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# Trends in Tourism Economy

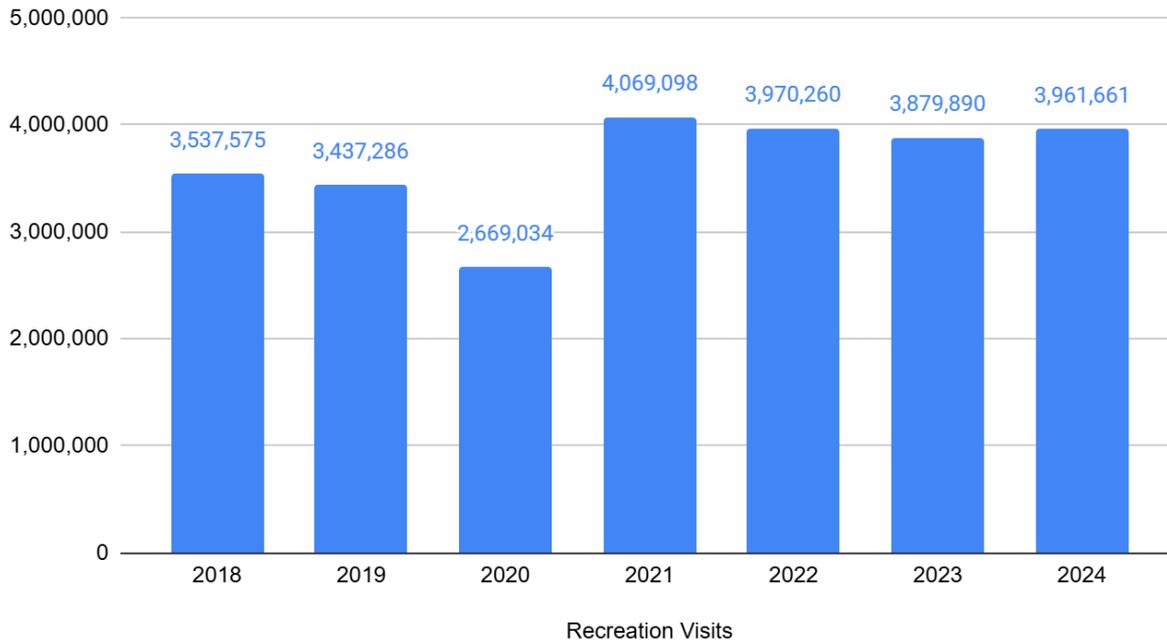
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**Bar Harbor**  
Chamber of Commerce

March 27, 2025

# Recreation Visits to Acadia National Park

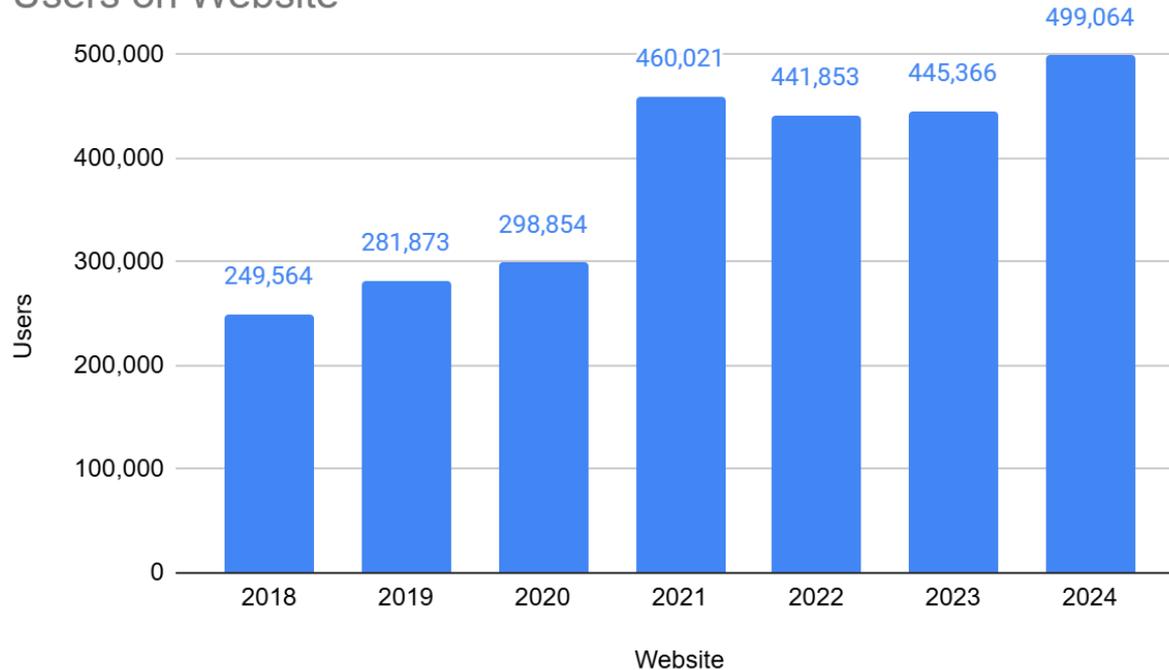
## Recreation Visits



Source: <https://irma.nps.gov/Stats/Reports/Park/ACAD>  
Annual Park Recreation Visits (1919 - Last Calendar Year)

# Bar Harbor Chamber Website Traffic

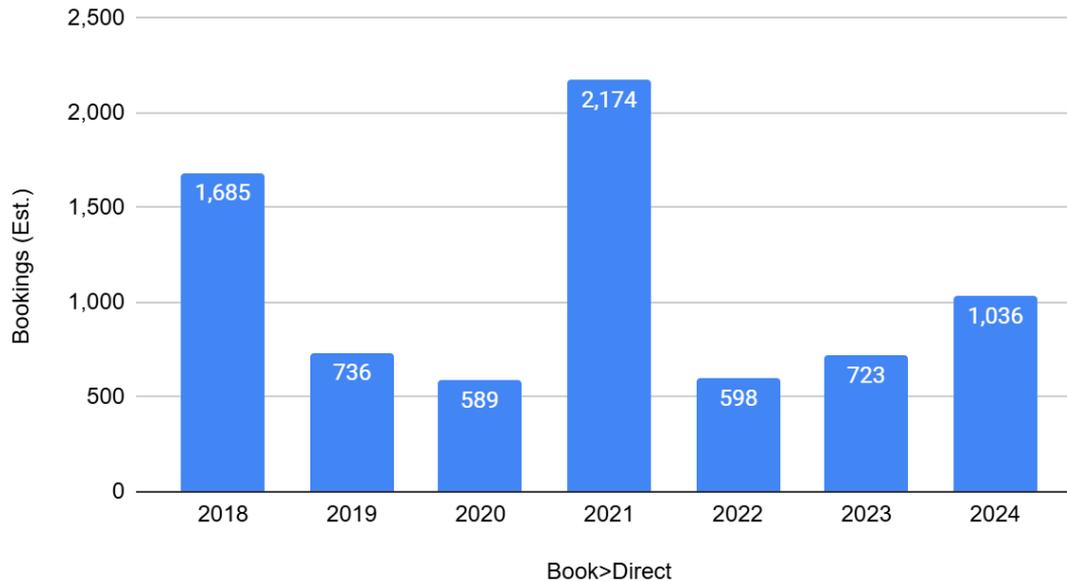
## Users on Website



Source: [Visitbarharbor.com](https://www.visitbarharbor.com)  
Google Analytics

# Bookings on Chamber's Book Direct

Bookings (Est.) on Book>Direct



Source: [Visitbarharbor.com/stay](https://visitbarharbor.com/stay)  
Book>Direct

# State and Regional Data (2020 - 2023)

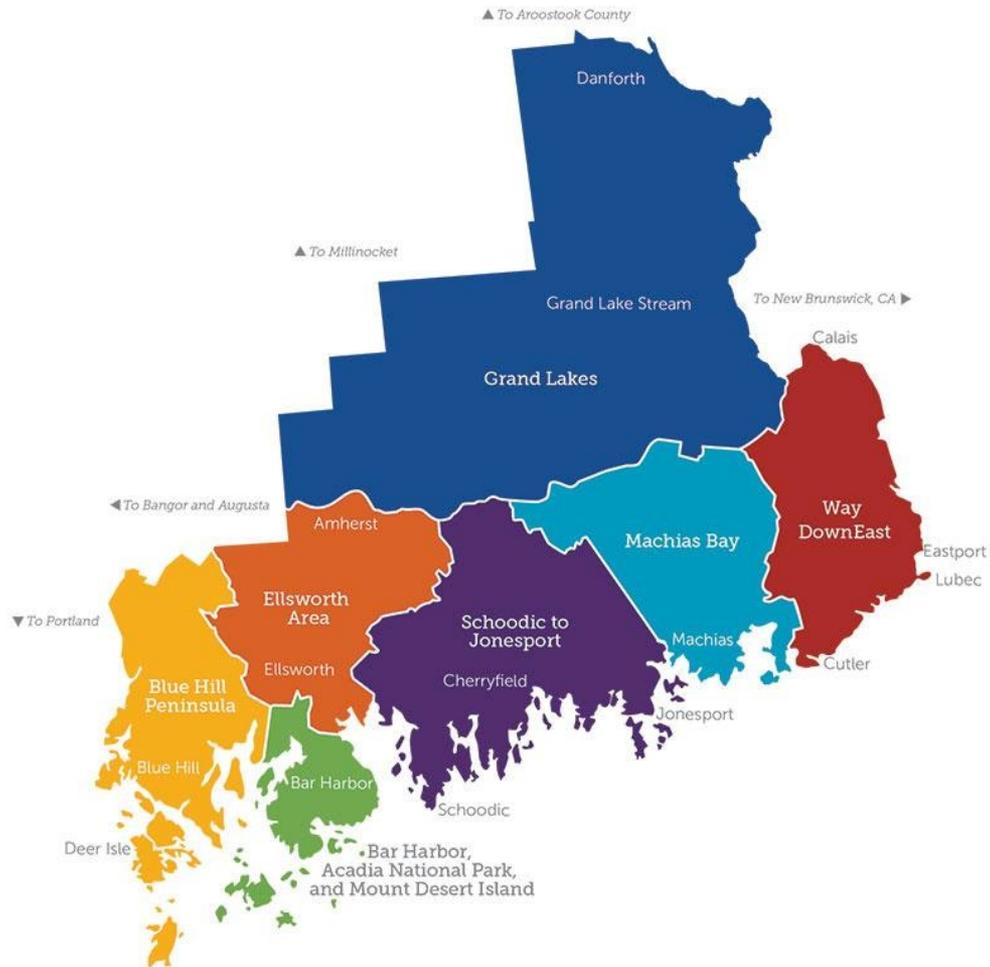
# MAINE.

VISITMAINE.COM

Maine Office of  
Tourism (MOT)

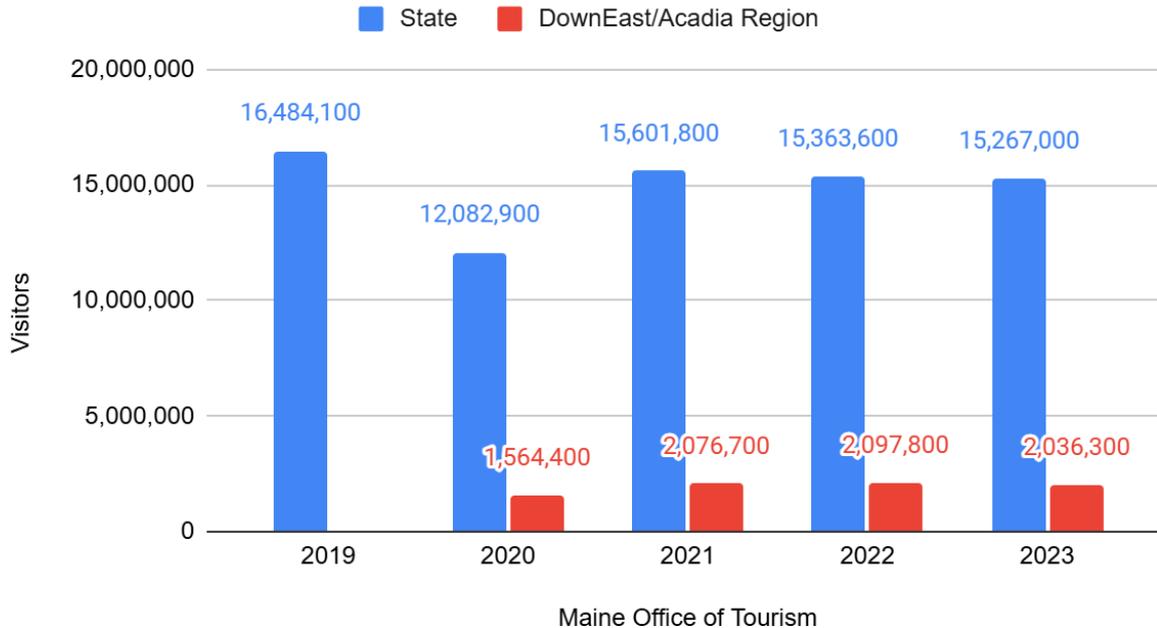


Doweast Acadia Regional  
Tourism (DART)  
Regional Destination Marketing  
Organization



# State Visitation

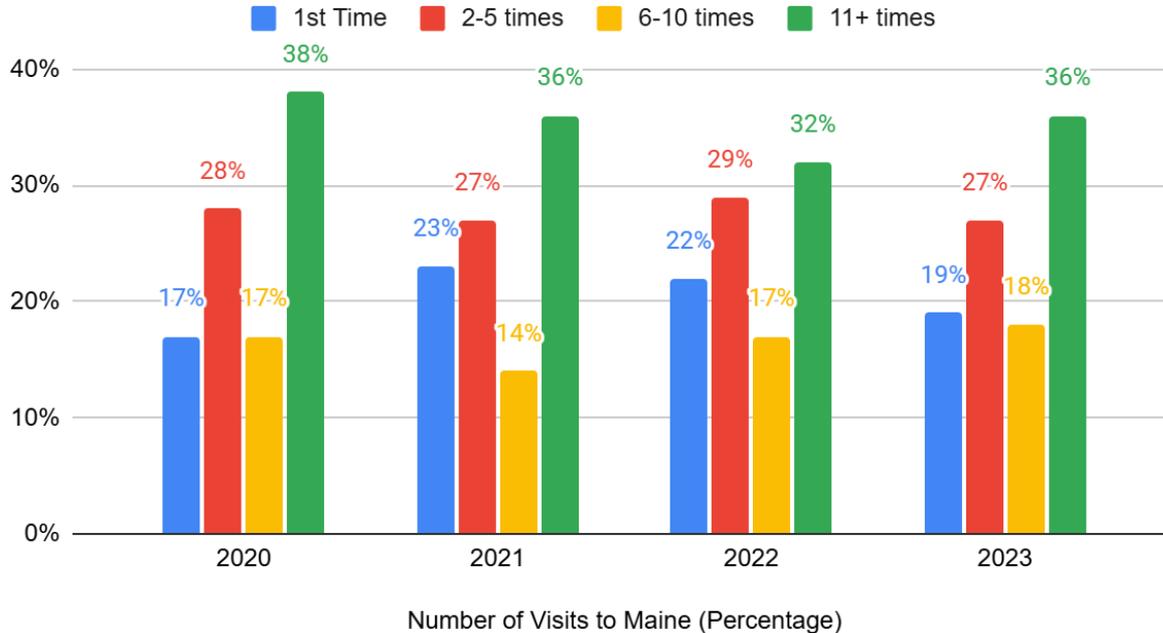
## State Visitation: Maine Office of Tourism



Source: <https://motpartners.com/research/domestic-visitation/>  
Economic Impact and Visitor Tracking Report

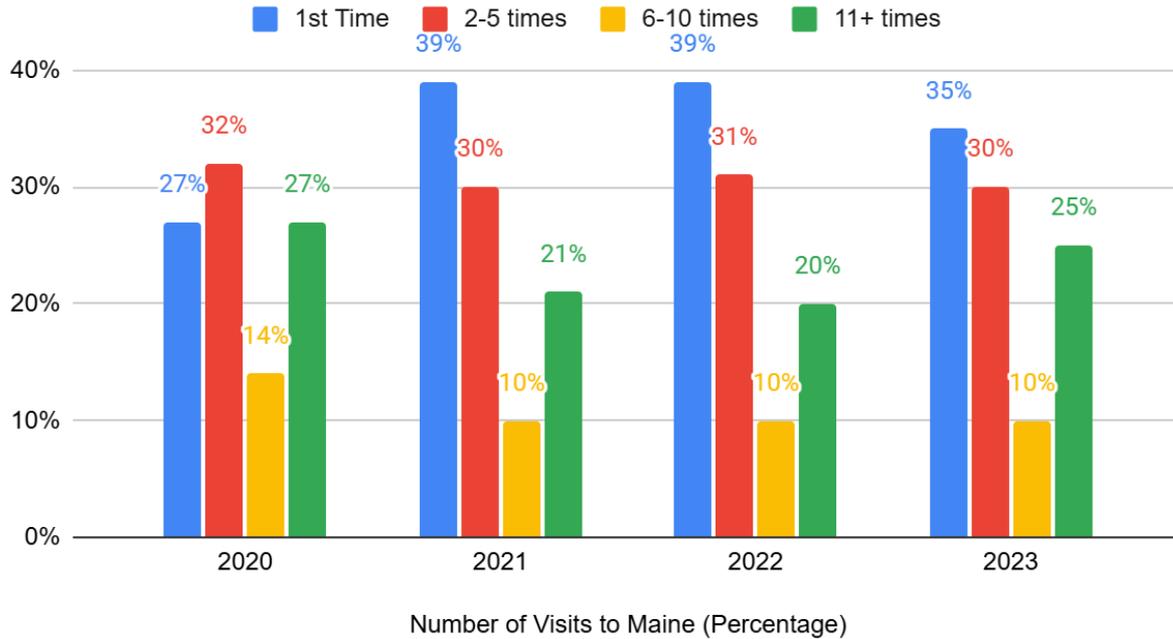
# Number of Visits

## Number of Visits by Percentage (State)



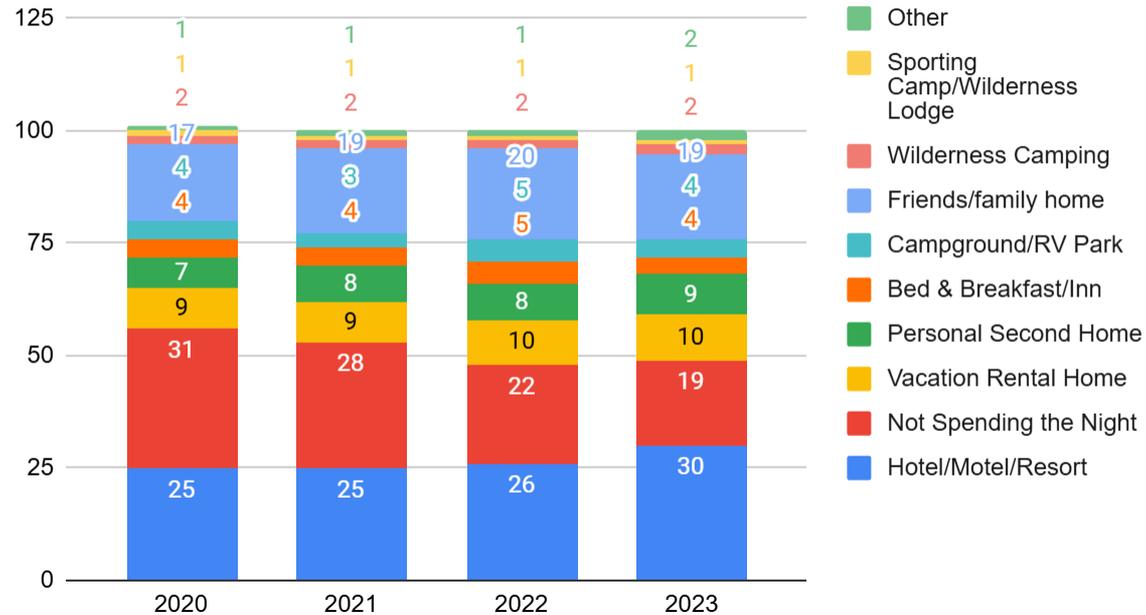
# Number of Visits

Number of Visits by Percentage (Acadia/DownEast Region)



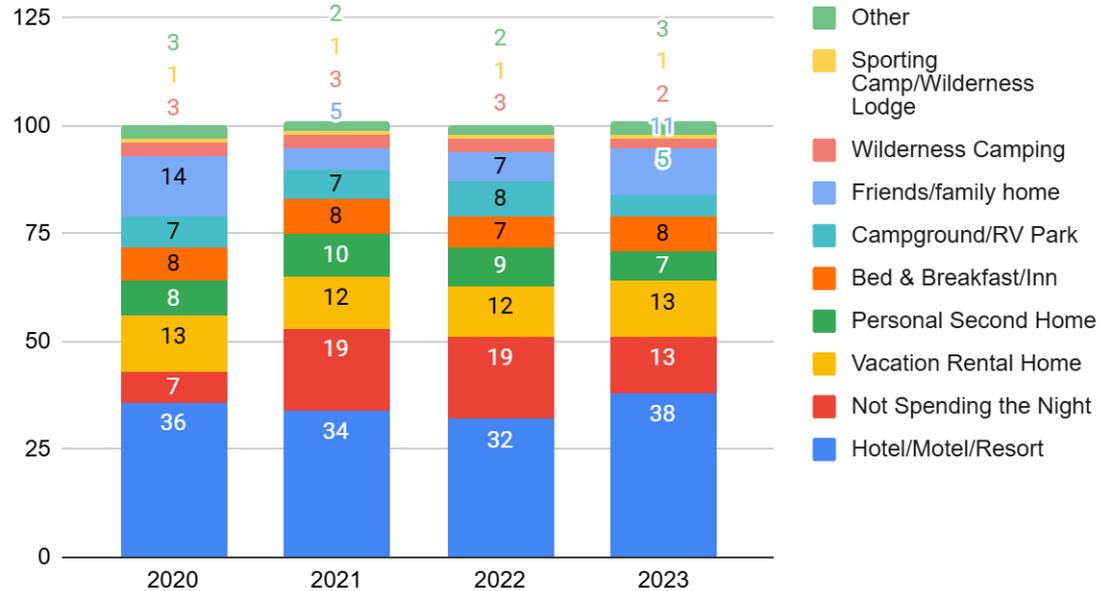
# Accommodations

## Accommodations by Percentage (State)



# Accommodations

Accommodations by Percentage (Acadia/DownEast Region)



# Traveler Trends

- Sustainability and eco-friendly practices
- Personalized guest experiences
- Wellness and health-oriented travel
- Remote work and bleisure travel
- Cultural immersion and authentic local experiences
- Luxury travel (glamping)

