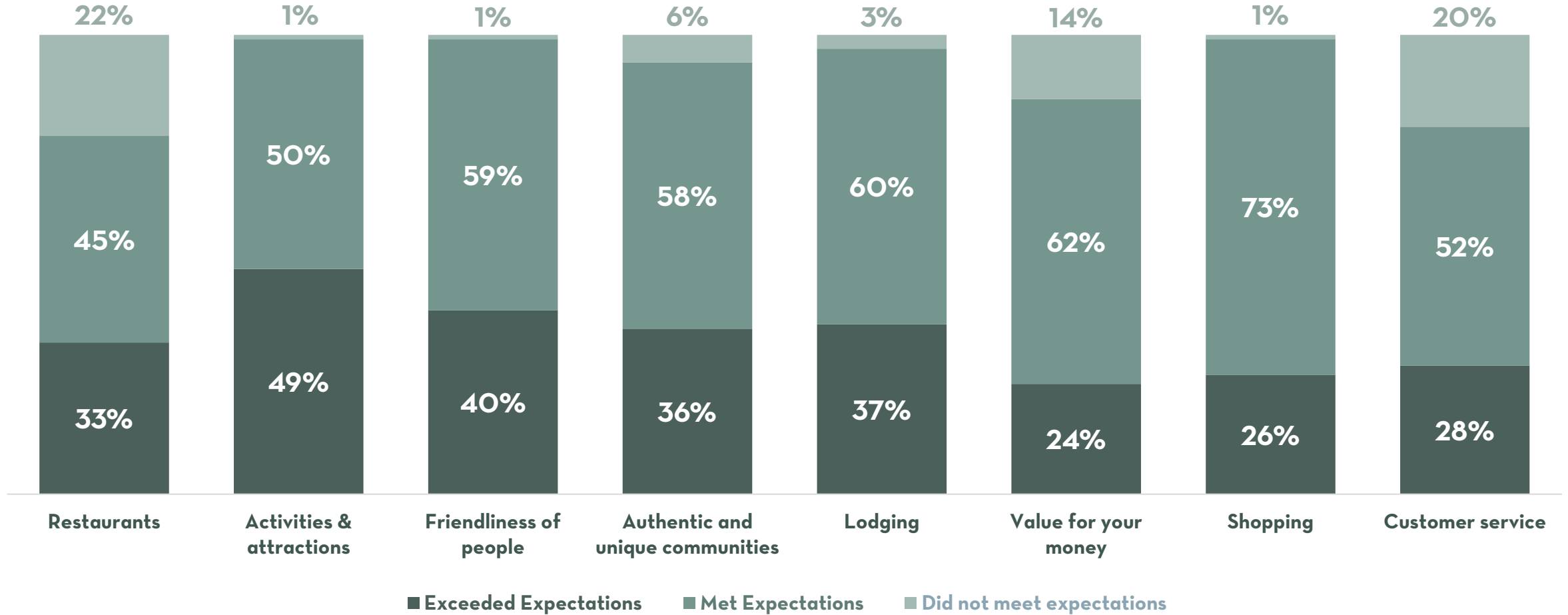
» **94%** of visitors would recommend that their friends and family visit the Midcoast & Islands

## Likelihood of Recommending the Midcoast & Islands





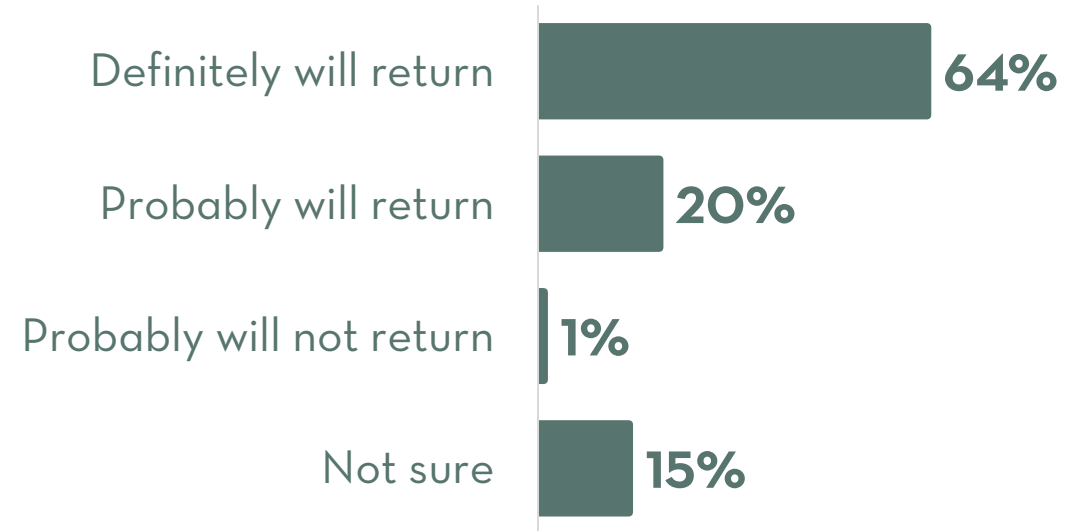
# TRIP EXPECTATIONS



“Don’t know” responses omitted.

# LIKELIHOOD OF RETURNING TO MAINE

» **84%** of visitors to the Midcoast & Islands will likely return to Maine for a future visit or vacation



# YEAR-OVER-YEAR COMPARISONS

This section of the report includes **year-to-year comparisons** for the Economic Impact and Visitor Tracking Study.

Detailed data is provided for **2020** and **2021**.



# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

	2020	2021
A week or less	16%	8%
2 - 3 weeks	22%	12%
1 - 2 months	30%	25%
3 - 4 months	17%	18%
5 - 6 months	7%	15%
7 months - 1 year	4%	14%
More than 1 year	4%	8%

# BOOKED ACCOMMODATIONS/MADE TRIP DECISIONS

	2020	2021
A week or less	24%	13%
2 - 3 weeks	27%	14%
1 - 2 months	30%	25%
3 - 4 months	10%	16%
5 - 6 months	4%	15%
7 months - 1 year	2%	12%
More than 1 year	3%	5%

# ONLINE TRIP PLANNING SOURCES\*

	2020	2021
Online search engines	41%	47%
Hotel websites	22%	20%
VisitMaine.com	11%	15%
Online travel agency	20%	14%
Traveler reviews/blogs/stories	17%	13%
TripAdvisor	16%	11%
Airbnb	13%	11%
VRBO/HomeAway	5%	11%
Vacation rental websites	5%	10%
Facebook	21%	9%
Instagram	10%	9%
Visit Maine social media	6%	9%
Airline websites	8%	7%
YouTube	5%	7%
MaineTourism.com	6%	7%
DiscoverNewEngland.com	3%	4%
DowneastAcadia.com	3%	3%
MainesMidCoast.com	3%	3%
VisitPortland.com	4%	3%
Twitter	4%	3%
MaineLakesandMountains.com	2%	2%
VisitBarHarbor.com	3%	2%
VisitAroostook.com	1%	1%
KennebecValley.org	1%	1%
TheMaineHighlands.com	1%	1%
TheMaineBeaches.com	2%	1%
Other	7%	8%
None	19%	20%

\*Multiple responses permitted.

# OFFLINE TRIP PLANNING SOURCES\*

	2020	2021
Advice from friends/family	45%	46%
Articles or travelogues	6%	19%
AAA	6%	17%
Travel guides/brochures	14%	10%
Travel books & magazines	9%	8%
Travel planning apps	10%	8%
Called the Maine Office of Tourism	2%	4%
Visitor Guide	3%	3%
Travel agent	3%	3%
Called local convention and visitors bureaus	2%	2%
Called local Chambers of Commerce	2%	2%
Called another Maine Tourism/Lodging Association	2%	2%
Visit Maine e-newsletter	3%	2%
Other	5%	5%
None	36%	30%



# REASON FOR VISITING\*

	2020	2021
Relax and unwind	26%	41%
Sightseeing/touring	22%	34%
Visiting friends/relatives	28%	30%
Nature & bird watching	10%	18%
Special occasion	10%	15%
Attractions	4%	11%
Active outdoor activities	10%	10%
Beach	8%	8%
Shopping	7%	8%
Water activities	8%	7%
Special event	4%	4%
Culture/museums/history	4%	4%
Conference/meeting	3%	2%
Sporting event	2%	1%
Snow activities	1%	1%
Astrotourism	-	<1%
Other	4%	1%

# OTHER STATES/PROVINCES CONSIDERED\*

	2020	2021
No other states/provinces	68%	65%
New Hampshire	15%	18%
Massachusetts	11%	11%
Vermont	11%	11%
New York	6%	6%
Rhode Island	4%	6%
Connecticut	3%	3%
Nova Scotia	2%	2%
New Brunswick	1%	1%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	2%	1%
Other	5%	4%

# ADVERTISING/PROMOTIONS

	2020	2021
Noticed Advertising/Promotions	46%	53%
<b>Type of Promotion*:</b>	<b>Base: 46%</b>	<b>Base: 53%</b>
Internet	38%	40%
Social media	42%	36%
Magazine	19%	25%
Cable or satellite television	23%	12%
Traveler reviews/blogs	23%	11%
Radio	17%	10%
VisitMaine.com	13%	9%
Newspaper	11%	8%
Maine travel/visitor guide	17%	7%
AAA	7%	7%
Online streaming service	10%	5%
Brochure	10%	5%
Music/podcast streaming	7%	4%
Deal - based promotion	5%	3%
Billboard	7%	3%
Visitor Guide	0%	0%
Other	3%	3%
Not sure	1%	2%

# TRIP PLANNING CYCLE : TRAVELER PROFILE



# ORIGIN REGION

	2020	2021
New England	56%	40%
Mid-Atlantic	22%	28%
Southeast	10%	14%
Midwest	4%	10%
Southwest	3%	4%
West	3%	4%
Canada	1%	<1%
Intl	1%	<1%

# ORIGIN STATE/PROVINCE

	2020	2021
Maine	29%	13%
Massachusetts	12%	13%
New York	8%	10%
New Hampshire	5%	6%
Florida	9%	6%
Connecticut	5%	5%
Pennsylvania	4%	5%
New Jersey	3%	5%
Maryland	2%	3%
Virginia	2%	3%
Vermont	1%	2%
North Carolina	1%	2%
Texas	<1%	2%
Illinois	1%	2%
Ohio	2%	2%
Georgia	2%	2%

# ORIGIN MARKET

	2020	2021
New York City <sup>1</sup>	8%	10%
Boston, MA	7%	7%
Washington DC - Baltimore <sup>2</sup>	3%	5%
Philadelphia, PA	2%	3%
Atlanta, GA	1%	2%
Brockton, MA	7%	2%

<sup>1</sup> Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

<sup>2</sup> Includes parts of Maryland, Virginia, and West Virginia.

# TRAVEL PARTY SIZE/COMPOSITION

	2020	2021
Travel Party Size	2.6	2.8
Traveled alone	17%	14%
As a couple	45%	51%
With family	28%	25%
With other couples/friends	1%	1%
With business associates	<1%	2%
In a tour group	9%	7%



# TRAVEL WITH CHILDREN\*

	2020	2021
No children	78%	82%
Children younger than 6	8%	7%
Children 6 - 12	12%	9%
Children 13 - 17	9%	8%

# DEMOGRAPHIC PROFILE

Gender of Person Interviewed	2020	2021
Male	47%	44%
Female	53%	56%

Education	2020	2021
High school or less	7%	5%
Some college or technical school	23%	15%
College or technical school graduate	47%	58%
Graduate school	23%	22%

Income	2020	2021
Less than \$25,000	7%	4%
\$25,000 - \$49,999	15%	11%
\$50,000 - \$74,999	16%	24%
\$75,000 - \$99,999	21%	22%
\$100,000 - \$149,999	22%	22%
\$150,000 - \$199,999	12%	10%
\$200,000 - \$249,999	3%	3%
\$250,000 or more	4%	4%

# DEMOGRAPHIC PROFILE

Employment	2020	2021
Employed full-time	48%	46%
Employed part-time	13%	15%
Contract/freelance/temporary employee	9%	10%
Retired	18%	19%
Not currently employed	6%	6%
Student	6%	4%

Race	2020	2021
White	89%	88%
Black	3%	4%
Asian	3%	4%
Hispanic	4%	2%
Indigenous	0%	0%
Other	0%	2%

Marital Status	2020	2021
Single/widowed	24%	19%
Married/domestic partnership	76%	81%

# NEW & RETURNING VISITORS

	2020	2021
This is my first time	19%	29%
2 - 5 times	29%	30%
6 - 10 times	19%	17%
11+ times	33%	24%

# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# TRANSPORTATION

	2020	2021
Drove to Maine	79%	81%
Portland International Jetport	13%	8%
Motor coach/bus	<1%	6%
Boston Logan International	4%	2%
Flew into another airport	<1%	2%
Bangor International Airport	3%	<1%
Other	1%	1%

# LENGTH OF STAY

	2020	2021
Average Length of Stay	5.4	6.0
Day tripper	17%	19%
1 night	5%	3%
2 nights	11%	6%
3 nights	16%	15%
4 nights	10%	15%
5+ nights	41%	42%

# ACCOMMODATIONS

	2020	2021
Hotel/motel/resort	33%	29%
Not spending the night	17%	19%
Friends/family home	15%	13%
Vacation rental home	11%	13%
Bed & Breakfast/Inn	6%	9%
Personal second home	8%	6%
Campground/RV Park	5%	5%
Wilderness camping	2%	2%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	2%	2%



# BOOKING

	2020	2021
Directly with the hotel/condo	41%	46%
Online travel agency	24%	16%
Airbnb	15%	10%
Short term rental service	6%	8%
Vacation rental company	3%	7%
Group tour operator	1%	3%
Offline travel agent	3%	1%
Travel package provider	2%	1%
Other	5%	8%

# IN-MARKET RESOURCES\*

	2020	2021
Navigation website/apps	46%	55%
Restaurant website/app	27%	31%
Materials from hotel/campground	21%	21%
Visitor Information Centers	20%	21%
Personal social media	17%	17%
Hotel/resort website/app	9%	12%
Destination social media	16%	12%
Trip planning app	15%	10%
VisitMaine.com	9%	9%
Chambers of Commerce	3%	8%
Booking website/app	7%	5%
Airline website/app	4%	3%
VisitBarHarbor.com	2%	1%
Other	6%	8%
None	16%	15%

# ACTIVITIES\*

	2020	2021
Food/beverage/culinary	75%	80%
Touring/sightseeing	70%	64%
Shopping	40%	48%
Active outdoor activities	58%	41%
Water activities	40%	32%
Entertainment/attractions	9%	23%
History/culture	18%	21%
Astrotourism	-	3%
Business conference/meeting	3%	2%
Other	5%	2%

# OTHER STATES/PROVINCES VISITED\*

	2020	2021
No other states/provinces	75%	66%
New Hampshire	16%	21%
Massachusetts	11%	14%
New York	5%	8%
Vermont	6%	7%
Connecticut	3%	5%
Rhode Island	4%	5%
Nova Scotia	1%	1%
Ontario	1%	1%
Quebec	1%	1%
New Brunswick	1%	<1%
Newfoundland and Labrador	1%	<1%
Prince Edward Island	1%	<1%
Other	1%	3%

# TRAVELING IN MAINE\*

	2020	2021
Greater Portland & Casco Bay	50%	47%
Downeast & Acadia	39%	30%
The Maine Beaches	31%	28%
The Maine Highlands	17%	13%
Kennebec Valley	13%	12%
Maine Lakes & Mountains	15%	12%
Aroostook County	5%	3%
No other regions	13%	24%

# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

	2020	2021
Would recommend Maine	98%	97%
Would not recommend Maine	1%	0%
Not sure	1%	3%

	2020	2021
Definitely recommend region	91%	73%
Probably would recommend region	8%	21%
Would not recommend region	0%	1%
Not sure	1%	5%

# RETURNING TO MAINE

	2020	2021
Definitely will return	82%	64%
Probably will return	15%	20%
Will not return	1%	1%
Not sure	2%	15%



# MIDCOAST & ISLANDS

## 2021 Visitor Tracking & Economic Impact Report

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