

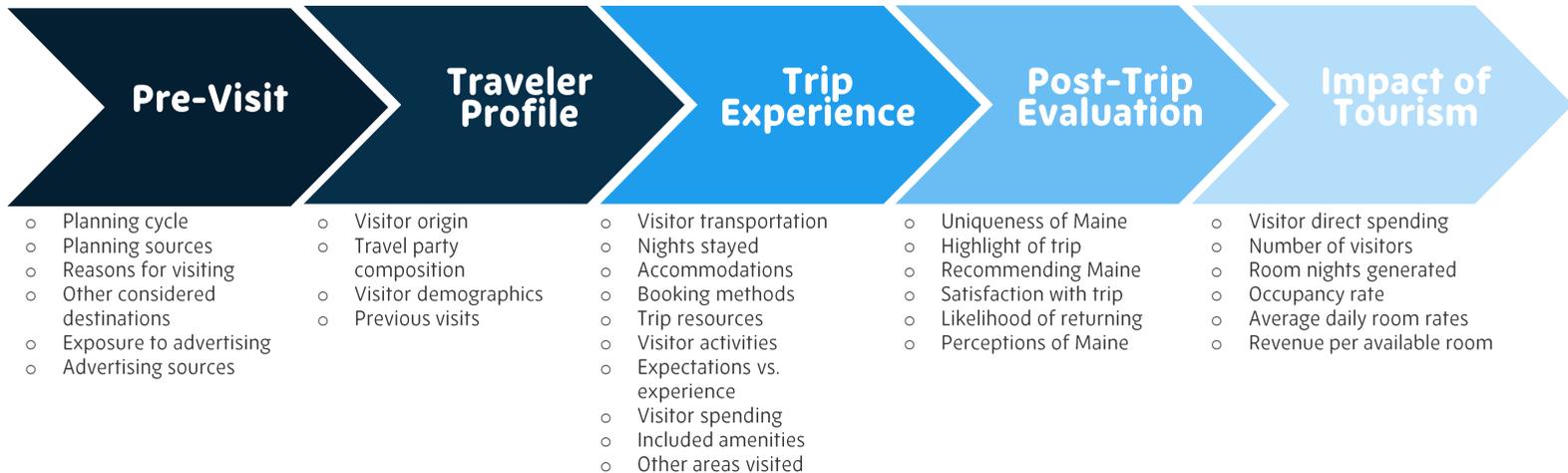
DOWNEAST & ACADIA

2023 Economic Impact & Visitor Tracking Report
DECEMBER 2022 – NOVEMBER 2023



STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2022 to November 2023. 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.



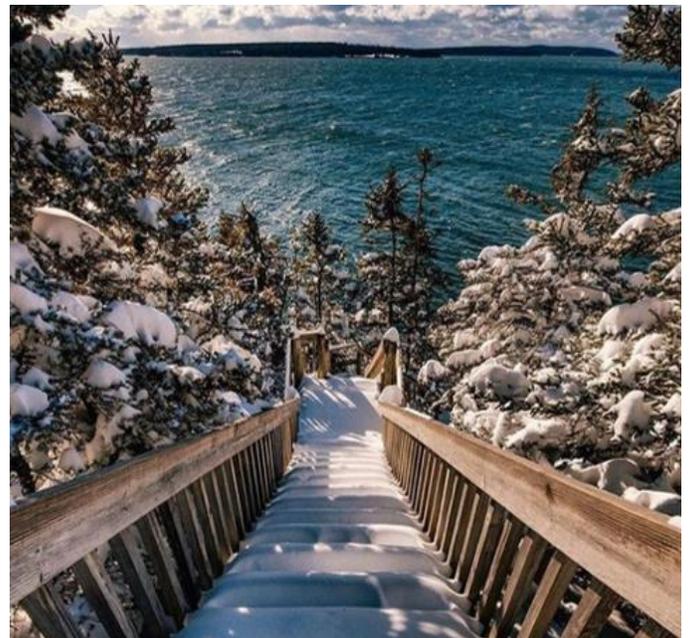
EXECUTIVE SUMMARY



DOWNEAST & ACADIA

Compared to visitors to other regions, visitors to DownEast & Acadia are more likely to:

- » Have a longer trip planning window
- » Visit primarily for sightseeing/touring and nature/bird watching
- » Have a graduate school education
- » Be a first time visitor
- » Fly to Maine
- » Definitely recommend DownEast & Acadia to friends and family
- » Be very satisfied with their trip
- » Say the friendliness of people, being authentic and unique exceeded their expectations
- » Stay in paid accommodations



VISITOR JOURNEY: IMPACT OF TOURISM

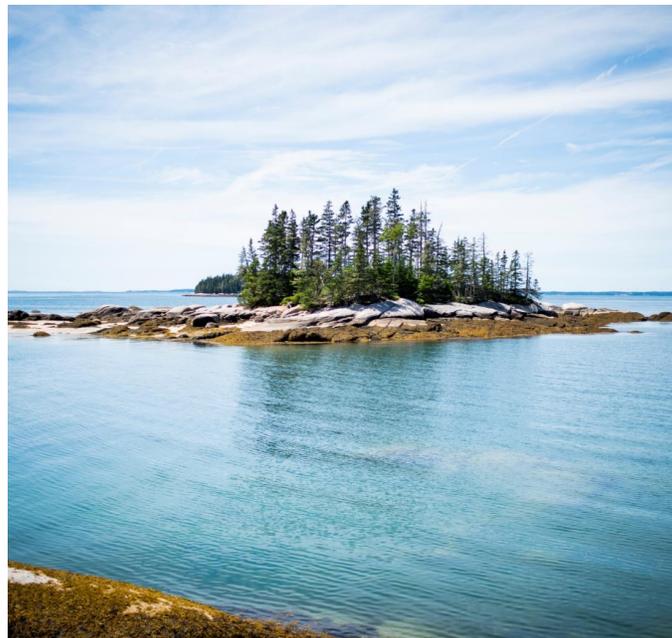


ECONOMIC IMPACT

Visitor spending generated

\$1,756,278,600

in economic impact to DownEast & Acadia's economy, up **12.0%** from 2022



DIRECT SPENDING

Visitors to DownEast & Acadia spent

\$1,210,496,800

throughout the county in 2023 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, up **12.0%** from 2022



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VISITORS

DownEast & Acadia attracted

2,036,300

visitors in 2023, down **2.9%** from 2022



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VISITORS DAYS*

All visitors to DownEast & Acadia spent

10,498,000

days in DownEast & Acadia throughout 2023,
up **7.5%** from 2022



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

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ROOM NIGHTS

Visitors to DownEast & Acadia generated

2,030,600

nights in DownEast & Acadia accommodations
throughout 2023, up **2.5%** from 2022



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JOBS SUPPORTED*

Visitors to DownEast & Acadia supported

15,300

jobs throughout the area in 2023, down
5.0% from 2022



*Changes in jobs supported are largely due to year over year differences in IMPLAN modeling, however, there is a national trend of hotels employing fewer people.

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WAGES GENERATED

Visitors to DownEast & Acadia supported

\$607,948,100

in wages paid to DownEast & Acadia
employees in 2023, up **8.0%** from 2022



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VISITORS & JOBS

Every
133

visitors supports a new job in DownEast & Acadia



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HOUSEHOLD SAVINGS

Visitors to DownEast & Acadia saved local households

\$4,407

in state and local taxes in 2023



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14



LODGING METRICS*

Occupancy Rate

56.3%

- 3.9% from 2022

Average Daily Rate

\$192.31

- 6.5% from 2022

Revenue per Available Room

\$108.26

- 10.2% from 2022

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.
Sources: Key Data & STR.

VISITOR JOURNEY: PRE-VISIT

Pre-Visit

Traveler
Profile

Trip
Experience

Post-Trip
Evaluation

Impact of
Tourism

TRIP PLANNING CYCLE

- » 81% of visitors started planning their trip a month or more in advance of their trip
- » 54% of visitors have a booking window of less than 3 months



TOP TRIP PLANNING SOURCES*



34% Advice from family/friends



33% Online search engines



19% VisitMaine.com



18% Travel guides/brochures



18% TripAdvisor

*Multiple responses permitted.

TOP REASONS FOR VISITING*



52% Sightseeing and touring



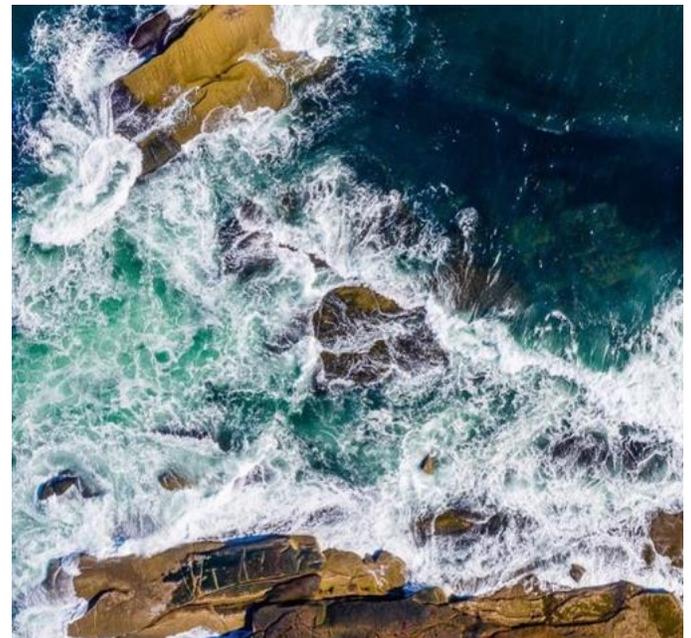
38% Relaxing and unwinding



37% Nature and bird watching

CONSIDERING MAINE AS A DESTINATION

- » Nearly **3 in 5** visitors considered visiting **ONLY** Maine while planning their trips (-3% points from 2022)
- » **1 in 5** visitors considered visiting Massachusetts while planning their trips



TV SHOWS & FILM*

- » 6% of visitors said a TV show or film inspired their trip to Maine
- » 44% of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit



*Questions were not asked until January 2023.

PRE-TRIP RECALL OF ADVERTISING

- » Over 1 in 3 visitors recalled advertising or promotions for Maine prior to their trip (-1% point from 2022)
- » This information influenced 17% of all visitors to visit Maine (-3% points from 2022)



TOP SOURCES OF ADVERTISING RECALL*

Base: 34% of visitors who recalled advertising



38% Social media

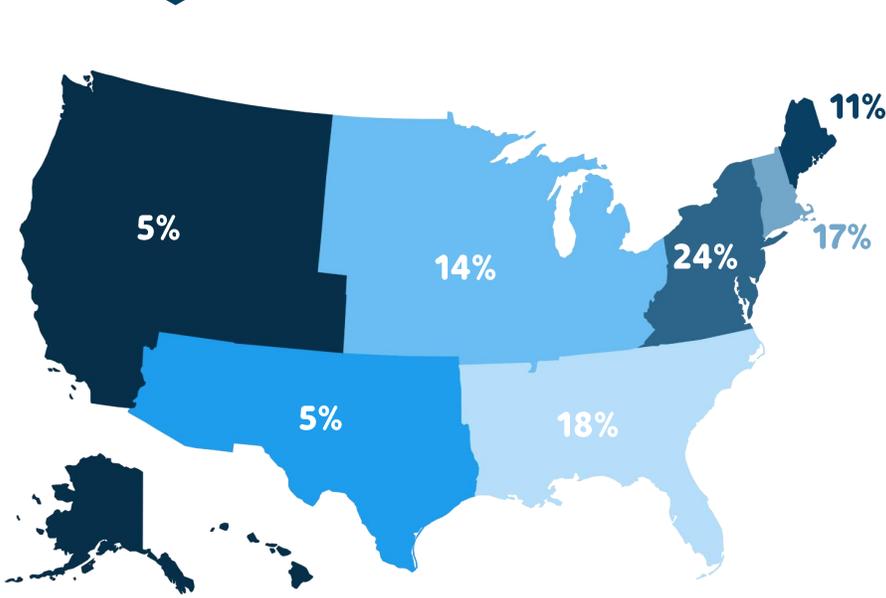


38% Internet

VISITOR JOURNEY: TRAVELER PROFILE



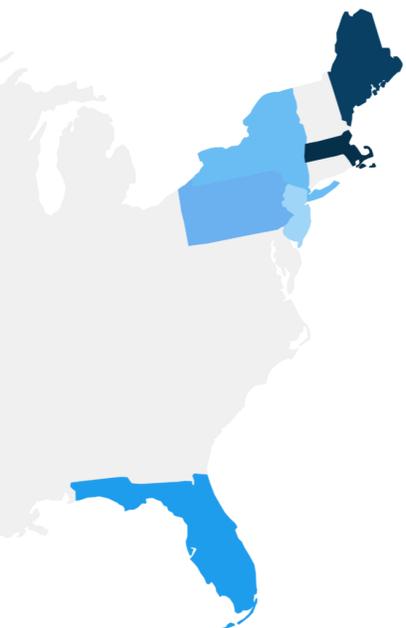
REGIONS OF ORIGIN



3% of visitors came from outside of the United States and Canada.

3% of visitors came from Canada.

TOP ORIGIN STATES & PROVINCES



46%

of visitors traveled from 6 U.S. states, including from other regions of Maine.

- 11 % Maine
- 9 % Massachusetts
- 8 % Florida
- 7 % New York
- 6 % Pennsylvania
- 5 % New Jersey

TOP ORIGIN MARKETS



8% New York City¹



5% Boston



4% Philadelphia



4% Washington, DC/
Baltimore²

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

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

TRAVEL PARTIES

The typical Maine visitor traveled with **3.1** people in their visitor party



16% visitors traveled with at least one person under the age of 18 in their travel party



VISITOR PROFILE

- » The typical Maine visitor:
 - » Is 51 years old¹
 - » Is white – 89%
 - » Is a college graduate – 81%
 - » Is married/in a domestic partnership – 79%
 - » Is employed full-time – 56%
 - » Has an annual household income² of \$110,400



¹Median age.
²Median household income.

NEW & RETURNING VISITORS

- » 35% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 25% had previously traveled in Maine more than 10 times



VISITOR JOURNEY : TRIP EXPERIENCE



TRANSPORTATION

- » Maine is a drive-market for most visitors, with **68%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Bangor International Airport or Boston Logan International Airport



NIGHTS STAYED

- » 87% of visitors stayed one or more nights in Maine on their trip (+6% points from 2022)
- » Typical visitors stayed 5.0* nights in Maine on their trips



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

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TOP ACCOMMODATIONS



38% Hotel/motel/resort



13% Did not stay overnight



13% Vacation rental home



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TOP IN-MARKET VISITOR RESOURCES*



42% Navigation website/apps
(i.e., Google or Apple Maps, etc.)



27% Visitor information center

TOP VISITOR ACTIVITIES*



69% Touring/sightseeing



65% Food/beverage/culinary

VISITING OTHER STATES & PROVINCES

- » Nearly **3 in 5** visitors did not visit any other U.S. state or Canadian province during their trip
- » **1 in 4** visitors went to Massachusetts during their trip to Maine



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TRAVELING WITHIN MAINE

- » Nearly **2 in 5** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (+13% points from 2022)



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VISITOR JOURNEY : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **96%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **86%** would definitely recommend (+7% points from 2022)



LIKELIHOOD OF RETURNING TO MAINE

- » 94% of visitors will return to Maine for a future visit or vacation
- » 76% of visitors were highly satisfied with their trip in Maine and will “definitely return” in the future



SATISFACTION

- » 97% of visitors were satisfied with their trip to Maine
- » Over 4 in 5 visitors were very satisfied with their trip to Maine (+9% points from 2022)



OVERCROWDING

- » 45% of visitors thought the number of visitors during their trip to Maine was fine
- » 22% of visitors though it was a little overcrowded



DETAILED FINDINGS



VISITOR JOURNEY: IMPACT OF TOURISM



KEY PERFORMANCE INDICATORS

Economic Impact	2021	2022	2023	Δ% from '22
Number of Visitors	2,076,700	2,097,800	2,036,300	- 2.9%
Visitor Days*	N/A	9,766,500	10,498,000	+ 7.5%
Room nights generated	1,560,700	1,980,400	2,030,600	+ 2.5%
Direct expenditures	\$1,052,960,800	\$1,080,655,600	\$1,210,496,800	+ 12.0%
Total economic impact	\$1,529,974,800	\$1,568,198,500	\$1,756,278,600	+ 12.0%

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

EMPLOYMENT IMPACTS

DownEast & Acadia Jobs	2021	2022	2023	Δ% from '22
Jobs supported (direct)	12,700	12,400	12,000	- 3.2%
Total jobs supported	16,400	16,100	15,300	- 5.0%*

DownEast & Acadia Wages	2021	2022	2023	Δ% from '22
Wages paid (direct)	\$413,755,200	\$427,967,000	\$460,335,600	+ 7.6%
Total wages paid	\$544,821,600	\$562,668,500	\$607,948,100	+ 8.0%

*Changes in jobs supported are largely due to year over year differences in IMPLAN modeling, however, there is a national trend of hotels employing fewer people.

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RETURN ON INVESTMENT

Return on Investment	2021	2022	2023
Visitors per job supported	127	130	133
State & local taxes supported	\$133,087,700	\$133,523,700	\$168,560,200
Tax savings per household	\$3,554	\$3,574	\$4,407

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LODGING METRICS*

Lodging Metrics	2021	2022	2023	Δ% from '22
Occupancy Rate (%)	50.6%	58.6%	56.3%	- 3.9%
Average Daily Rate	\$197.67	\$205.64	\$192.31	- 6.5%
RevPAR	\$100.02	\$120.51	\$108.26	- 10.2%
Total Lodging Revenue**	\$330,669,600	\$353,189,600	\$355,873,700	+ 0.8%

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.
Sources: Key Data & STR.
More units available in 2023.

**Source: State of Maine Revenue Services.

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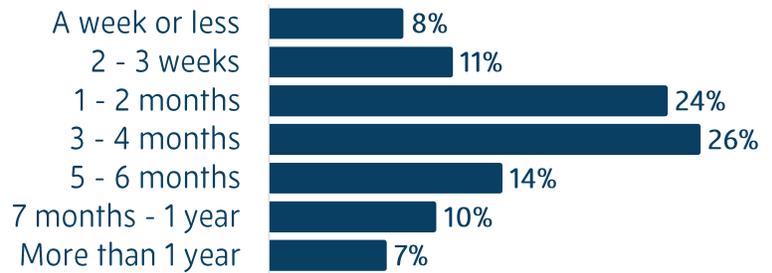
VISITOR JOURNEY: PRE-VISIT



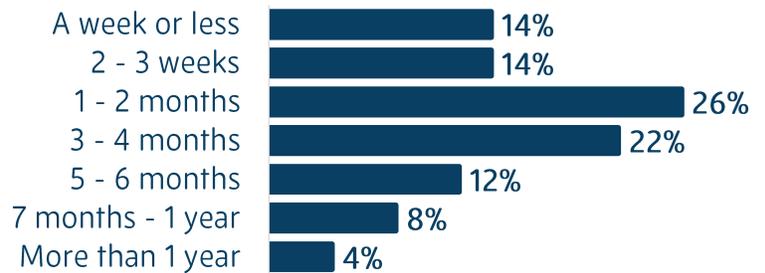
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **68 days** in advance (+1 days from 2022)
- » **81%** of visitors started planning their trip a month or more in advance of their trip
- » Like last year, typical visitors booked their accommodations **55 days** in advance
- » **54%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

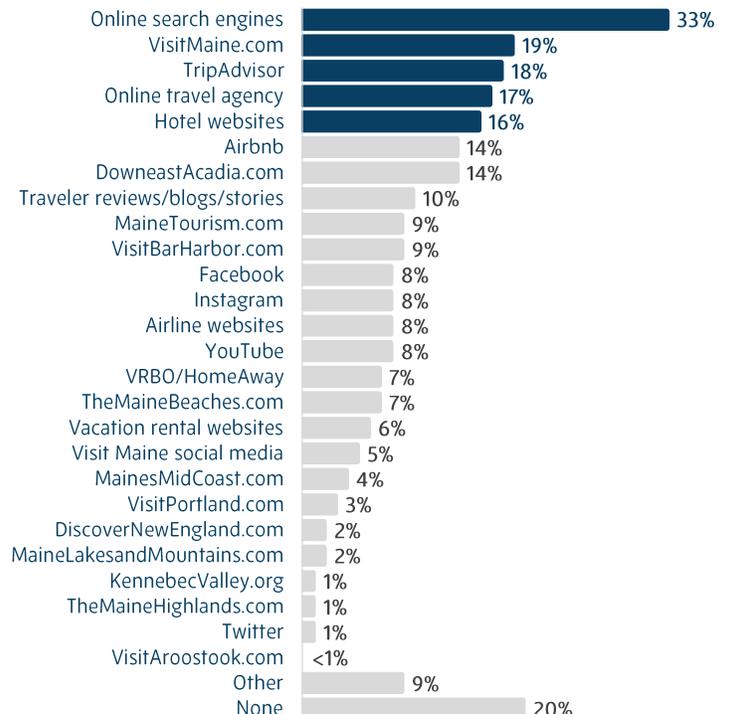


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

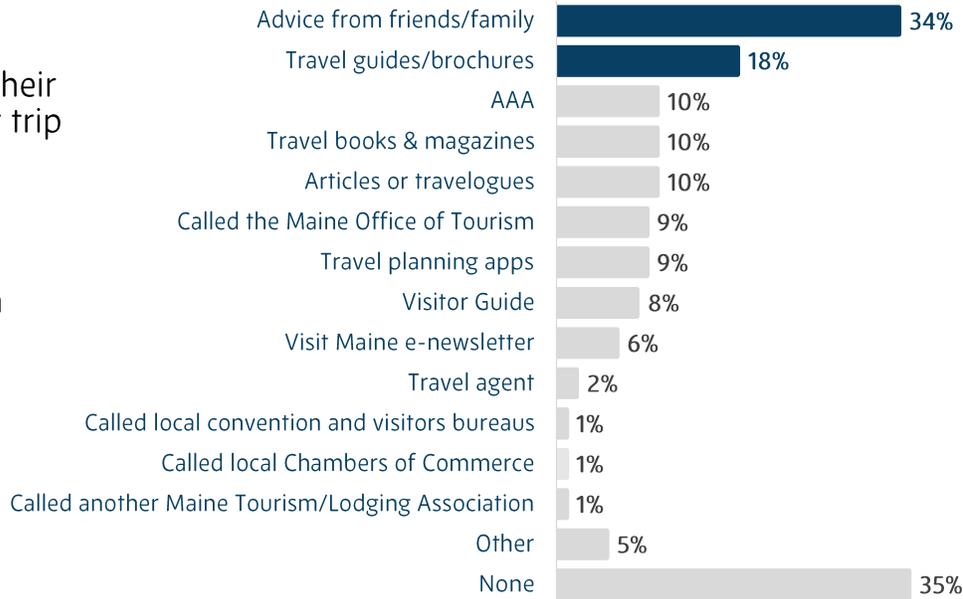
- » **4 in 5** visitors used one or more online resources to help them plan their trip in Maine
- » **1 in 3** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » Nearly **1 in 5** visitors used VisitMaine.com (-2% points from 2022) or TripAdvisor
- » Like last year, over **1 in 6** visitors used an online travel agency or a hotel website



*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

- » Over **1 in 3** visitors relied on advice from their friends and family to help them plan their trip in Maine
- » Nearly **1 in 5** visitors used travel guides/brochures to help plan their trip in Maine
- » **35%** of visitors did not use any other resources to help them plan their trip in Maine



REASONS FOR VISITING*

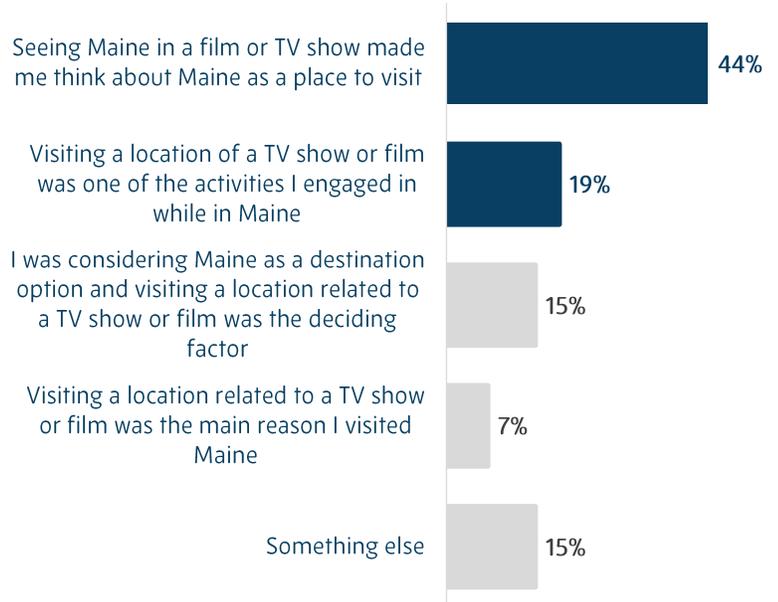
- » Over **half** of visitors came to Maine for sightseeing/touring
- » Nearly **2 in 5** visitors came to Maine to relax & unwind
- » Another nearly **2 in 5** visitors came to Maine for nature & bird watching



TV SHOWS & FILM*

- » **6%** of visitors said a TV show or film inspired their trip to Maine
- » **44%** of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit
- » **4%** of visitors who were NOT inspired by a TV show or film to visit Maine said they visited the location of a TV show or film while in Maine

Base: 6% of visitors who were inspired by a TV show or film



*Questions were not asked until January 2023.

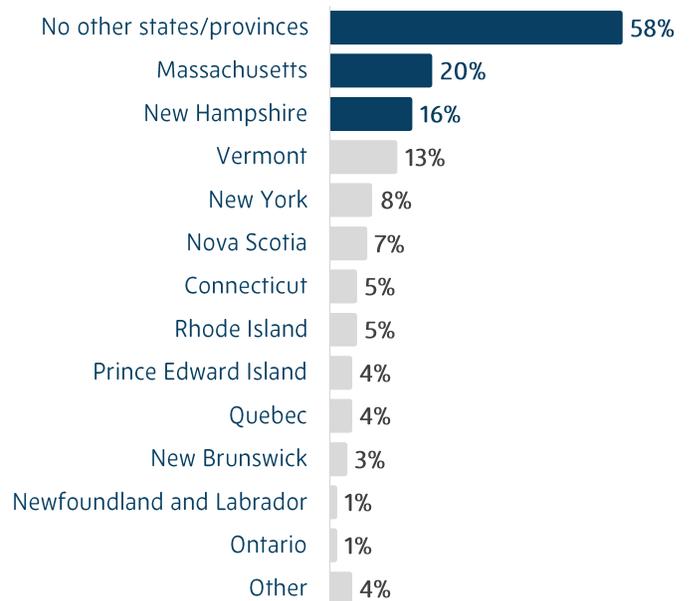


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OTHER STATES & PROVINCES CONSIDERED*

- » Nearly **3 in 5** visitors considered visiting **ONLY** Maine while planning their trips (-3% points from 2022)
- » **1 in 5** visitors considered visiting Massachusetts while planning their trips
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



*Multiple responses permitted.



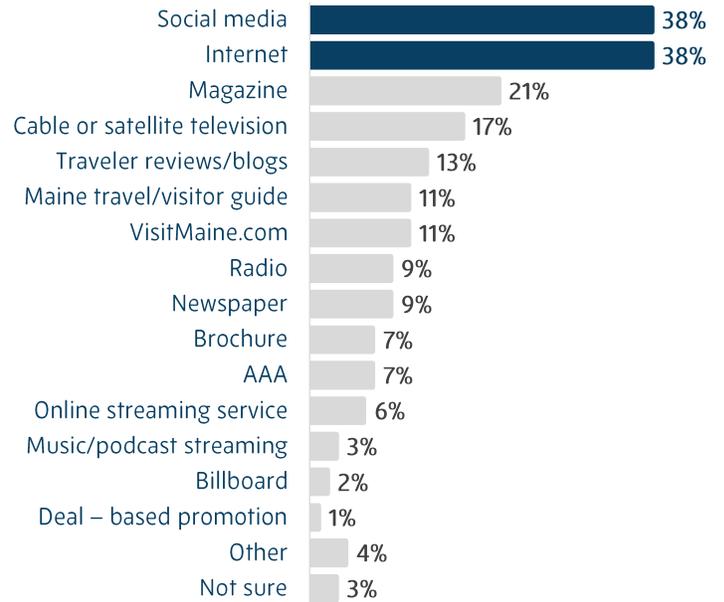
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PRE-TRIP RECALL OF ADVERTISING*

- » Over 1 in 3 visitors recalled advertising or promotions for Maine prior to their trip (-1% point from 2022)
- » Visitors who recalled this advertising primarily saw it on **social media** (+5% points from 2022) or the **internet**
- » This information influenced **17%** of all visitors to visit Maine (-3% points from 2022)

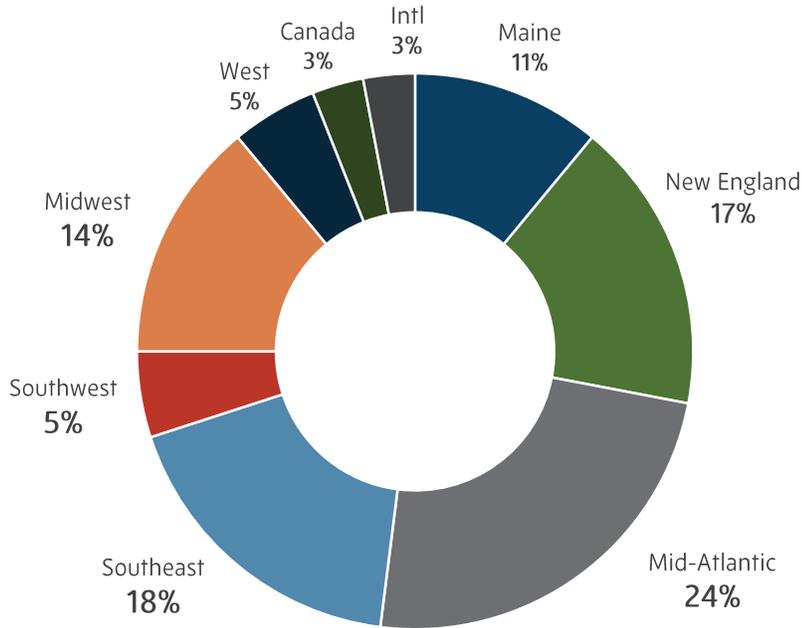
Base: 34% of visitors who noticed advertising



VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



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TOP ORIGIN STATES & PROVINCES

- » **76%** of visitors traveled to/within Maine from **17** U.S. states
- » **9%** of visitors were traveling from Massachusetts

State	Percent
Maine	11%
Massachusetts	9%
Florida	8%
New York	7%
Pennsylvania	6%
New Jersey	5%
New Hampshire	4%
Texas	4%
Connecticut	3%
Georgia	3%
Ohio	3%
Virginia	3%
Illinois	2%
Indiana	2%
Maryland	2%
North Carolina	2%
Tennessee	2%

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TOP ORIGIN MARKETS

- » 29% of visitors traveled from 8 U.S. markets
- » 13% of visitors traveled to Maine from **New York City** or **Boston**

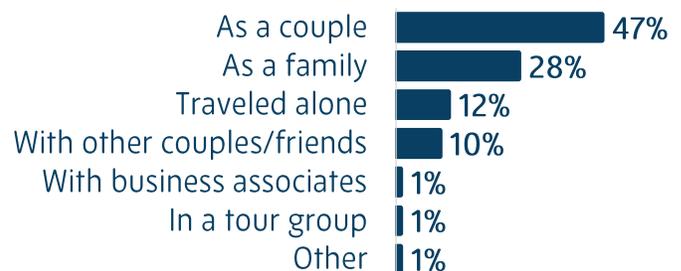
Market	Percent
New York City ¹	8%
Boston	5%
Philadelphia	4%
Washington DC - Baltimore ²	4%
Bangor	2%
Atlanta	2%
Chicago	2%
Portland	2%

¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.
²Includes some markets in Maryland, Virginia, and West Virginia.

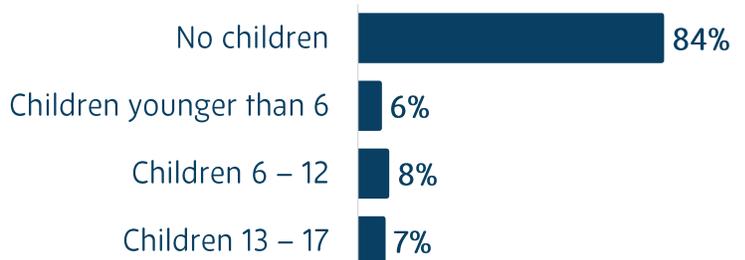
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of 3.1 people
- » Nearly **half** of visitors traveled as a couple
- » Nearly **3 in 10** visitors traveled as a family
- » **16%** of visitors traveled with one or more children in their travel party

Travel Party Composition



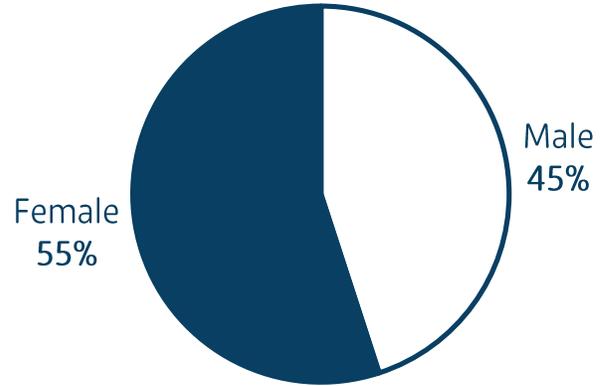
Children in Travel Party*



*Multiple responses permitted.

GENDER

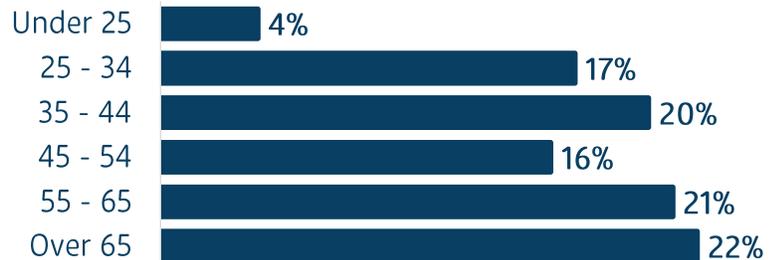
» Over **half** of visitors to Maine interviewed were females*



*Gender of member of the travel party who was interviewed. May be influenced by visitors' willingness to complete a survey.

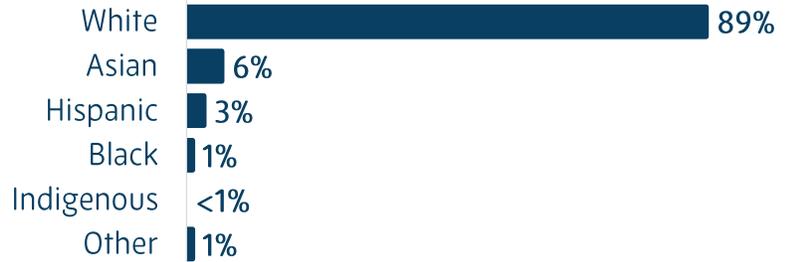
AGE

» The average age of visitors to Maine is 51 years old



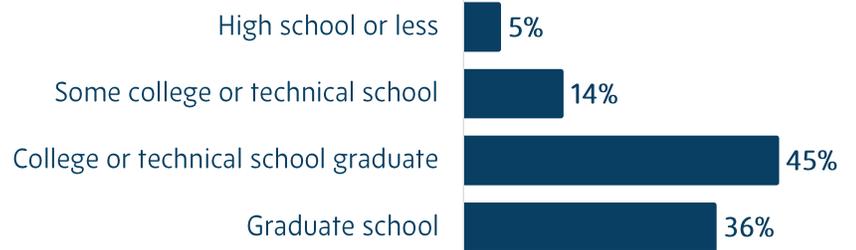
RACE & ETHNICITY

» Nearly 9 in 10 visitors to Maine were white



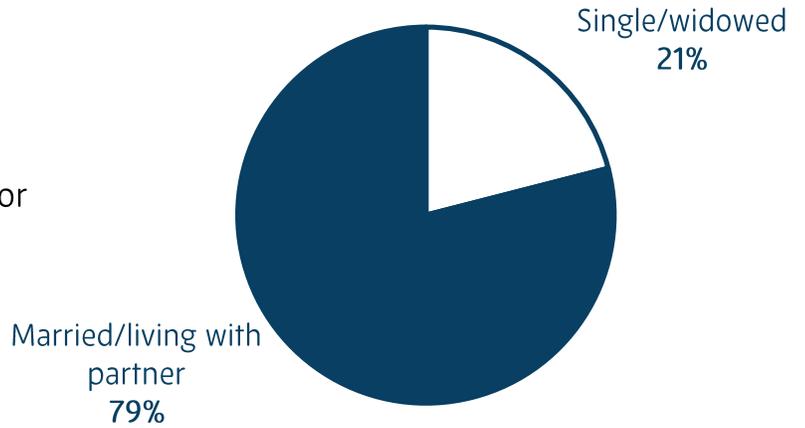
EDUCATIONAL ATTAINMENT

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



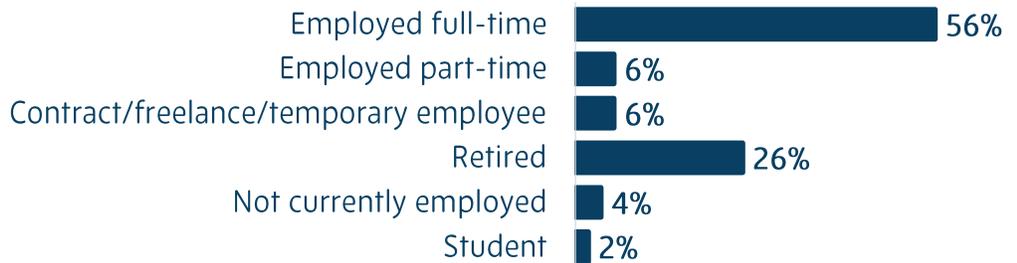
MARITAL STATUS

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



EMPLOYMENT STATUS

» Nearly 7 in 10 of visitors to Maine were employed, most full-time



HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$110,400** per year
- » **31%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

- » **35%** of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as **25%** had previously traveled in Maine more than 10 times

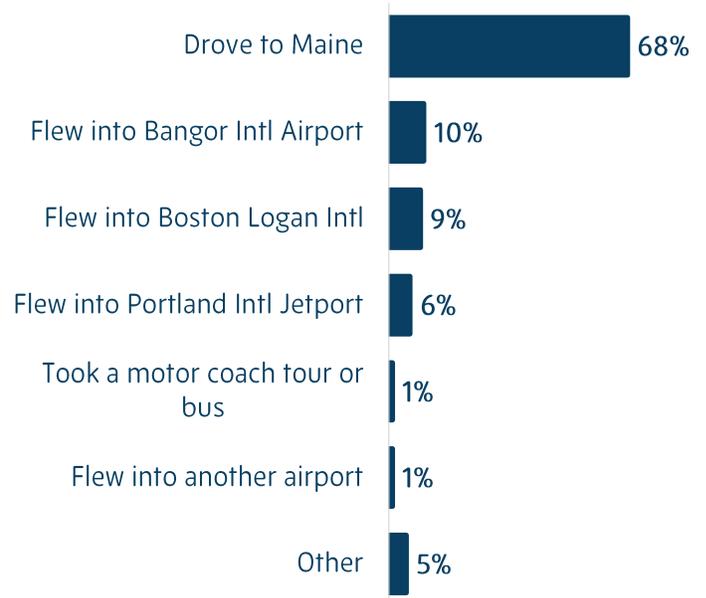


VISITOR JOURNEY: TRIP EXPERIENCE



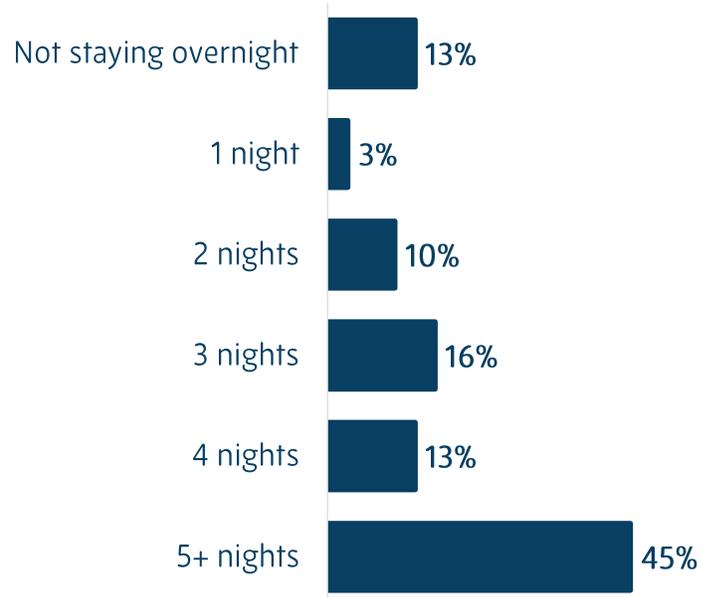
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **68%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Bangor International Airport or Boston Logan International Airport



NIGHTS STAYED

- » **87%** of visitors stayed one or more nights in Maine on their trip (+6% points from 2022)
- » Typical visitors stayed **5.0*** nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed **4.8** nights in Maine on their trips



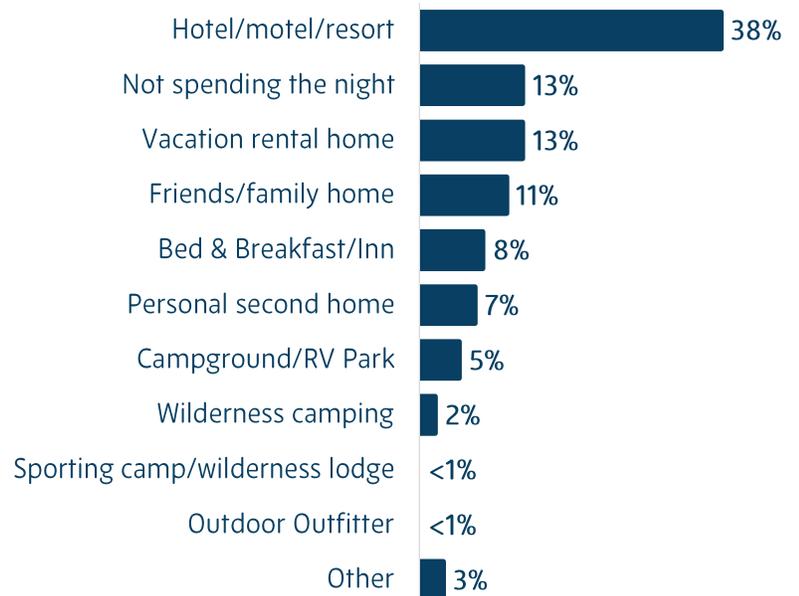
*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

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ACCOMMODATIONS

- » Nearly **2 in 5** visitors stayed overnight at a hotel/motel/resort

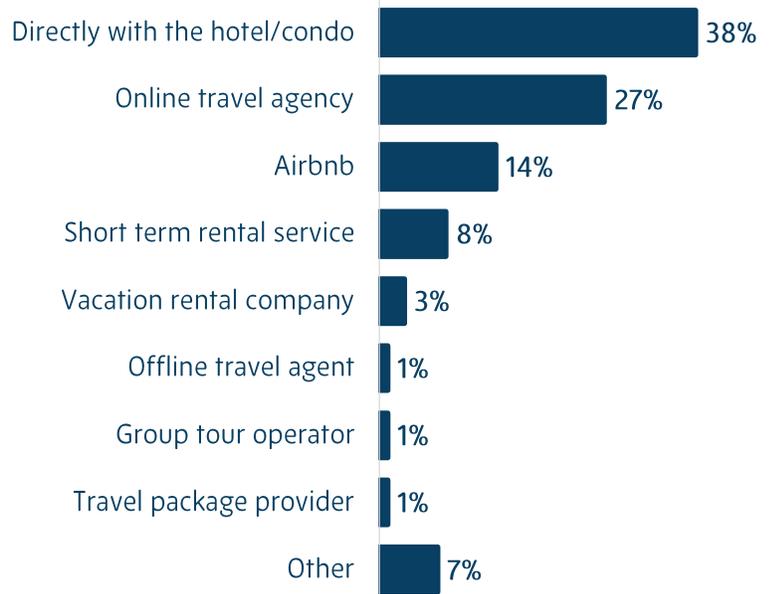


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BOOKING METHODS

» Nearly 2 in 5 visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo

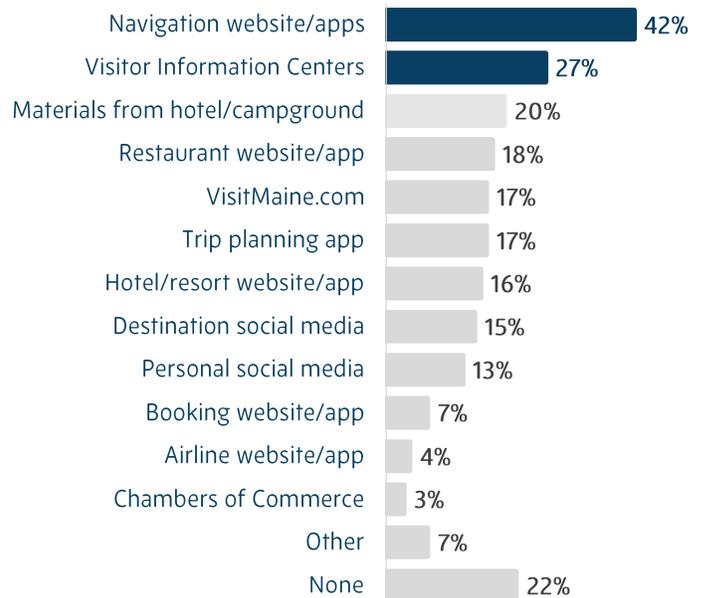


IN-MARKET VISITOR RESOURCES*

» Visitors were most likely to rely on navigation websites/apps (i.e., Google or Apple Maps, etc.) to plan activities in-market

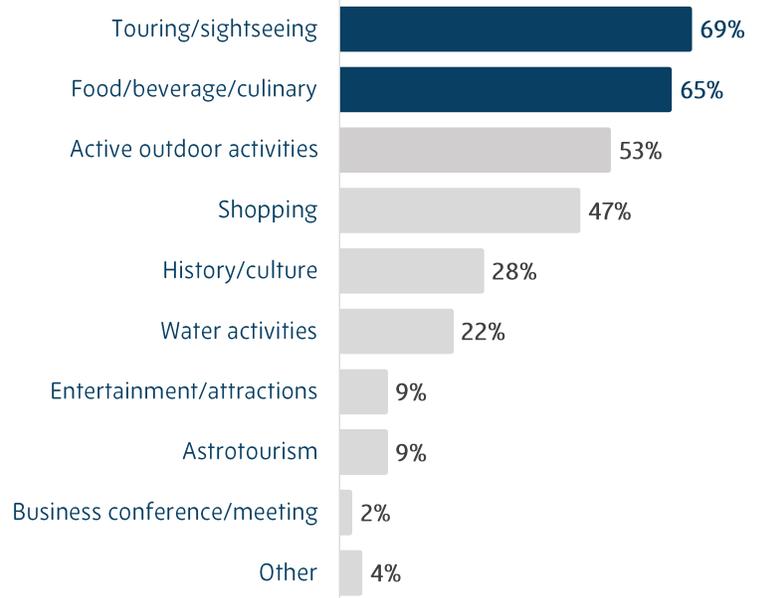
» Over 1 in 4 visitors used Visitor Information Centers

» Over 1 in 5 visitors did not use any resources to plan activities while they were in-market

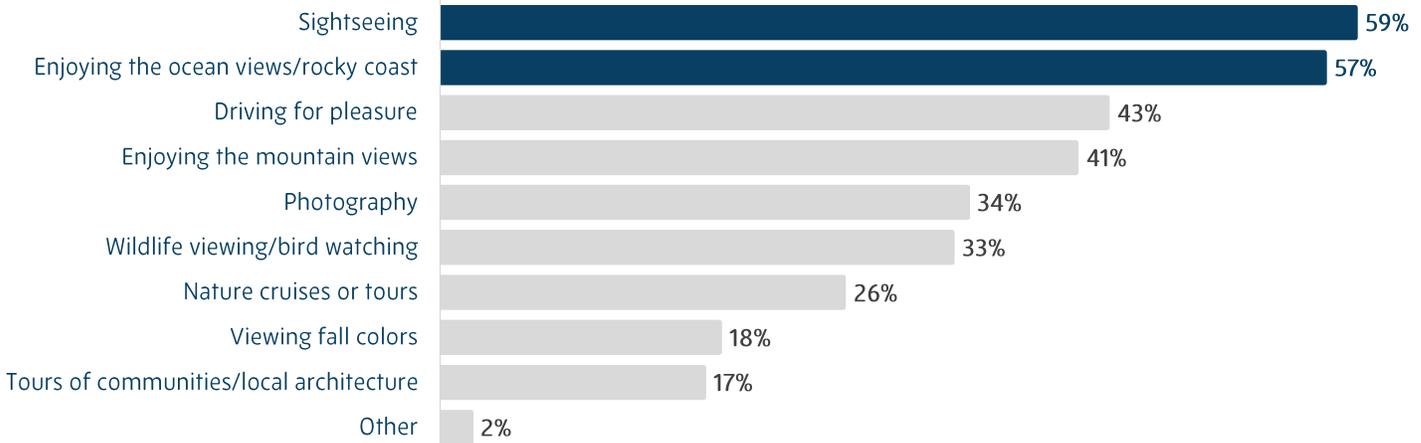


VISITOR ACTIVITIES*

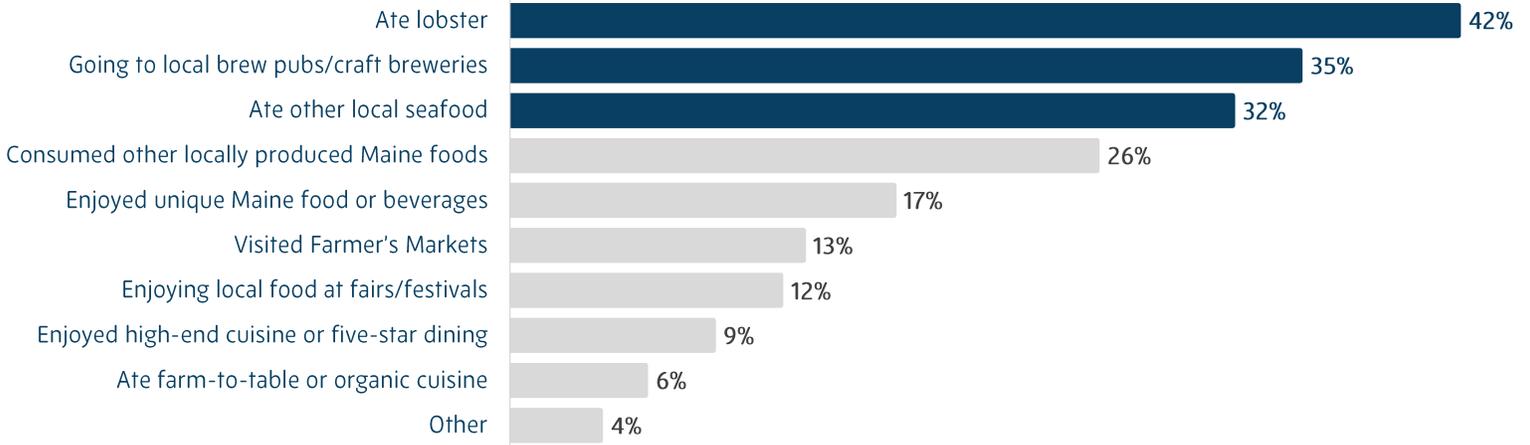
- » Nearly 7 in 10 visitors went touring/sightseeing during their trip to Maine
- » Nearly 2 in 3 visitors enjoyed food/beverage/culinary activities during their trip to Maine



TOURING & SIGHTSEEING ACTIVITIES*

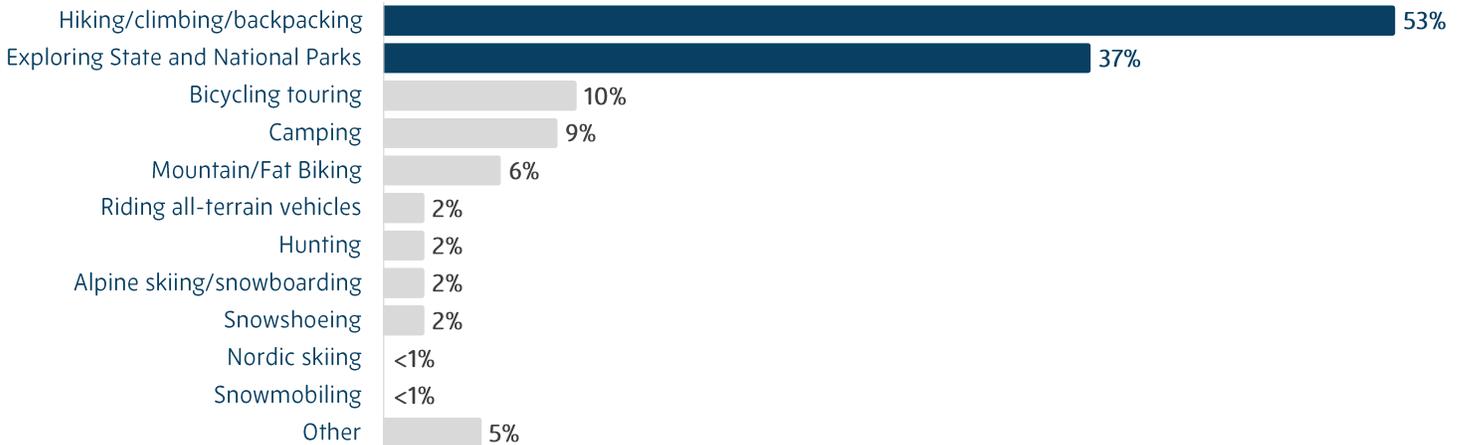


FOOD & BEVERAGE ACTIVITIES*



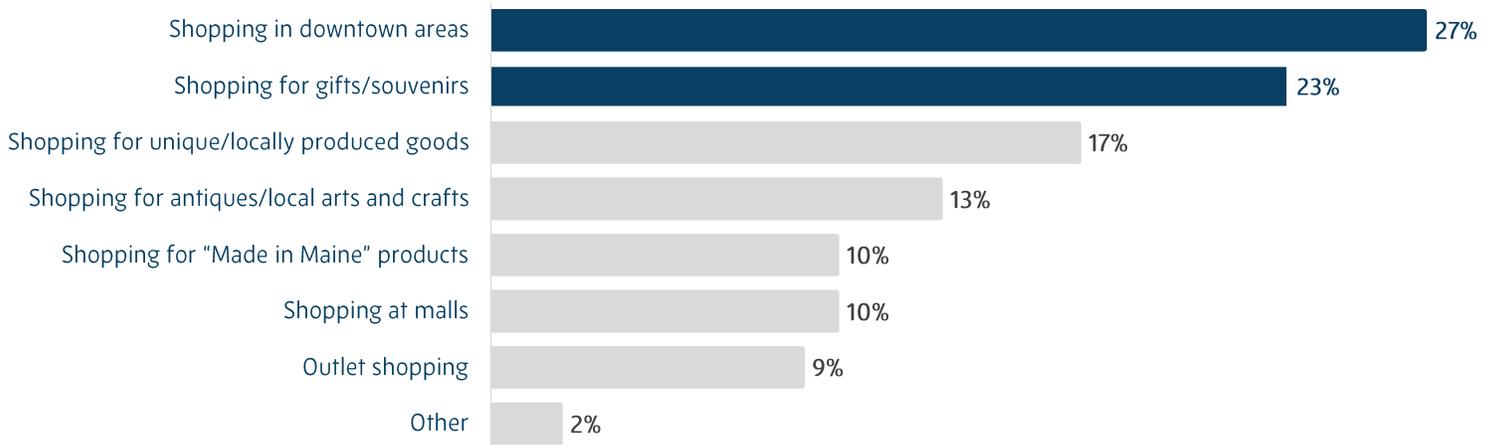
*Multiple responses permitted.

ACTIVE OUTDOOR ACTIVITIES*

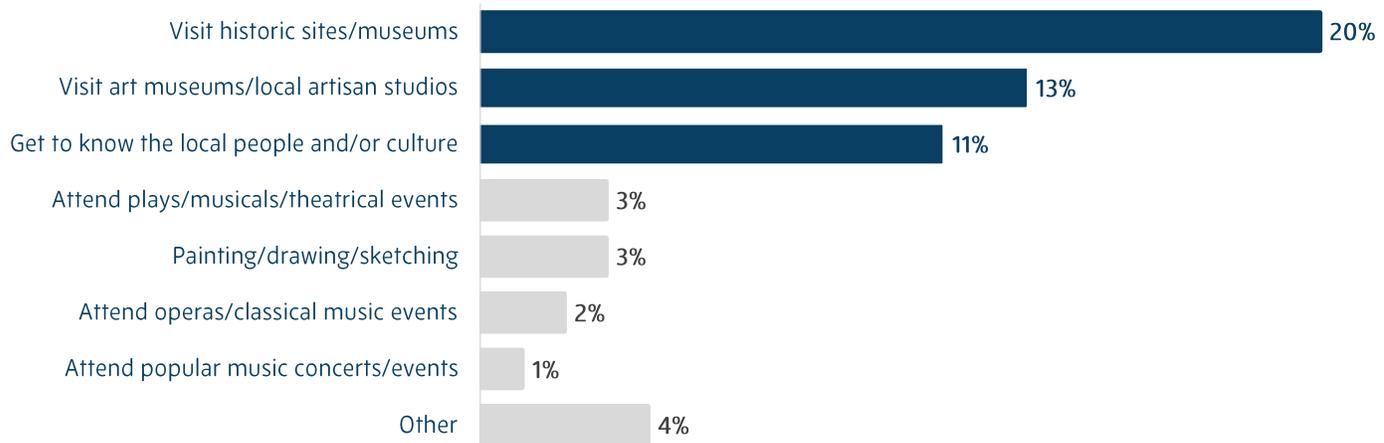


*Multiple responses permitted.

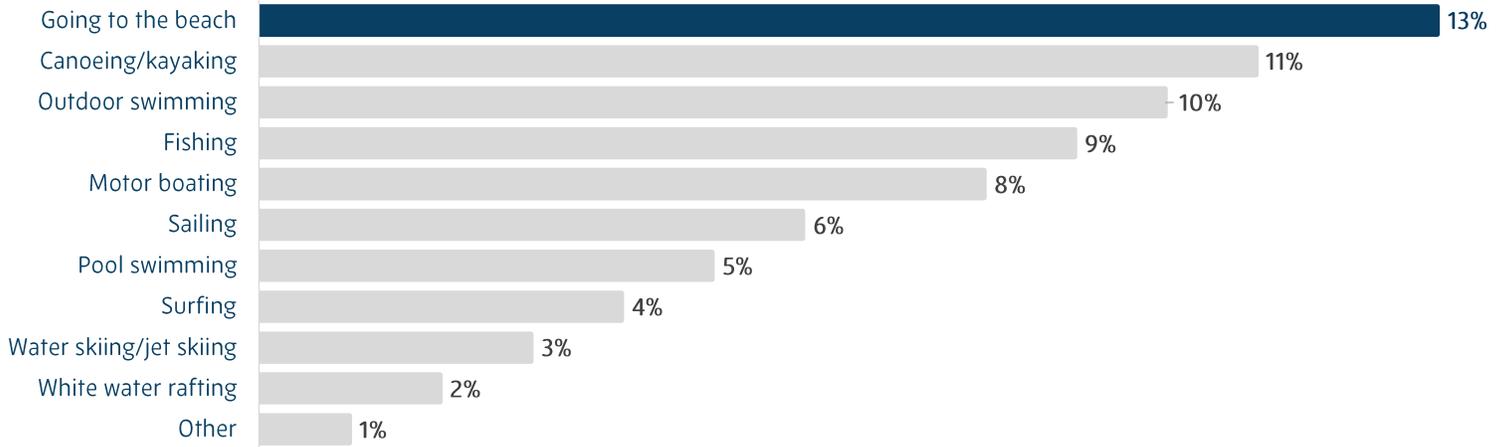
SHOPPING ACTIVITIES*



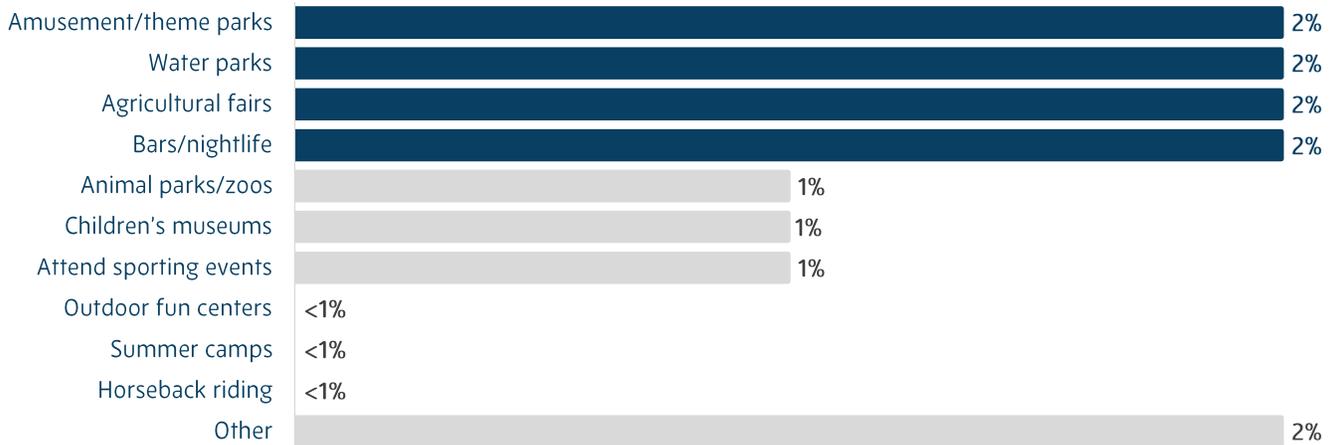
HISTORICAL & CULTURAL ACTIVITIES*



WATER ACTIVITIES*



ENTERTAINMENT ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

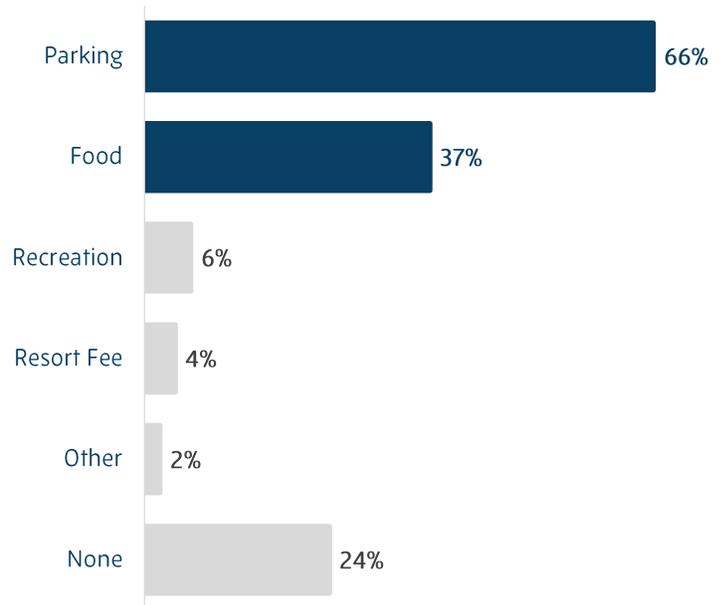
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$246	\$0	\$0
Transportation	\$72	\$64	\$58
Groceries	\$32	\$47	\$17
Restaurants	\$118	\$85	\$55
Shopping	\$89	\$83	\$73
Activities & Attractions	\$77	\$54	\$22
Other	\$27	\$13	\$25
Daily Spending	\$661	\$346	\$250

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$1,174	\$0	\$0
Transportation	\$344	\$570	\$58
Groceries	\$153	\$418	\$17
Restaurants	\$563	\$757	\$55
Shopping	\$425	\$739	\$73
Activities & Attractions	\$368	\$481	\$22
Other	\$129	\$116	\$25
Total Spending	\$3,156	\$3,081	\$250

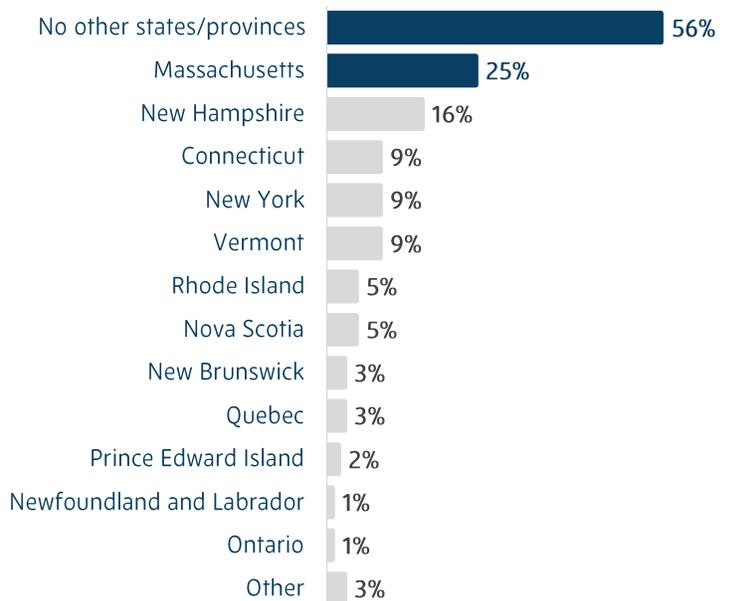
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for over **3 in 4** visitors
- » Price for accommodations included parking for **2 in 3** visitors
- » Food was included in accommodations' pricing for **37%** of visitors



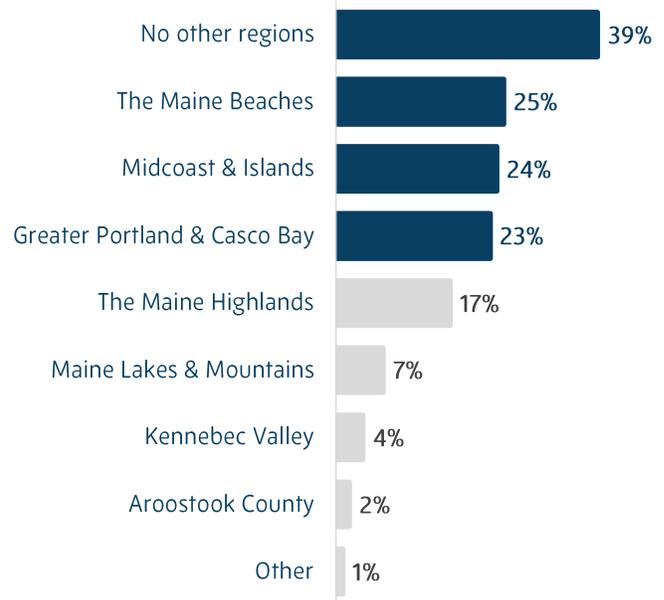
OTHER STATES & PROVINCES VISITED*

- » **56%** of visitors did not visit any other U.S. state or Canadian province during their trip
- » **1 in 4** visitors went to Massachusetts during their trip to Maine
- » 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*

- » Nearly **2 in 5** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (+13% points from 2022)
- » Around **1 in 4** visitors visited The Maine Beaches, Midcoast & Islands, or Greater Portland & Casco Bay in addition to their primary destination within Maine



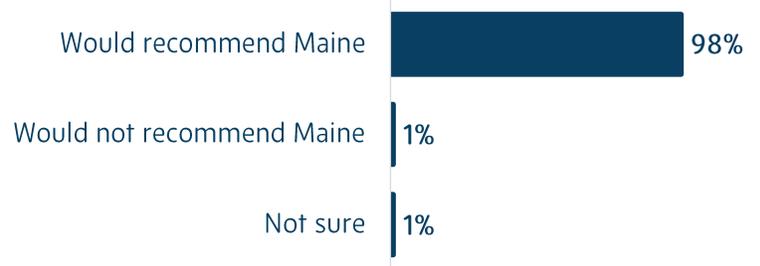
VISITOR JOURNEY: POST-TRIP EVALUATION



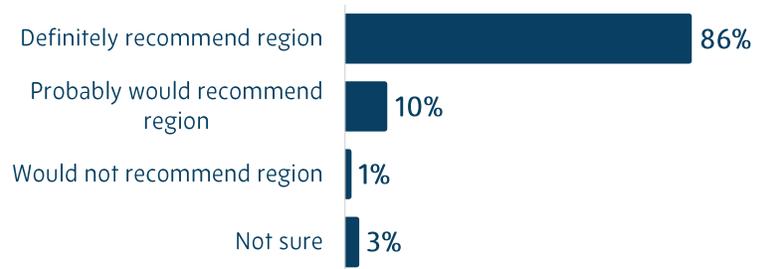
RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **96%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **86%** would definitely recommend (+7% points from 2022)

Likelihood of Recommending Maine

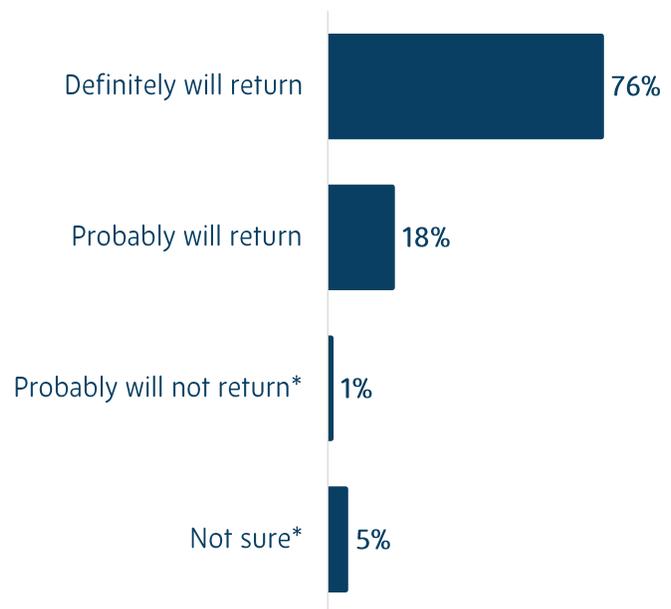


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

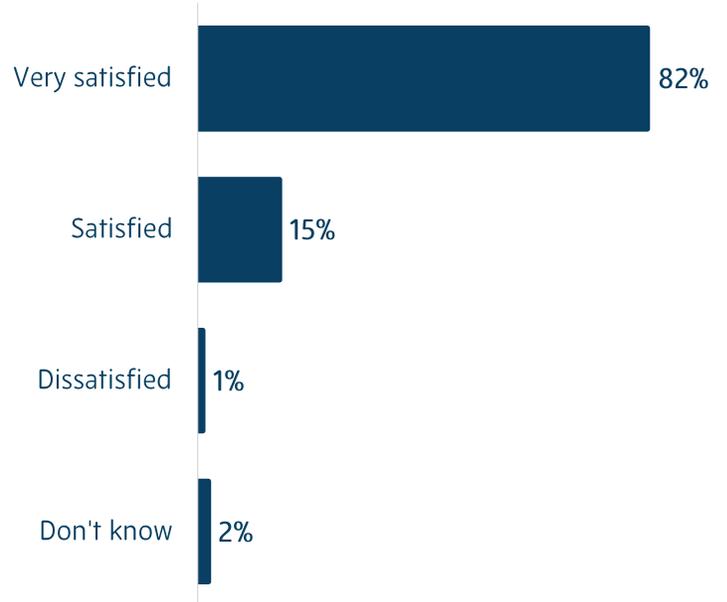
- » **94%** of visitors will return to Maine for a future visit or vacation



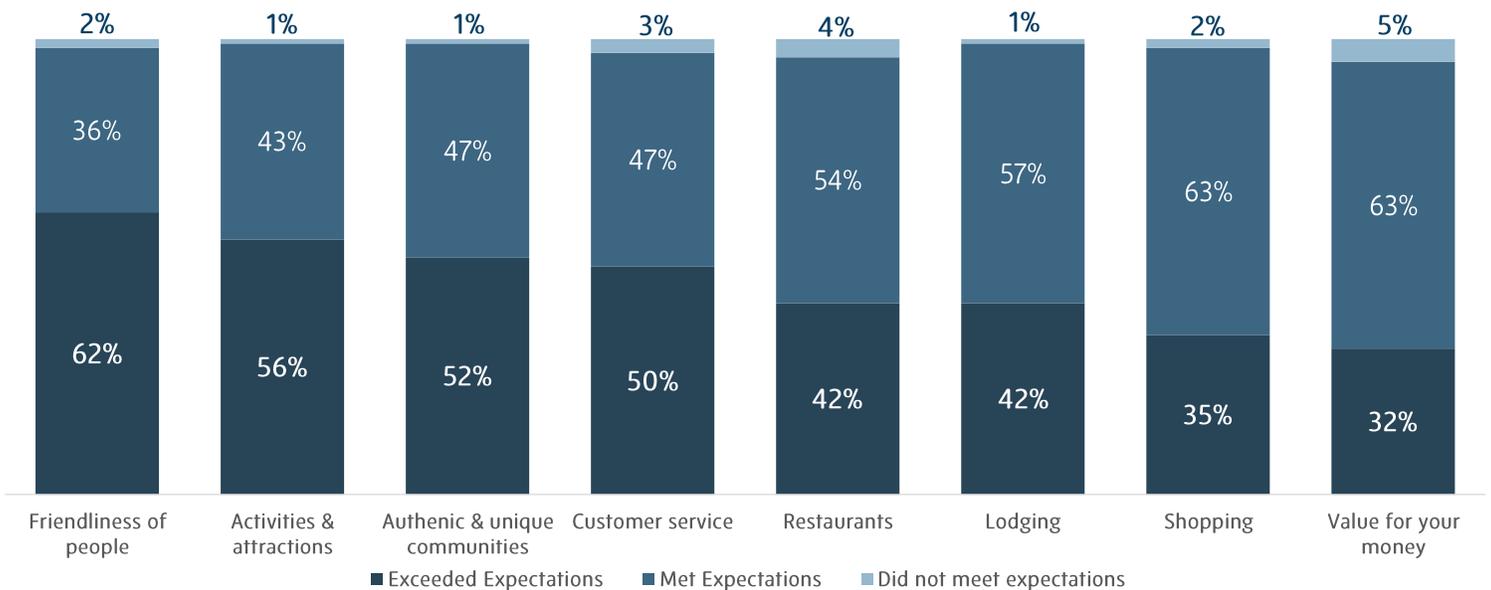
*6% of all visitors are not sure or will probably not return to Maine for the following reasons:
1. Prefer a variety of destinations 2. Once is enough to do and see everything 3. Traffic/difficult drive 4. Too expensive for what you get.

SATISFACTION

- » 97% of visitors were satisfied with their trip to Maine
- » 82% of visitors were very satisfied with their trip to Maine (+9% points from 2022)

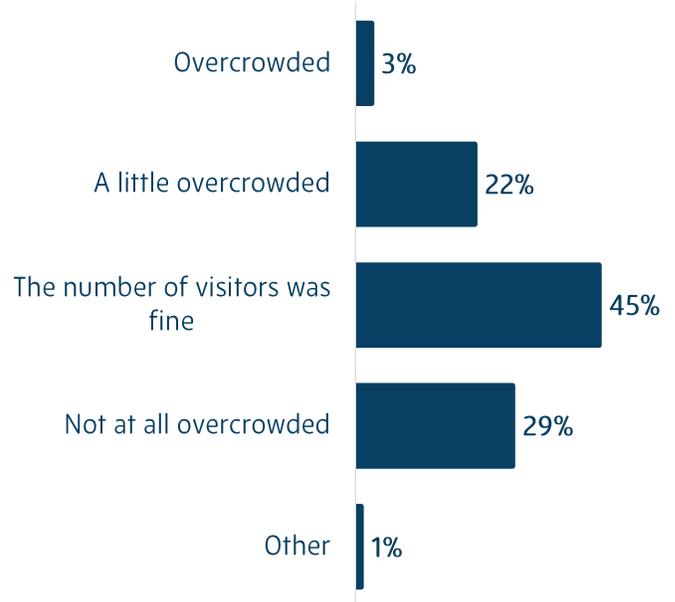


TRIP RATINGS



OVERCROWDING

- » 45% of visitors thought the number of visitors during their trip to Maine was fine
- » 29% of visitors though it was not at all overcrowded



ANNUAL COMPARISONS



VISITOR JOURNEY : PRE-VISIT



TRIP PLANNING CYCLE

Trip Planning Cycle	2022	2023
A week or less	9%	8%
2 - 3 weeks	11%	11%
1 - 2 months	25%	24%
3 - 4 months	23%	26%
5 - 6 months	13%	14%
7 months - 1 year	11%	10%
More than 1 year	8%	7%
Days in Planning Cycle	67	68

Booking Window	2022	2023
A week or less	14%	14%
2 - 3 weeks	14%	14%
1 - 2 months	27%	26%
3 - 4 months	22%	22%
5 - 6 months	11%	12%
7 months - 1 year	8%	8%
More than 1 year	4%	4%
Days in Booking Window	54	55

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2022	2023
Online search engines	38%	33%
VisitMaine.com	21%	19%
TripAdvisor	20%	18%
Online travel agency	17%	17%
Hotel websites	17%	16%
Airbnb	14%	14%
DownEastAcadia.com	12%	14%
Traveler reviews/blogs/stories	14%	10%
MaineTourism.com	9%	9%
VisitBarHarbor.com	7%	9%
Facebook	8%	8%
Instagram	7%	8%
Airline websites	9%	8%
YouTube	9%	8%
VRBO/HomeAway	7%	7%
TheMaineBeaches.com	7%	7%
Vacation rental websites	5%	6%
Visit Maine social media	5%	5%
MainesMidCoast.com	4%	4%
VisitPortland.com	3%	3%
DiscoverNewEngland.com	3%	2%
MaineLakesandMountains.com	3%	2%
KennebecValley.org	1%	1%
TheMaineHighlands.com	1%	1%
Twitter	1%	1%
VisitAroostook.com	1%	0%
Other	8%	9%
None	16%	20%

*Multiple responses permitted.

DownEast & Acadia
99

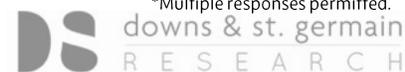


OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2022	2023
Advice from friends/family	37%	34%
Travel guides/brochures	16%	18%
AAA	11%	10%
Articles or travelogues	14%	10%
Travel books & magazines	10%	10%
Called the Maine Office of Tourism	7%	9%
Travel planning apps	12%	9%
Visitor Guide	6%	8%
Visit Maine e-newsletter	5%	6%
Travel agent	2%	2%
Called another Maine Tourism/Lodging Association	1%	1%
Called local Chambers of Commerce	2%	1%
Called local convention and visitors bureaus	1%	1%
Other	5%	5%
None	33%	35%

*Multiple responses permitted.

DownEast & Acadia
100



REASON FOR VISITING*

Reasons for Visiting	2022	2023
Sightseeing/touring	52%	52%
Relax and unwind	37%	38%
Nature & bird watching	35%	37%
Visiting friends/relatives	17%	21%
Active outdoor activities	13%	13%
Attractions	9%	10%
Special occasion	7%	8%
Beach	8%	7%
Culture/museums/history	4%	5%
Shopping	5%	5%
Water activities	5%	5%
Conference/meeting	3%	3%
Special event	3%	3%
Astrotourism	1%	1%
Snow activities	1%	1%
Sporting event	1%	1%
Other	8%	11%

*Multiple responses permitted.

TV SHOWS & FILM*

Trip Inspiration From Film	2022	2023
Yes	NA	6%
No	NA	93%
Don't know	NA	1%

How Film Inspired Trip**	2022	2023
Seeing Maine in a film or TV show made me think about Maine as a place to visit	NA	44%
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	NA	19%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	NA	15%
Visiting a location related to a TV show or film was the main reason I visited Maine	NA	7%
Something else	NA	15%

Visited TV or Film Attractions***	2022	2023
Yes	NA	4%
No	NA	93%
Don't know	NA	3%

*Questions were not asked until January 2023.

**Only asked to those who said a TV show or film inspired them to take a trip to Maine.

***Only asked to those who said they were NOT inspired by a TV show or film to visit Maine.

OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	2022	2023
No other states/provinces	61%	58%
Massachusetts	17%	20%
New Hampshire	17%	16%
Vermont	13%	13%
New York	8%	8%
Nova Scotia	4%	7%
Connecticut	5%	5%
Rhode Island	7%	5%
Prince Edward Island	2%	4%
Quebec	2%	4%
New Brunswick	2%	3%
Newfoundland and Labrador	1%	1%
Ontario	2%	1%
Other	5%	4%

ADVERTISING/PROMOTIONS

Recalled Advertising	2022	2023
Yes	35%	34%
No	50%	52%
Not sure	15%	14%

Influenced by Advertising	2022	2023
Yes	20%	17%

ADVERTISING/PROMOTIONS*

Sources of Advertising Recall*	2022	2023
Internet	38%	38%
Social media	33%	38%
Magazine	17%	21%
Cable or satellite television	14%	17%
Traveler reviews/blogs	13%	13%
Maine travel/visitor guide	10%	11%
VisitMaine.com	13%	11%
Newspaper	12%	9%
Radio	10%	9%
AAA	11%	7%
Brochure	6%	7%
Online streaming service	6%	6%
Music/podcast streaming	4%	3%
Billboard	3%	2%
Deal-based promotion	1%	1%
Other	5%	4%
Not sure	3%	3%

VISITOR JOURNEY : TRAVELER PROFILE



ORIGIN REGION

Region of Origin	2022	2023
Maine	11%	11%
New England	18%	17%
Mid-Atlantic	26%	24%
Southeast	15%	18%
Southwest	4%	5%
Midwest	13%	14%
West	5%	5%
Canada	4%	3%
International	4%	3%

ORIGIN STATE/PROVINCE

Origin States & Provinces	2022	2023
Maine	11%	11%
Massachusetts	8%	9%
Florida	6%	8%
New York	8%	7%
Pennsylvania	6%	6%
New Jersey	4%	5%
New Hampshire	3%	4%
Texas	3%	4%
Connecticut	4%	3%
Georgia	2%	3%
Ohio	3%	3%
Virginia	3%	3%
Illinois	2%	2%
Indiana	1%	2%
Maryland	2%	2%
North Carolina	2%	2%
Tennessee	2%	2%

ORIGIN MARKET

Origin Markets	2022	2023
New York City ¹	9%	8%
Boston	5%	5%
Philadelphia	3%	4%
Washington DC - Baltimore ²	5%	4%
Atlanta	2%	2%
Bangor	2%	2%
Chicago	2%	2%
Portland	1%	2%

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	2022	2023
As a couple	47%	47%
As a family	28%	28%
Traveled alone	12%	12%
With other couples/friends	10%	10%
In a tour group	2%	1%
With business associates	1%	1%
Other	<1%	1%
Average Travel Party Size	3.3	3.1

TRAVEL WITH CHILDREN*

Children in Travel Party*	2022	2023
No children	83%	84%
Children younger than 6	5%	6%
Children 6 – 12	9%	8%
Children 13 – 17	8%	7%

Gender	2022	2023
Male	47%	45%
Female	53%	55%

DEMOGRAPHIC PROFILE

Age	2022	2023
Under 25	5%	4%
25 – 34	18%	17%
35 – 44	22%	20%
45 – 54	19%	16%
55 – 65	19%	21%
Over 65	17%	22%
Median Age	48	51

Race/Ethnicity	2022	2023
White	87%	89%
Asian	6%	6%
Hispanic	4%	3%
Black	2%	1%
Indigenous	<1%	<1%
Other	1%	1%

LIFESTYLE PROFILE

Marital Status	2022	2023
Single/widowed	22%	21%
Married/living with partner	78%	79%

Employment Status	2022	2023
Employed full-time	59%	56%
Employed part-time	7%	6%
Contract/freelance/temporary employee	7%	6%
Retired	20%	26%
Not currently employed	3%	4%
Student	4%	2%

LIFESTYLE PROFILE

Household Income	2022	2023
Less than \$25,000	5%	3%
\$25,000 - \$49,999	8%	9%
\$50,000 - \$74,999	14%	15%
\$75,000 - \$99,999	18%	18%
\$100,000 - \$149,999	28%	24%
\$150,000 - \$199,999	13%	17%
\$200,000 - \$249,999	5%	6%
\$250,000 or more	9%	8%
Median Household Income	\$108,900	\$110,400

LIFESTYLE PROFILE

Educational Attainment	2022	2023
High school or less	5%	5%
Some college or technical school	14%	14%
College or technical school graduate	47%	45%
Graduate school	34%	36%

NEW & RETURNING VISITORS

Previous Trips to Maine	2022	2023
This is my first time	39%	35%
2 - 5 times	31%	30%
6 - 10 times	10%	10%
11+ times	20%	25%

VISITOR JOURNEY : TRIP EXPERIENCE



TRANSPORTATION

Means of Transportation	2022	2023
Drove to Maine	70%	68%
Flew into Bangor Intl Airport	8%	10%
Flew into Boston Logan Intl	10%	9%
Flew into Portland Intl Jetport	6%	6%
Flew into another airport	1%	1%
Took a motor coach tour or bus	3%	1%
Other	2%	5%

LENGTH OF STAY

Nights Stayed	2022	2023
Not staying overnight	19%	13%
1 night	3%	3%
2 nights	9%	10%
3 nights	16%	16%
4 nights	15%	13%
5+ nights	38%	45%
Average Length of Stay	4.7	5.0

ACCOMMODATIONS

Accommodations	2022	2023
Hotel/motel/resort	32%	38%
Vacation rental home	12%	13%
Friends/family home	7%	11%
Bed & Breakfast/Inn	7%	8%
Personal second home	9%	7%
Campground/RV Park	8%	5%
Wilderness camping	3%	2%
Sporting camp/wilderness lodge	1%	<1%
Outdoor Outfitter	<1%	<1%
Other	2%	3%
Not spending the night	19%	13%

BOOKING

Booking Methods	2022	2023
Directly with the hotel/condo	35%	38%
Online travel agency	27%	27%
Airbnb	13%	14%
Short term rental service	7%	8%
Vacation rental company	3%	3%
Offline travel agent	2%	1%
Group tour operator	2%	1%
Travel package provider	1%	1%
Other	10%	7%

IN-MARKET RESOURCES*

In-Market Resources	2022	2023
Navigation website/apps	43%	42%
Visitor Information Centers	30%	27%
Materials from hotel/campground	20%	20%
Restaurant website/app	20%	18%
VisitMaine.com	15%	17%
Trip planning app	17%	17%
Hotel/resort website/app	16%	16%
Destination social media	13%	15%
Personal social media	13%	13%
Booking website/app	7%	7%
Airline website/app	4%	4%
Chambers of Commerce	5%	3%
VisitBarHarbor.com	1%	1%
Other	6%	7%
None	19%	22%

ACTIVITIES*

Activities	2022	2023
Touring/sightseeing	70%	69%
Food/beverage/culinary	68%	65%
Active outdoor activities	58%	53%
Shopping	45%	47%
History/culture	25%	28%
Water activities	29%	22%
Entertainment/attractions	11%	9%
Astrotourism	13%	9%
Business conference/meeting	3%	2%
Other	3%	4%

TOURING & SIGHTSEEING ACTIVITIES*

Touring & Sightseeing Activities	2022	2023
Sightseeing	58%	59%
Enjoying the ocean views/rocky coast	57%	57%
Driving for pleasure	43%	43%
Enjoying the mountain views	43%	41%
Photography	34%	34%
Wildlife viewing/bird watching	35%	33%
Nature cruises or tours	28%	26%
Viewing fall colors	18%	18%
Tours of communities/local architecture	18%	17%
Other	4%	2%

FOOD & BEVERAGE ACTIVITIES*

Food & Beverage Activities	2022	2023
Ate lobster	43%	42%
Going to local brew pubs/craft breweries	31%	35%
Ate other local seafood	37%	32%
Consumed other locally produced Maine foods	26%	26%
Enjoyed unique Maine food or beverages	19%	17%
Visited Farmer's Markets	11%	13%
Enjoying local food at fairs/festivals	13%	12%
Enjoyed high-end cuisine or five-star dining	10%	9%
Ate farm-to-table or organic cuisine	10%	6%
Other	4%	4%

ACTIVE OUTDOOR ACTIVITIES*

Active Outdoor Activities	2022	2023
Hiking/climbing/backpacking	52%	53%
Exploring State and National Parks	38%	37%
Bicycling touring	13%	10%
Camping	10%	9%
Mountain/Fat Biking	7%	6%
Riding all-terrain vehicles	4%	2%
Hunting	2%	2%
Alpine skiing/snowboarding	1%	2%
Snowshoeing	2%	2%
Nordic skiing	1%	<1%
Snowmobiling	1%	<1%
Other	3%	5%

SHOPPING ACTIVITIES*

Shopping Activities	2022	2023
Shopping in downtown areas	21%	27%
Shopping for gifts/souvenirs	23%	23%
Shopping for unique/locally produced goods	21%	17%
Shopping for antiques/local arts and crafts	16%	13%
Shopping for "Made in Maine" products	20%	10%
Shopping at malls	8%	10%
Outlet shopping	15%	9%
Other	2%	2%

*Multiple responses permitted.

HISTORY/CULTURE ACTIVITIES*

History/Culture Activities	2022	2023
Visit historic sites/museums	21%	20%
Visit art museums/local artisan studios	12%	13%
Get to know the local people and/or culture	10%	11%
Attend plays/musicals/theatrical events	2%	3%
Painting/drawing/sketching	4%	3%
Attend operas/classical music events	2%	2%
Attend popular music concerts/events	2%	1%
Other	1%	4%

*Multiple responses permitted.

WATER ACTIVITIES*

Water Activities	2022	2023
Going to the beach	16%	13%
Canoeing/kayaking	15%	11%
Outdoor swimming	13%	10%
Fishing	12%	9%
Motor boating	10%	8%
Sailing	5%	6%
Pool swimming	6%	5%
Surfing	3%	4%
Water skiing/jet skiing	3%	3%
White water rafting	3%	2%
Other	2%	1%

ENTERTAINMENT ACTIVITIES*

Entertainment Activities	2022	2023
Amusement/theme parks	3%	2%
Water parks	2%	2%
Agricultural fairs	2%	2%
Bars/nightlife	3%	2%
Animal parks/zoos	3%	1%
Children's museums	<1%	1%
Attend sporting events	<1%	1%
Outdoor fun centers	1%	<1%
Summer camps	1%	<1%
Horseback riding	<1%	<1%
Other	3%	2%

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2022	2023
No other states/provinces	59%	56%
Massachusetts	23%	25%
New Hampshire	16%	16%
Connecticut	11%	9%
New York	10%	9%
Vermont	9%	9%
Rhode Island	6%	5%
Nova Scotia	2%	5%
New Brunswick	2%	3%
Quebec	1%	3%
Prince Edward Island	1%	2%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Other	3%	3%

TRAVELING IN MAINE*

Maine Regions Visited	2022	2023
The Maine Beaches	26%	25%
Midcoast & Islands	26%	24%
Greater Portland & Casco Bay	25%	23%
The Maine Highlands	26%	17%
Maine Lakes & Mountains	11%	7%
Kennebec Valley	7%	4%
Aroostook County	5%	2%
Other	<1%	1%
No other regions	26%	39%

VISITOR JOURNEY : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2022	2023
Would recommend Maine	98%	98%
Would not recommend Maine	<1%	1%
Not sure	2%	1%

Recommending Regions	2022	2023
Definitely recommend region	79%	86%
Probably would recommend region	13%	10%
Would not recommend region	1%	1%
Not sure	7%	3%

RETURNING TO MAINE

Returning to Maine	2022	2023
Definitely will return	70%	76%
Probably will return	20%	18%
Probably will not return	1%	1%
Not sure	9%	5%

SATISFACTION

Satisfaction	2022	2023
Very satisfied	73%	82%
Satisfied	23%	15%
Dissatisfied	<1%	1%
Don't know	4%	2%

TRIP EXPECTATIONS

Exceeded Expectations	2022	2023
Friendliness of people	60%	62%
Activities & attractions	61%	56%
Authentic & unique communities	54%	52%
Customer service	48%	50%
Lodging	46%	42%
Restaurants	44%	42%
Shopping	37%	35%
Value for your money	35%	32%

OVERCROWDING

Overcrowding	2022	2023
Overcrowded	5%	3%
A little overcrowded	27%	22%
The number of visitors was fine	46%	45%
Not at all overcrowded	20%	29%
Other	2%	1%

STUDY METHODS



METHODOLOGY



Visitor Tracking

535 interviews were completed with visitors to DownEast & Acadia online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1st, 2022 and November 30th, 2023.

Economic Impact

Total economic impact of tourism on DownEast & Acadia is a function of direct spending by visitors to DownEast & Acadia, 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 DownEast & Acadia. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. DownEast & Acadia's multiplier is 1.45.

DOWNEAST & ACADIA

2023 Economic Impact & Visitor Tracking Report DECEMBER 2022 – NOVEMBER 2023

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