

# Maine Office of Tourism Visitor Tracking Research 2012 Calendar Year Annual Report

## *Regional Insights: Aroostook County*

*Prepared by*



April 2013

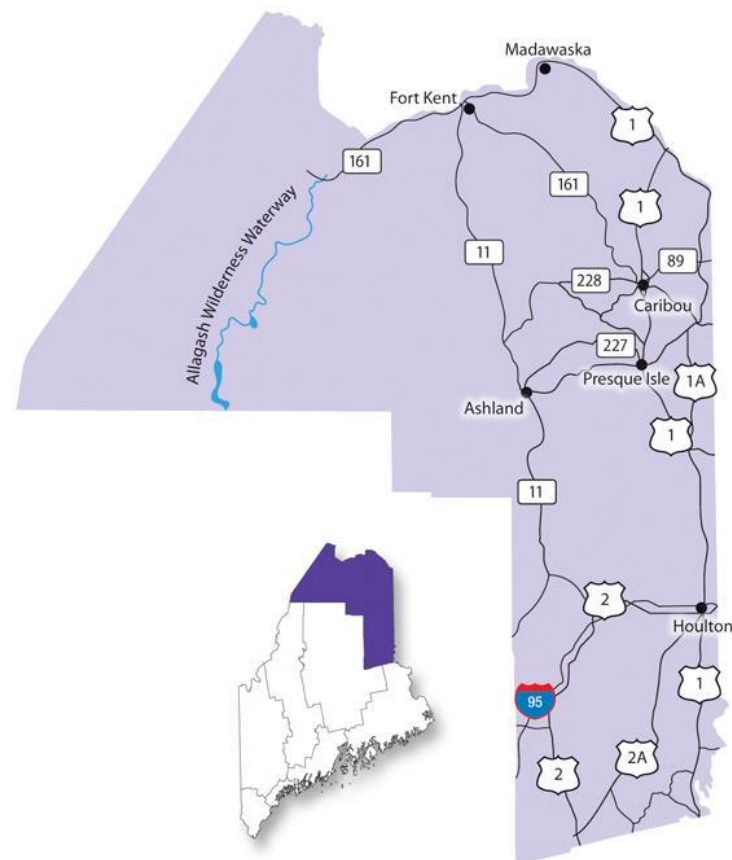
# Introduction and Methodology



- The Maine Office of Tourism has commissioned DPA to conduct a visitor research program designed to provide information on tourism activity in Maine and explore the motivations of visitors. **The Maine Office of Tourism Visitor Research Program** is conducted online, with survey participants recruited from the *ResearchNow* national online panel.
  
- Information is gathered using three main surveys on an ongoing basis:
  - **Regional Travel Survey**
    - Includes travelers living in New England, NJ, NY, PA, DE, MD, DC, and Eastern Canada;
    - Respondents are screened to see if they have taken an overnight trip to Maine in the past four weeks. If they have, they are asked to complete the Maine Overnight Visitors Survey.
  
  - **Maine Day Visitor Survey**
    - Includes travelers living within Maine or within a 100-mile radius of Maine’s borders who have taken a day trip in Maine that is at least 50 miles from home within the past four weeks.
  
  - **National Omnibus Survey**
    - Includes a nationally balanced sample of US residents; and
    - Used to determine the incidence of travel nationwide and Maine’s share of that travel.

- This report outlines results from calendar year 2012, with travel occurring between January 2012 and December 2012.
- Data was collected between January 1<sup>st</sup> and December 15<sup>th</sup> 2012. The number of completed statewide surveys collected for each research component are as follows:
  - Maine Overnight Visitor Survey – 2,497
  - Maine Day Visitor – 1,520
  - National Omnibus Survey – 17,722

- The following report includes data on leisure visitors to the **Aroostook County** tourism region. *Due to the small available sample size of leisure visitors to this region, results for 2011 and 2012 have been combined for Aroostook County and include:*
  - 63 overnight leisure visitors, and
  - 74 day leisure visitors.



# Overnight Leisure Visitors: *Traveler Description*



# Sample Size Caution:

*Please note the small sample size of overnight leisure visitors to the Aroostook County region (63). Data on the following pages should be used for directional purposes only.*



# Overnight Leisure Visitor Demographics

- Overnight leisure visitors to Aroostook County are on average relatively young, with an average age of 42 years.

Overnight, Leisure Visitors	Maine Leisure 2012 (n=1366)	Aroostook 2011-2012 (n=63*)
Age:		
< 35	22%▼	31%
35 - 44	17%	22%
45 - 54	22%	21%
55 +	39%▲	25%
Mean Age (Years)	49.0	42.3
Income:		
< \$50,000	10%	5%
\$50,000 - \$99,000	32%	46%
\$100,000 +	43%	42%
Mean Income (Thousands)	\$113.47	\$108.53
Female	49%▼	44%
College Degree or Higher	79%▲	75%
Married	63%	54%
Employed Full Time	60%	70%

\*Please note small sample size. Data should be used for directional purposes only.

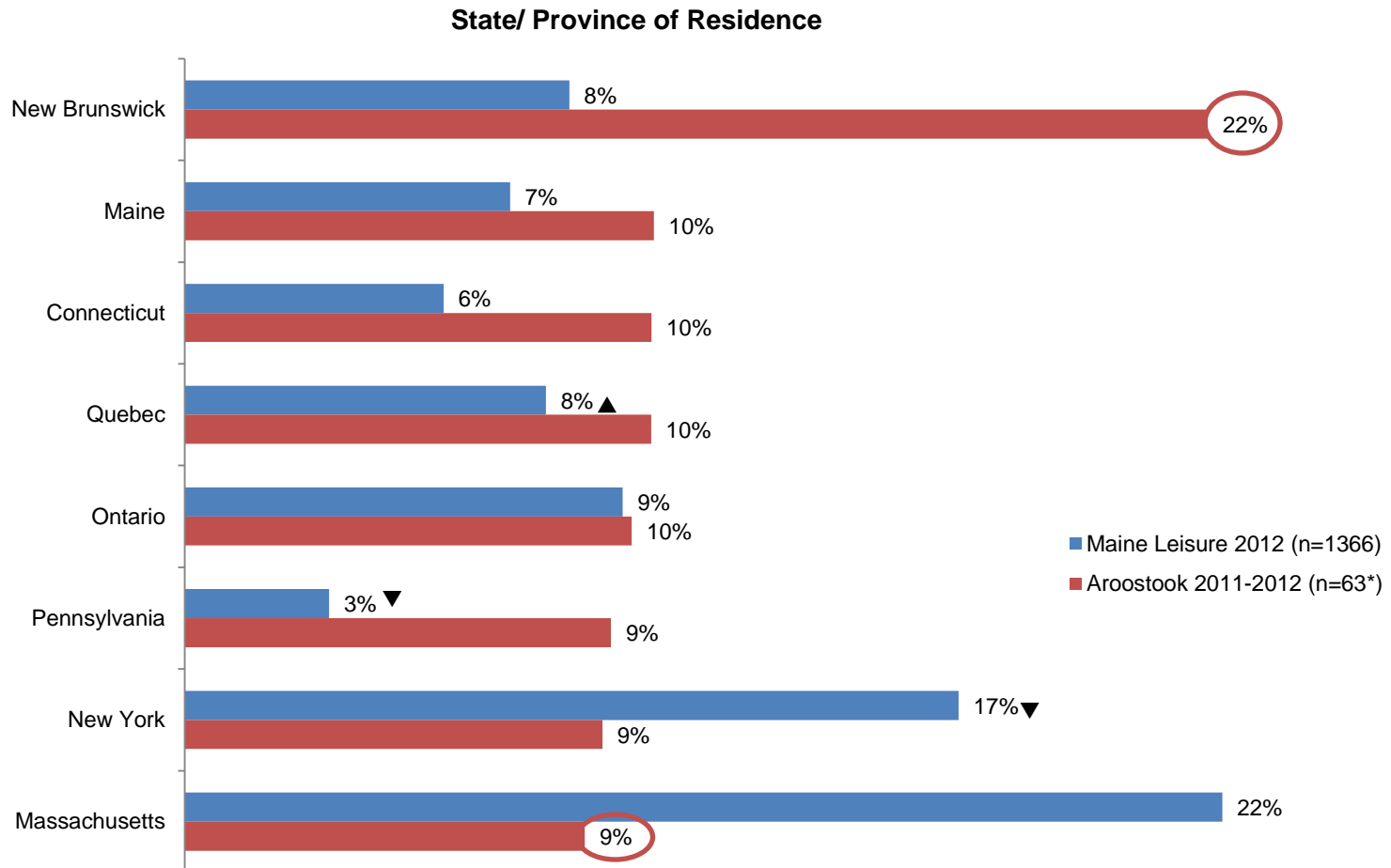
▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level.

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.



# Overnight Leisure Visitor Residence

- Not surprising due to its proximity to Aroostook County, New Brunswick supplied the largest proportion of overnight leisure visitors to Aroostook County in 2011 and 2012. This was a much higher proportion than for overnight leisure visitors to Maine as a whole. Conversely, Aroostook County attracted a lower proportion of visitors from New York and Massachusetts than did the rest of the State.



State/Province of residence.

\*Please note small sample size. Data should be used for directional purposes only.

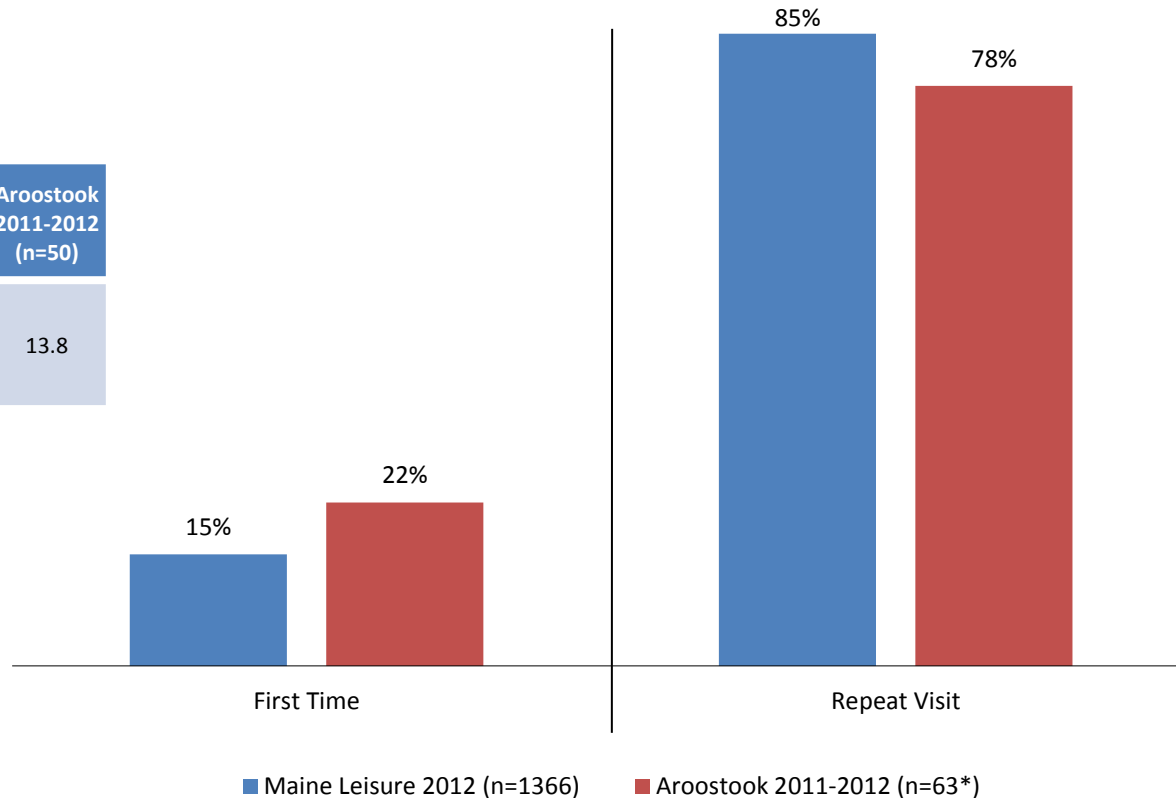
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# First-Time vs. Repeat Visitors

- About one-fifth of overnight leisure visitors to Aroostook County in 2011 and 2012 were first-time visitors, a similar proportion as for the State of Maine as a whole.

Repeat Overnight Leisure Visitors	Maine Leisure 2012 (n=1159)	Aroostook 2011-2012 (n=50)
Average number of trips to Maine in past 5 years	13.5	13.8



Regional Q9. Was this your first visit in Maine?

Regional Q10. Including your most recent trip in Maine, how many times have you visited Maine in the past five years?

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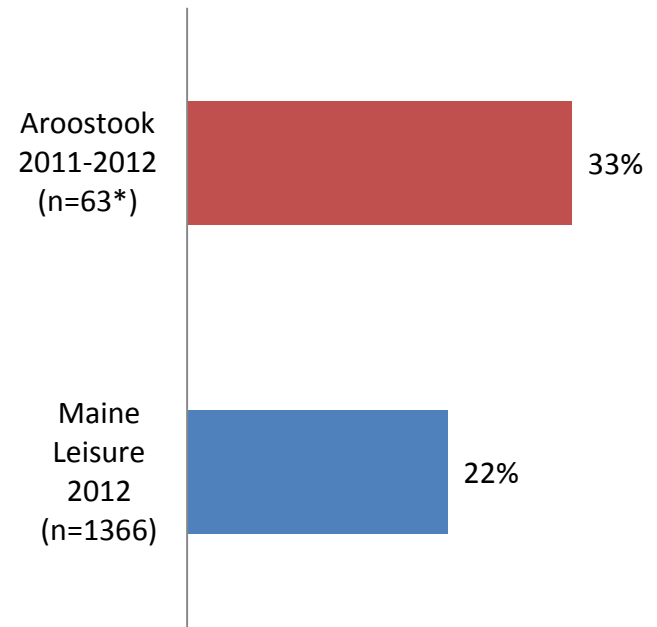
# Party Size and Composition

- One-third of overnight leisure visitors to Aroostook County traveled with children.

**Average Number of People in Travel Party**



**Percent Traveling with Children**



■ Maine Leisure 2012 (n=1366)  
■ Aroostook 2011-2012 (n=63\*)

Regional Q24. Including yourself and any children, how many people were in your immediate travel party on this specific trip to Maine?

Regional Q25. How many of these people were: Children?

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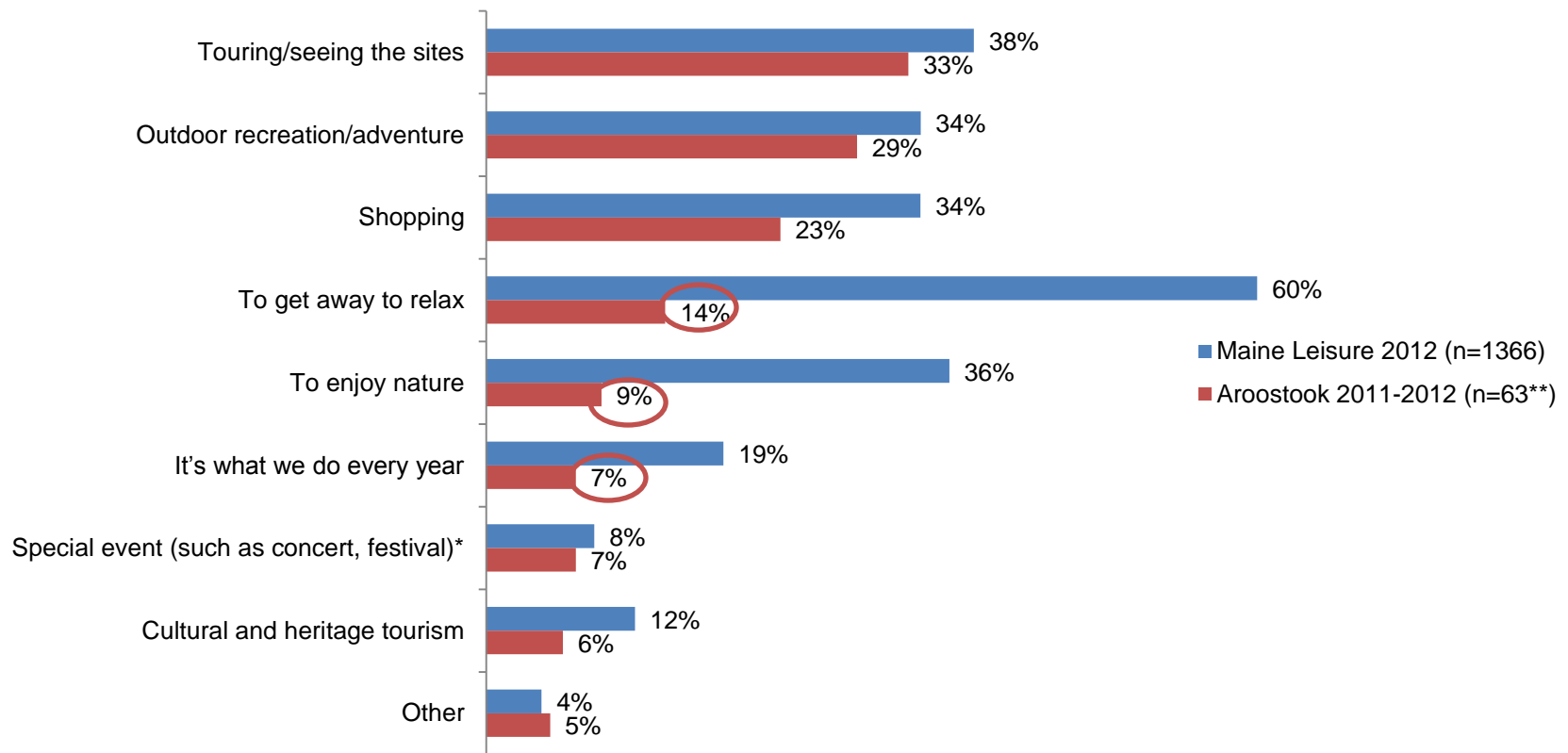
# Overnight Leisure Visitors: *Trip Experience*



# Primary Purpose of Overnight Leisure Trips

- Overnight leisure visitors to Aroostook County were mostly visiting the area to *tour/see the sites* or for *outdoor recreation*. Aroostook County was less likely to be a destination to *get away to relax*, to *enjoy nature*, and *because it's what we do every year* than other regions in the State.

Primary Purpose of Overnight Leisure Trips



Regional Q7. What was the primary purpose of your most recent leisure trip in Maine?

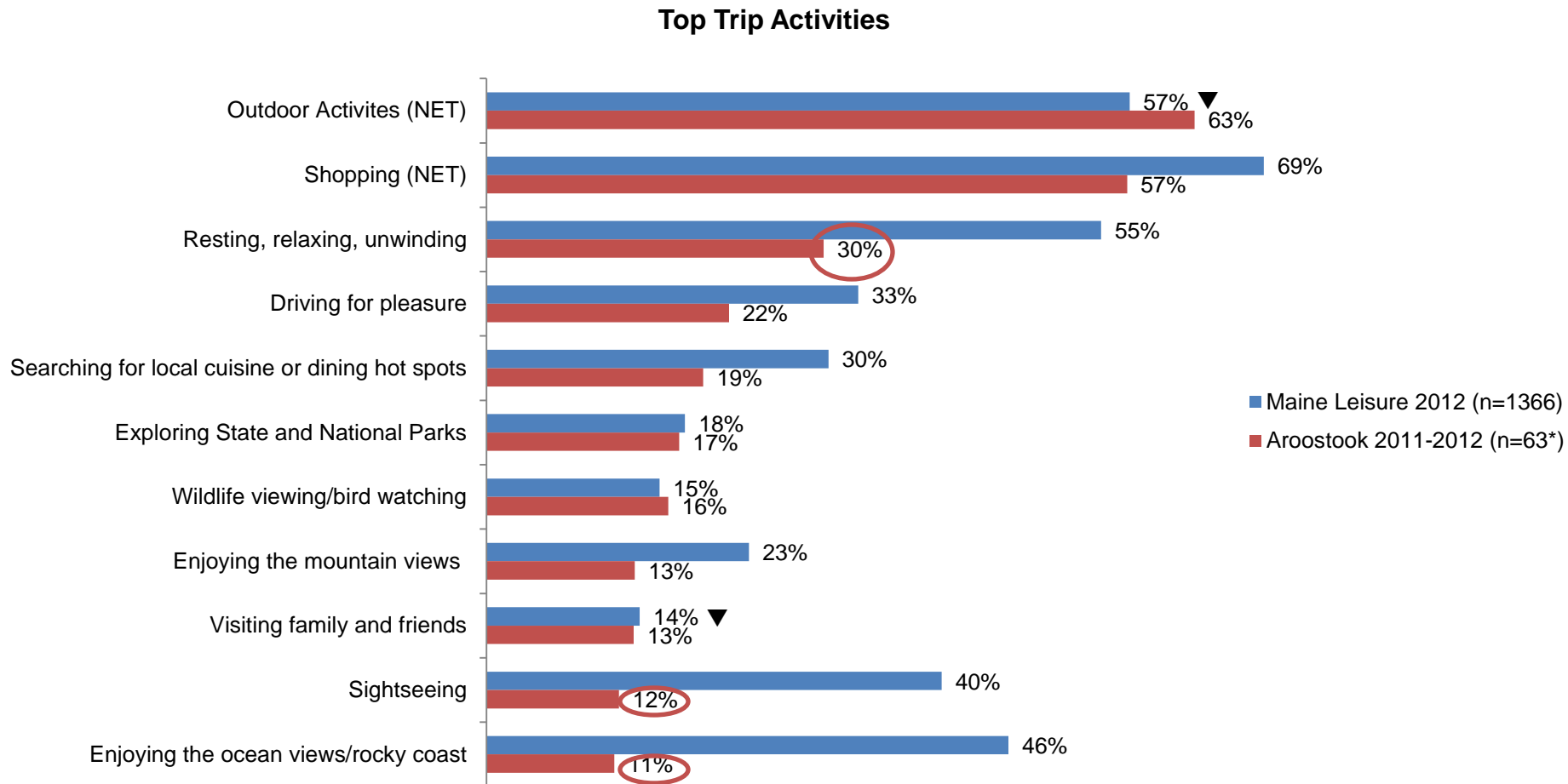
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# Overnight Leisure Trip Activities

- Shopping shares popularity with outdoor activities among 2011 and 2012 overnight leisure visitors to Aroostook County.



Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply).

\*Please note small sample size. Data should be used for directional purposes only.

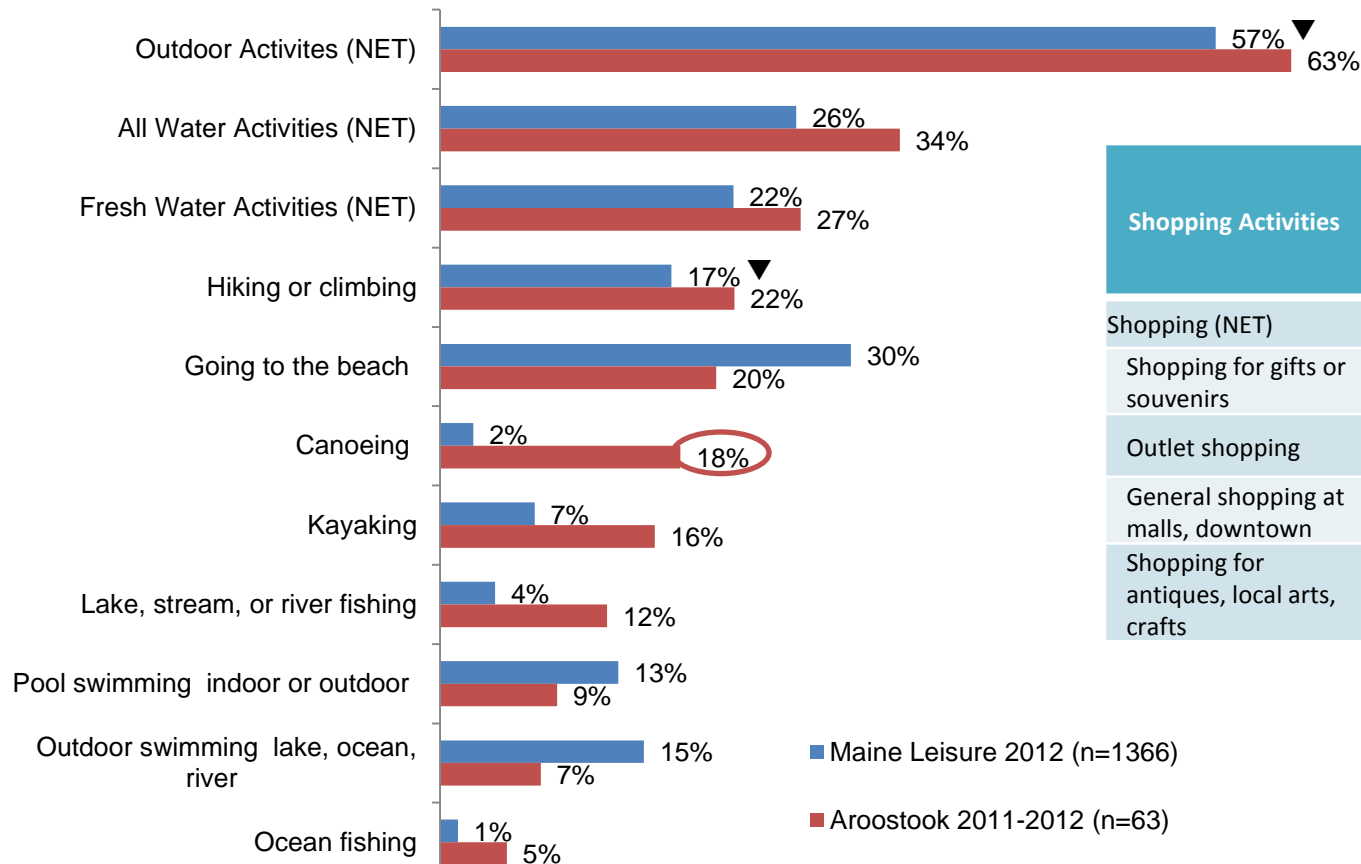
▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level.

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# Overnight Leisure Trip Activities

- Outdoor activities enjoyed by overnight leisure visitors to Aroostook County included various *water activities, hiking/climbing, canoeing, and kayaking*. A higher proportion of visitors spent time canoeing while visiting Aroostook County than other regions in the State.
- Some proportion of respondents selected *going to the beach* as an activity. Since there are no real opportunities to visit an ocean beach in Aroostook County, they may be thinking of a lake beach or may be confused as to which areas fall into Aroostook County.

## Top Outdoor Activities



Shopping Activities	Maine Leisure 2012 (n=1366)	Aroostook 2011-2012 (n=63*)
Shopping (NET)	69%	57%
Shopping for gifts or souvenirs	33%▼	21%
Outlet shopping	36%	22%
General shopping at malls, downtown	31%	33%
Shopping for antiques, local arts, crafts	20%	13%

Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply).

\*Please note small sample size. Data should be used for directional purposes only.

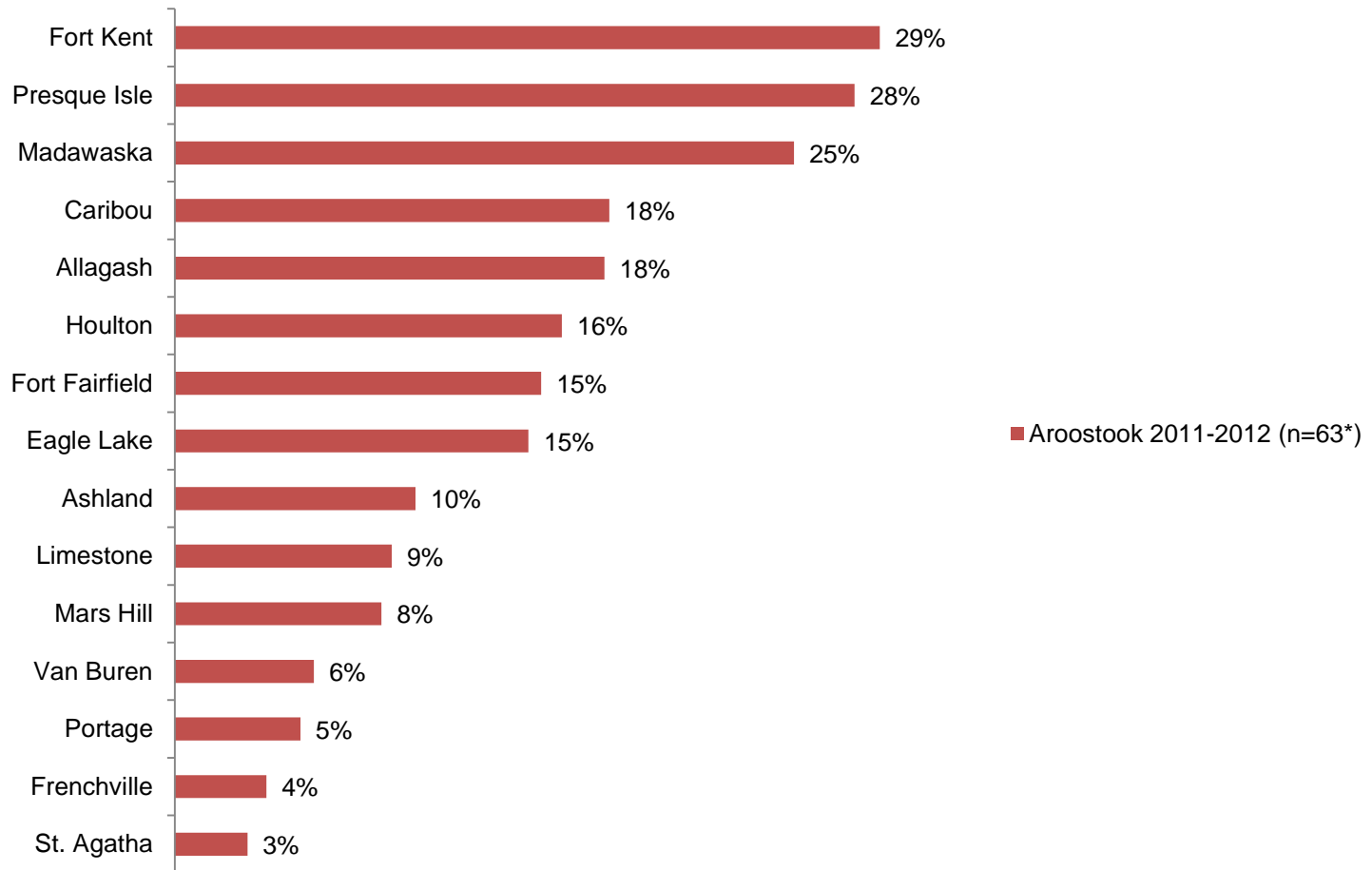
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# Towns & Cities Visited

- Overnight leisure visitors to Aroostook County visited a variety of towns while there, with *Fort Kent*, *Presque Isle*, and *Madawaska* among the most popular.

**Top Towns/Cities Visited**



Regional Q31: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

\*Please note small sample size. Data should be used for directional purposes only.

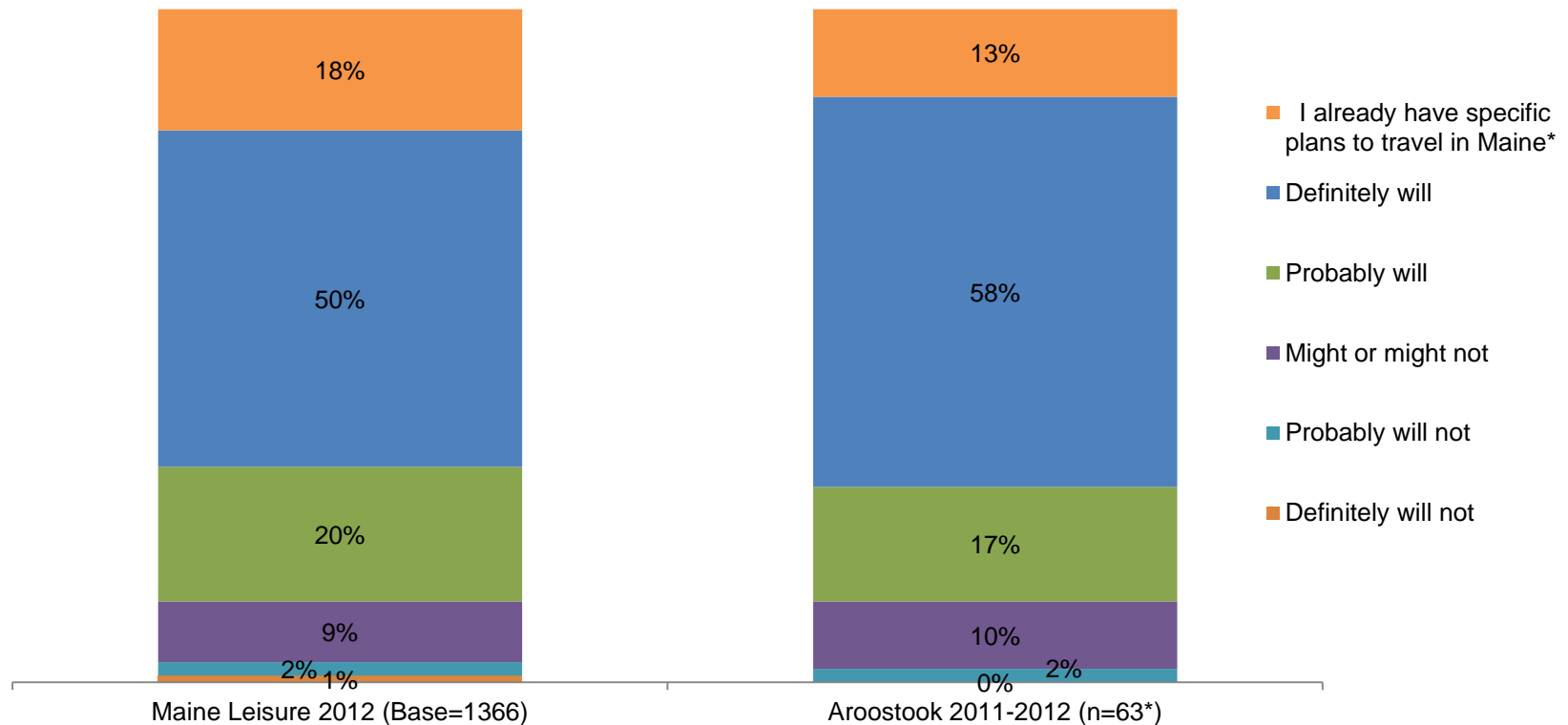
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# Future Travel Likelihood

- Almost three-fourths of overnight leisure visitors to Aroostook County report that they either *already have specific plans to travel in Maine* or *definitely will travel in Maine in the next two years*.



Regional Q37. How likely will you be to travel in Maine in the future/take a day trip in Maine in the future?

\*Please note small sample size. Data should be used for directional purposes only.

▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level.

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# Day Leisure Visitors: *Traveler Description*



# Sample Size Caution:

*Please note the small sample size of day leisure visitors to the Aroostook County region (74). Data on the following pages should be used for directional purposes only.*



# Day Leisure Visitor Demographics

- Day leisure visitors to Aroostook County are slightly older and more likely to be married compared to overnight visitors to this region.

Day, Leisure Visitors	Maine Leisure 2012 (n=803)	Aroostook 2011-2012 (n=74*)
Age:		
< 35	19%▼	10%
35 - 44	17%	16%
45 - 54	22%	35%
55 +	41%	39%
Mean Age (Years)	49.0▲	50.4
Income:		
< \$50,000	15%	4%
\$50,000 - \$99,000	44%	48%
\$100,000 +	40%	48%
Mean Income (Thousands)	\$101.11▲	\$108.67
Female	47%	39%
College Degree or Higher	72%	73%
Married	64%	79%
Employed Full Time	60%	62%

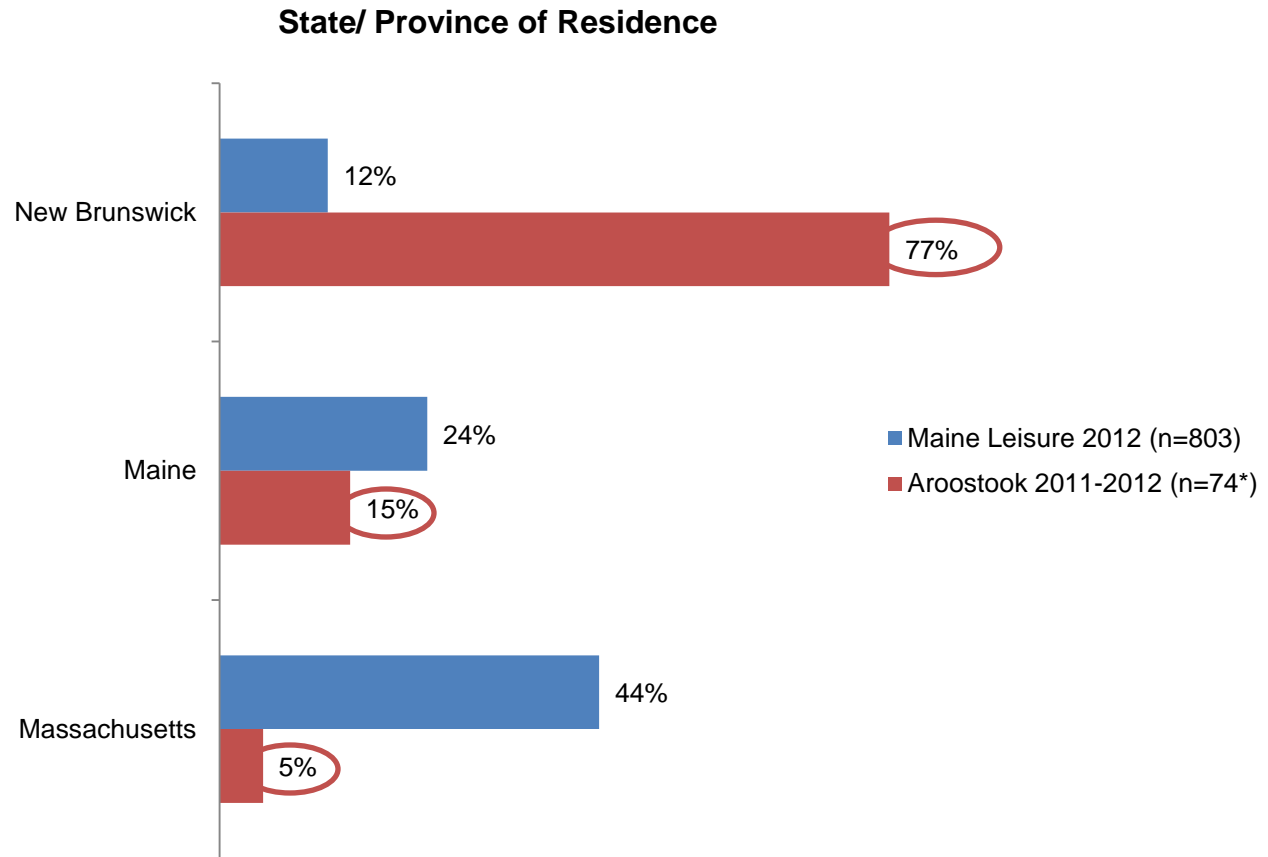
\*Please note small sample size. Data should be used for directional purposes only.

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# Day Leisure Visitor Residence

- Consistent with overnight leisure visitors and its proximity to Aroostook County, New Brunswick supplied three-fourths of day leisure visitors to this region. In-state travelers represented 15% of day leisure visitors to Aroostook County.
- For those visitors from Massachusetts stating that they visited Aroostook County as a day trip, we hypothesize they may have been coming from elsewhere in Maine or Canada for their day trip.



Day Q1A. In what State or Province do you reside?

\*Please note small sample size. Data should be used for directional purposes only.

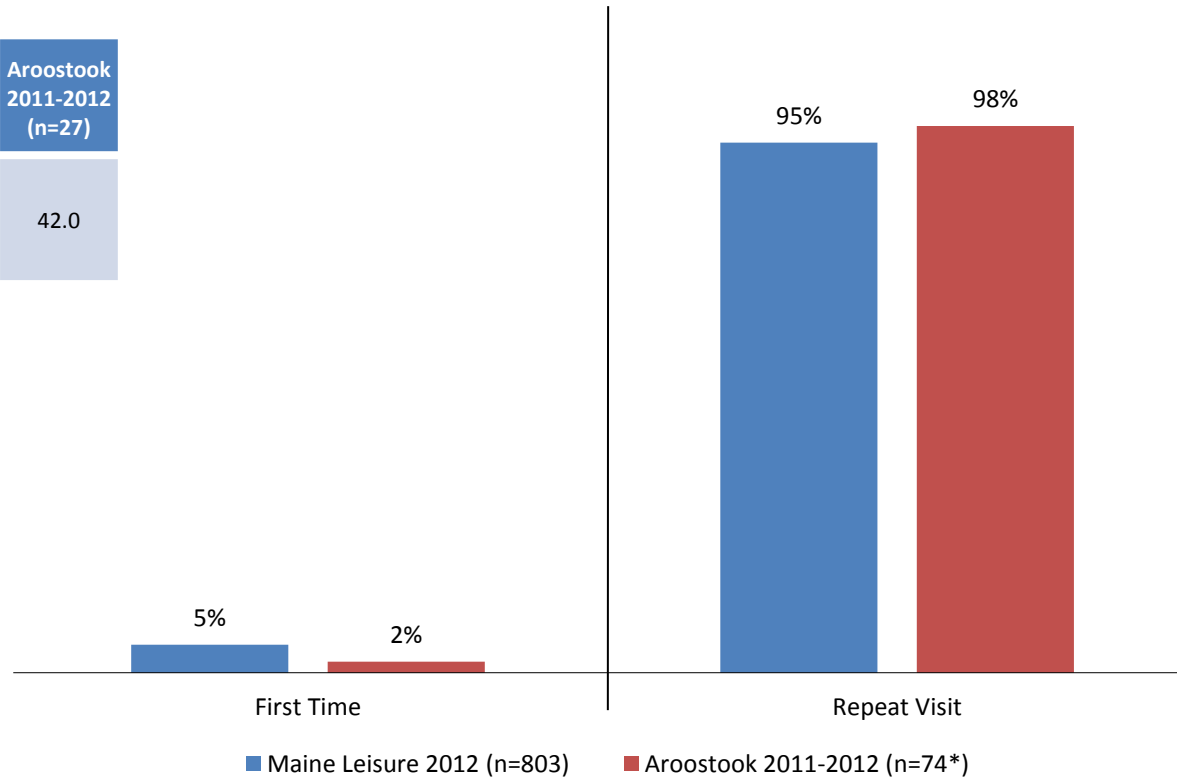
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# First-Time vs. Repeat Visitors

- Nearly all leisure day visitors to Aroostook County in 2011 and 2012 were repeat visitors, similar to leisure day visitors for the rest of the State.

Repeat Leisure Day Visitors	Maine Leisure 2012 (n=510)	Aroostook 2011-2012 (n=27)
Average number of trips to Maine in past 5 years	22.5	42.0



Day Q4. Was this your first trip to Maine?

Q4a. Including your most recent trip in Maine, how many times have you visited Maine in the past five years?

\*Please note small sample size. Data should be used for directional purposes only.

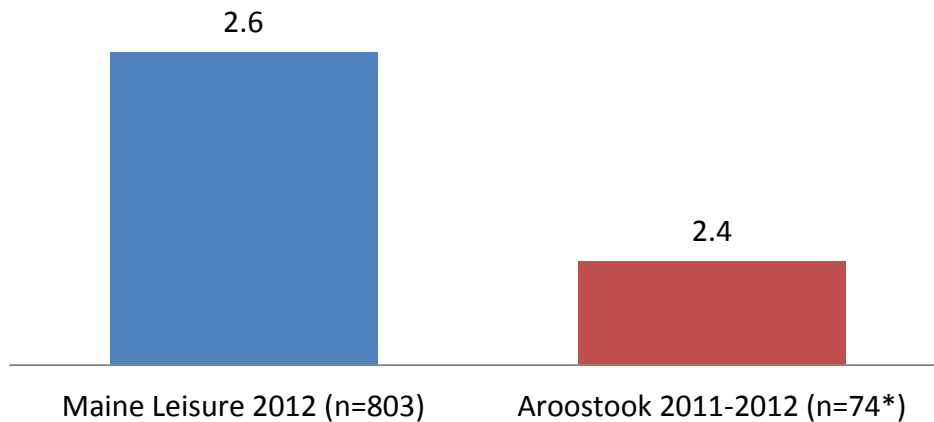
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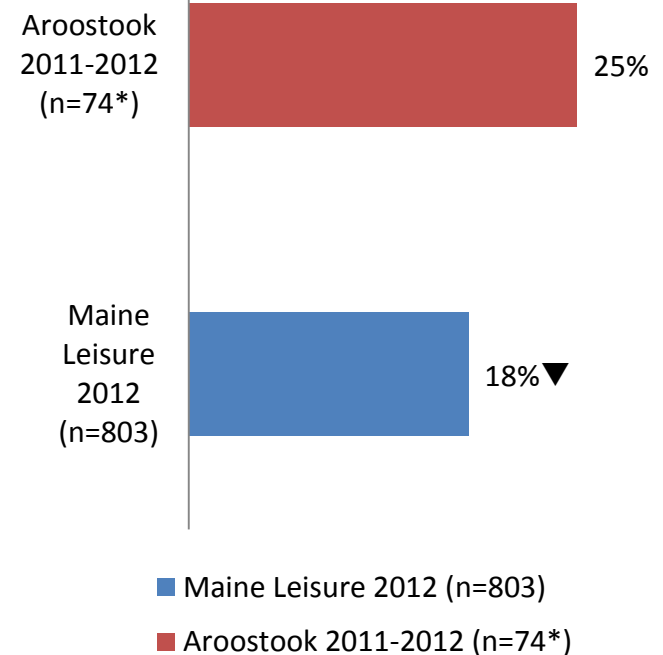
# Party Size and Composition

- Similar to day leisure visitors to the rest of the State, one-fourth of those visiting Aroostook County were traveling with children.

### Average Number of People in Travel Party



### Percent Traveling with Children



Q7. Including yourself and any children, how many people were in your immediate travel party on this trip?

Q8. How many of these people were: Children

*\*Please note small sample size. Data should be used for directional purposes only.*

▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level.

*Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.*

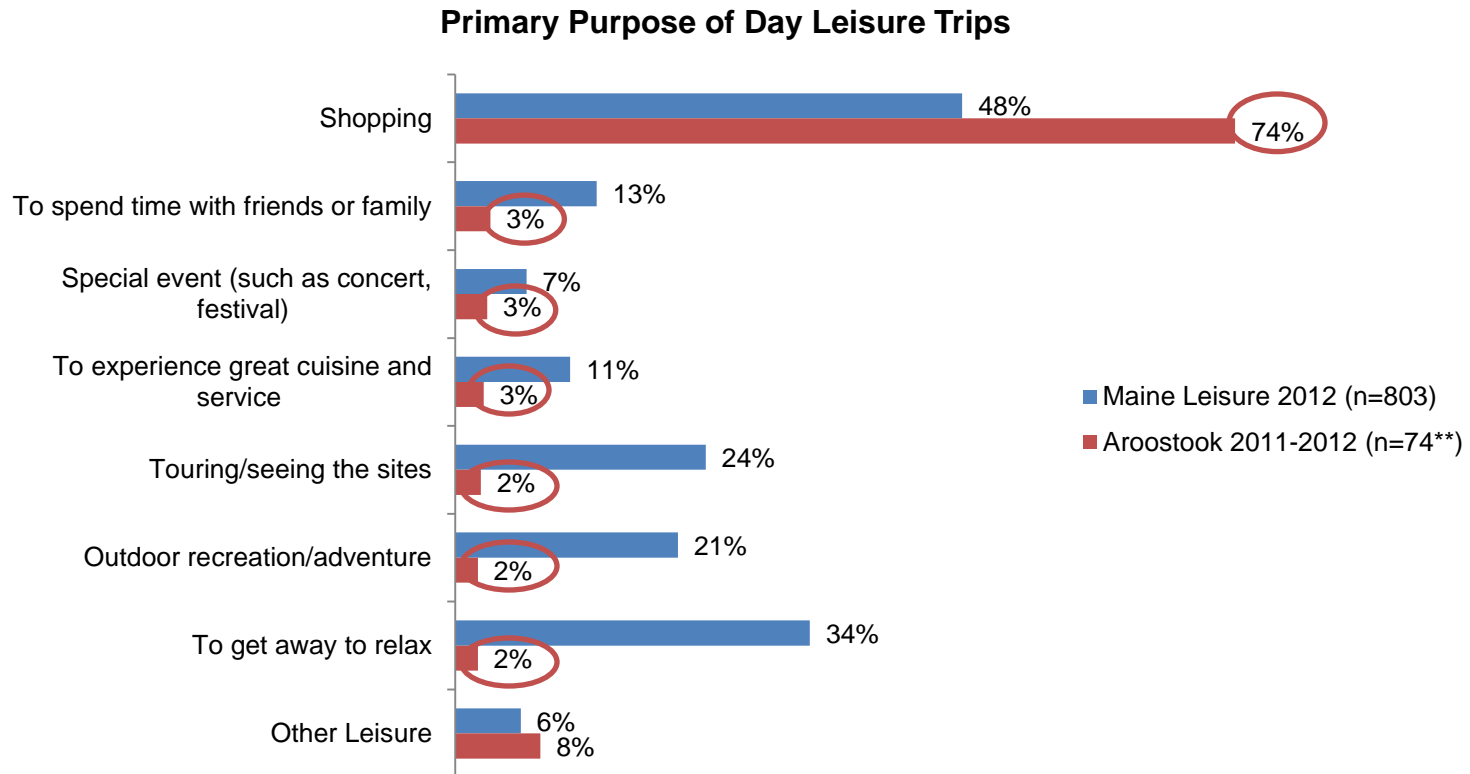
# Day Leisure Visitors: *Trip Experience*





# Primary Purpose of Day Leisure Trips

- Following on the high proportion of day leisure visitors from New Brunswick, *shopping* was by far the most frequently cited reason for traveling to Aroostook County in 2011 and 2012.



Day Q3. What was the primary purpose of your most recent leisure trip in Maine?

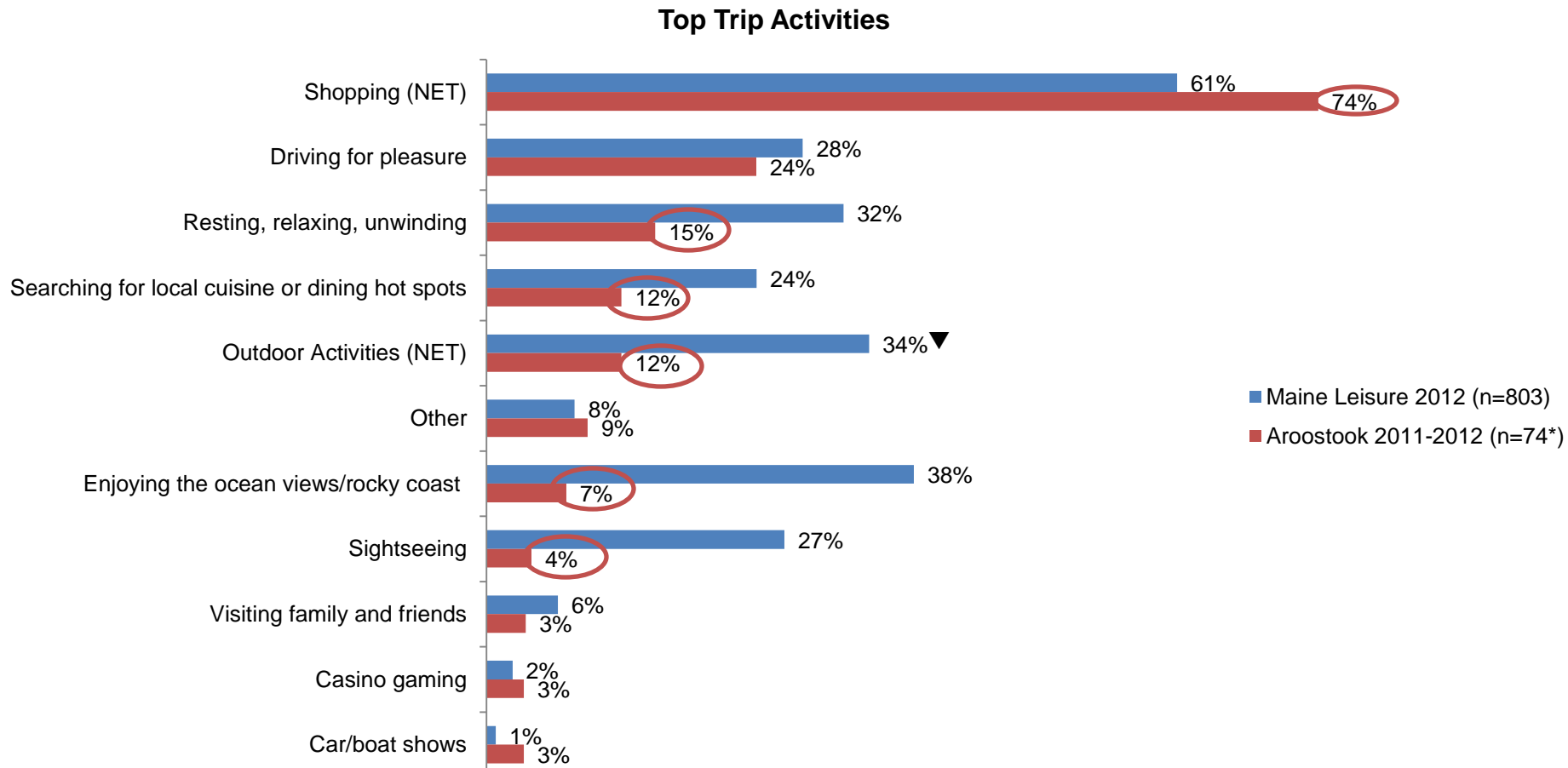
\*Includes Wedding before 06/12. \*\*Please note small sample size. Data should be used for directional purposes only.

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# Day Leisure Trip Activities

- Shopping was the most common trip activity on day leisure trips to Aroostook County, with three-fourths of travelers indicating that they shopped while visiting. The activities that Aroostook County visitors participated in differed from the rest of the State, as illustrated by the circled numbers in the chart below.



Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).

\*Please note small sample size. Data should be used for directional purposes only.

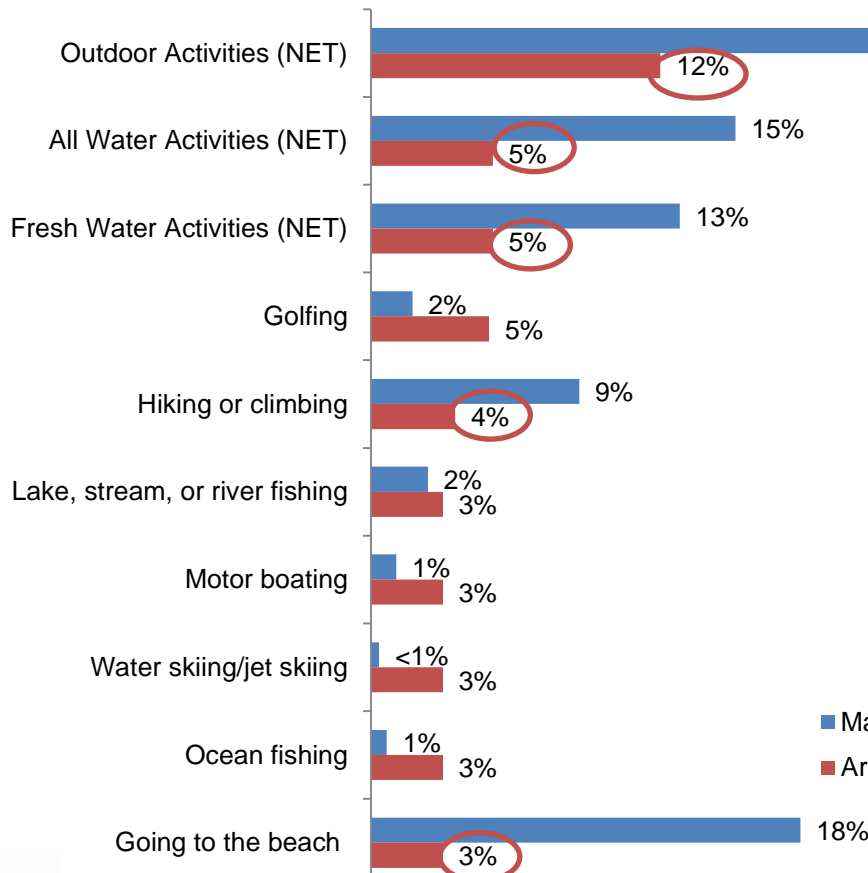
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# Day Leisure Outdoor Trip Activities

- Outdoor activities in general were less popular among day leisure visitors to Aroostook County than for the rest of the State. Among those who did participate in outdoor activities, the most popular activities were various water activities, golfing, and hiking/climbing.
- As with overnight leisure visitors, some proportion of respondents selected going to the beach as an activity. Since there are no real opportunities to visit an ocean beach in Aroostook County, they may be thinking of a lake beach or may be confused as to which areas fall into Aroostook County.

## Top Outdoor Activities



Shopping Activities	Maine Leisure 2012 (n=803)	Aroostook 2011-2012 (n=74*)
Shopping (NET)	61%	74%
Shopping for gifts or souvenirs	18%	12%
Outlet shopping	32%	6%
General shopping at malls, downtown	26%	66%
Shopping for antiques, local arts, crafts	15%	8%

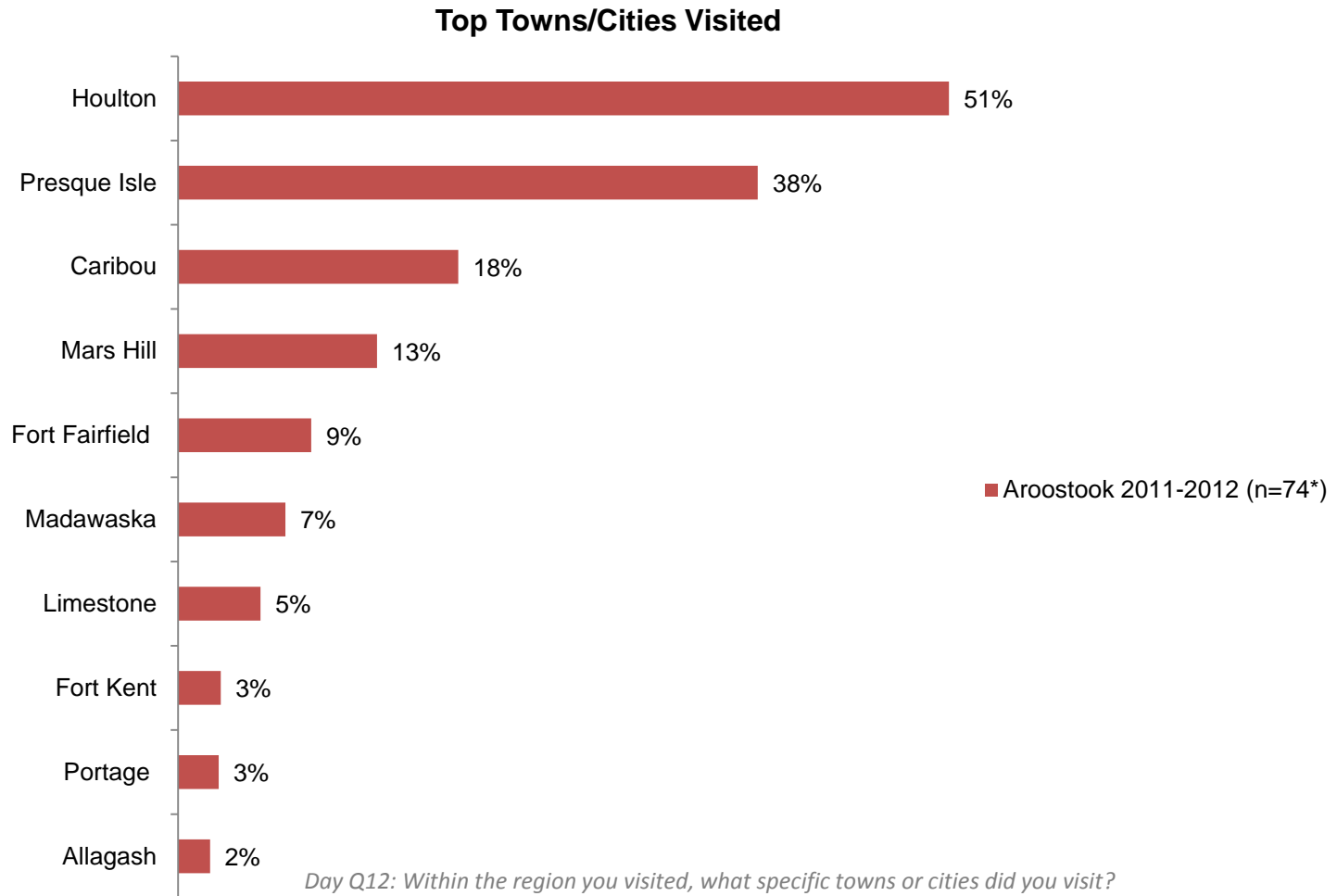
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# Towns & Cities Visited

- Houlton was the most frequently visited town in Aroostook County among day leisure visitors, followed by Presque Isle.



Day Q12: Within the region you visited, what specific towns or cities did you visit?

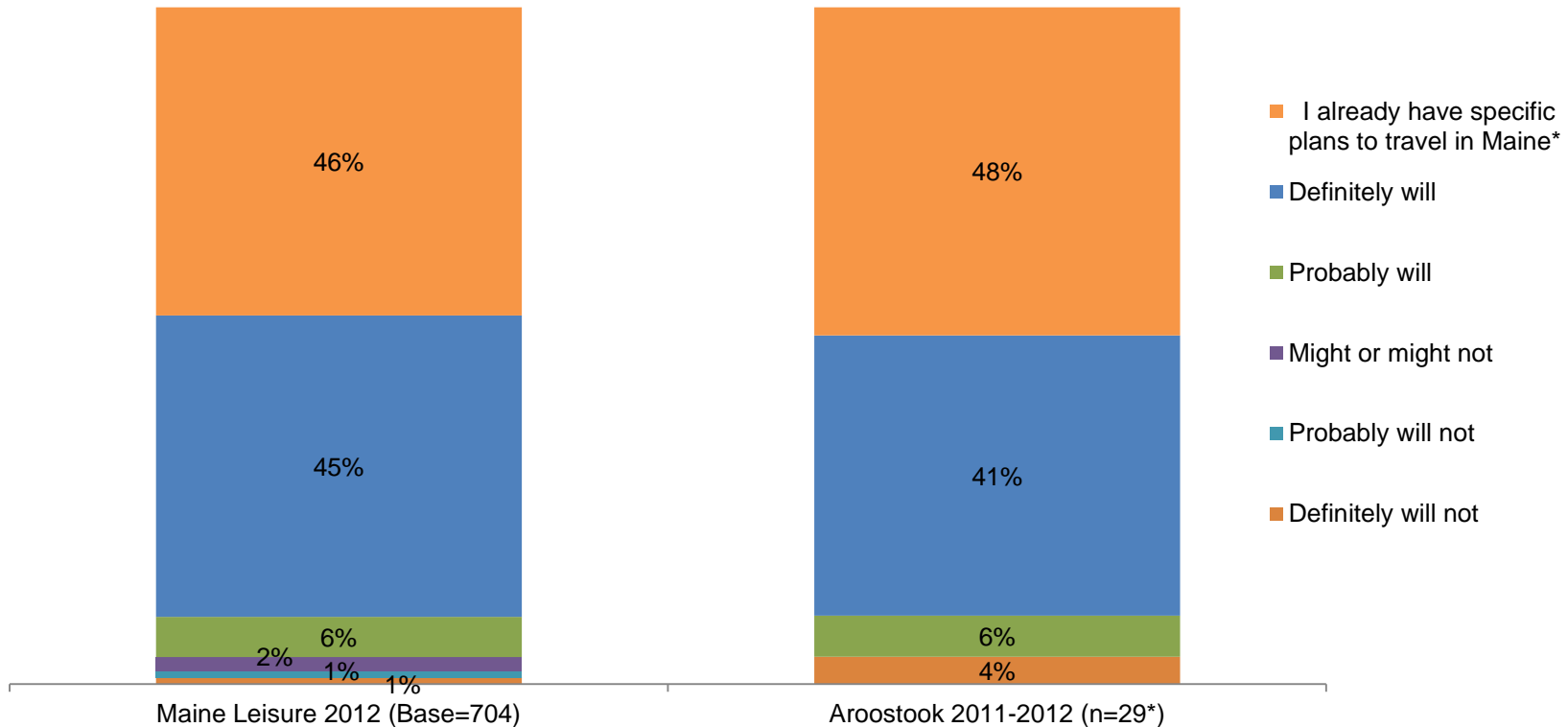
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# Future Travel Likelihood

- Half of day leisure visitors to Aroostook County report that they *already have specific plans to travel in Maine* in the next two years, and an additional 41% say that they *definitely will travel in Maine*. This compares to the proportion who responded similarly among visitors to the State of Maine as a whole.



Day Q19. How likely will you be to travel in Maine in the future/take a day trip in Maine in the future?

\*Added in Summer 2012. Due to a revision to response options and question wording in 2012, data is being shown only for 2012. Please note very small sample size. Data should be used for directional purposes only.

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# Comparison of *Aroostook County* Visitors to Maine Visitors



# Comparisons

- Visitors to the Aroostook County region and visitors to the State of Maine as a whole differ in a few areas. These variations can be seen primarily in the visitor origin, as well as their reasons for traveling and the activities they participate in while visiting.
- Highlights:
  - **Visitor Origin**
    - A **greater proportion** of overnight and day visitors from **New Brunswick**.
    - A **lesser proportion** of overnight and day visitors from **Massachusetts**.
  - **Visitor Demographics**
    - A **lesser proportion** of overnight visitors over the age of 55, and a lower average age of visitors
    - A **lesser proportion** of day visitors earning less than \$50,000 per year
    - A **greater proportion** of day visitors who are married
  - **Primary Purpose of Trip**
    - Day visitors **more** likely to be traveling for **shopping**
    - Day and overnight visitors **less** likely to be visiting to get away to relax
    - Overnight visitors **less** likely to be visiting:
      - To enjoy nature
      - Because it's what we do every year

# Comparisons Continued

- Highlights Continued:
  - **Trip Activities – Overnight Visitors**
    - **More** likely to be **canoeing**
    - **Less** likely to be:
      - Resting/relaxing/unwinding
      - Sightseeing
      - Enjoying the ocean views/rocky coast
  - **Trip Activities – Day Visitors**
    - **More** likely to be **shopping**
    - **Less** likely to be:
      - Resting/relaxing/unwinding
      - Sightseeing
      - Enjoying the ocean views/rocky coast
      - Searching for local cuisine
      - Participating in outdoor activities
      - Participating in water activities
      - Hiking/climbing





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