

# Maine Office of Tourism Visitor Tracking Research 2013 Calendar Year Annual Report

## *Regional Insights: Aroostook County*

*Prepared by*



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# Research Objectives and Methodology

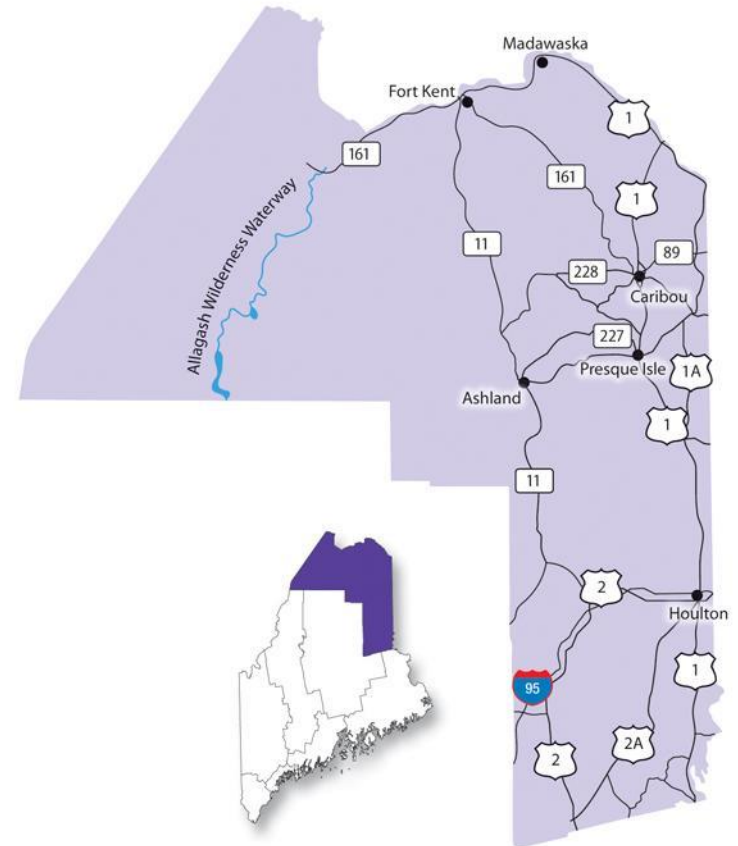


# Research Objectives and Methodology

- 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 2013, with travel occurring between January 2013 and December 2013. Data was collected between January 1st and December 15<sup>th</sup>, 2013. The number of completed statewide surveys collected for each research component are as follows:
  - Maine Overnight Visitor Survey – 2,675
  - Maine Day Visitor – 1,685
  - National Omnibus Survey – 17,591

# Research Objectives and Methodology

- The following report includes data on visitors to the Aroostook County tourism region.
  - 83 overnight visitors, and
  - 73 day visitors.
- **Sample Size Caution:** *Please note the small sample size of overnight (83) and day (73) visitors to the Aroostook County region. Data on the following pages should be used for directional purposes only.*
- Throughout this report, a significant increase from the previous year is indicated by **green** text, and a significant decrease from the previous year is indicated by **red** text.



# Overnight Visitors: *Traveler Description*



# Overnight Visitor Demographics

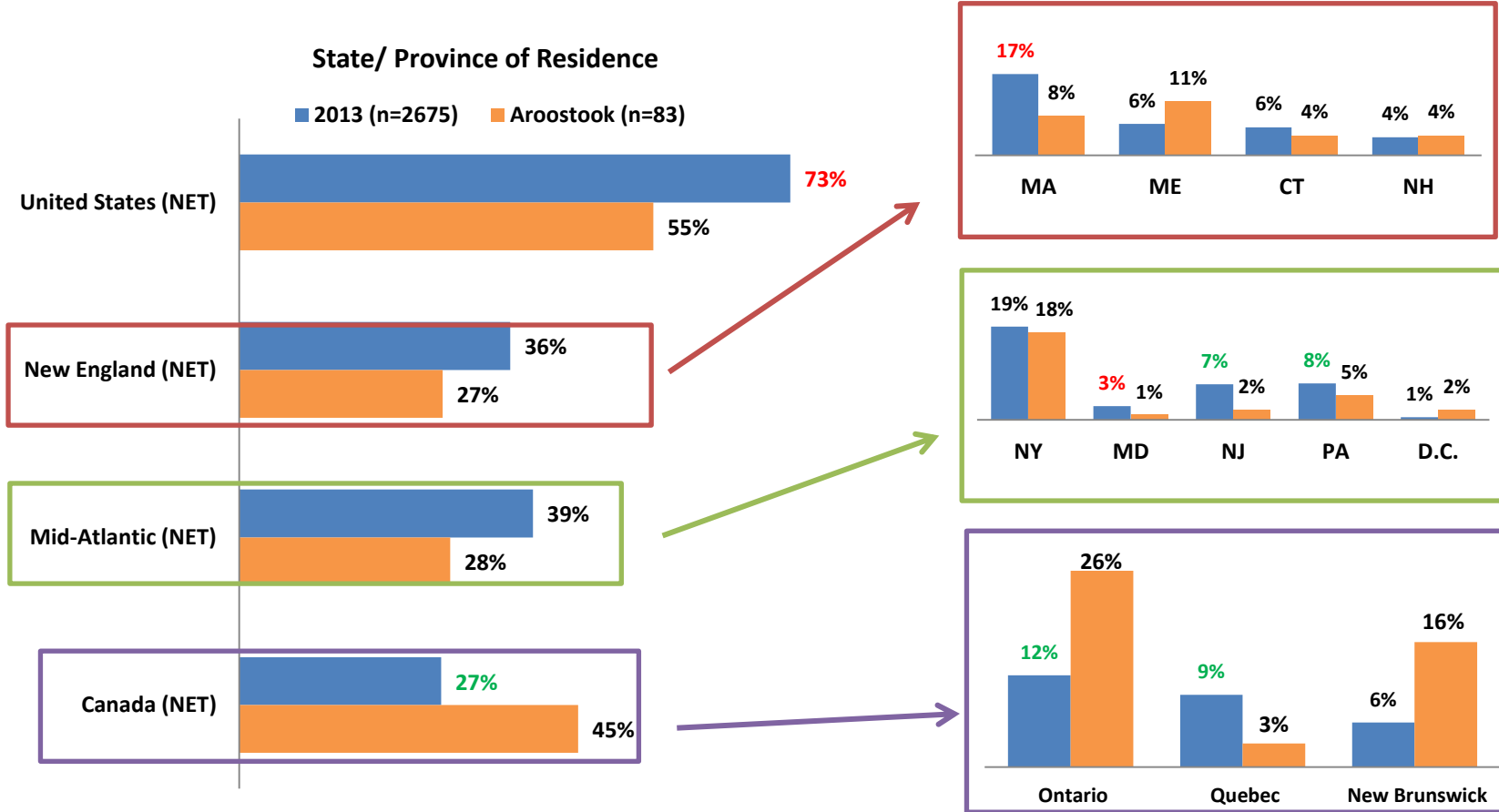
Overnight Visitors	Maine 2013 (n=2675)	Aroostook 2013 (n=83)
Age:		
< 35	25%	29%
35 - 44	17%	<33%>
45 - 54	22%	16%
55 +	<35%>	22%
Mean Age (Years)	47.1	42.9
Income:		
< \$50,000	11%	14%
\$50,000 - \$99,000	33%	<b>25%</b>
\$100,000 +	45%	53%
Mean Income (Thousands)	\$115,427	\$106,300
Female	47%	48%
College Degree or Higher	81%	<b>83%</b>
Married	60%	54%
Employed Full Time	<b>68%</b>	71%

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Aroostook County's overnight visitation is almost evenly split between American and Canadian visitors.

- Ontario sends the highest proportion of overnight visitors to Aroostook County, followed by New York and New Brunswick. In-state residents comprise 11% of Aroostook's overnight visitors.
- Aroostook County attracts a higher proportion of Canadian visitors than the rest of the State of Maine and a lower proportion of domestic visitors, especially from Massachusetts.



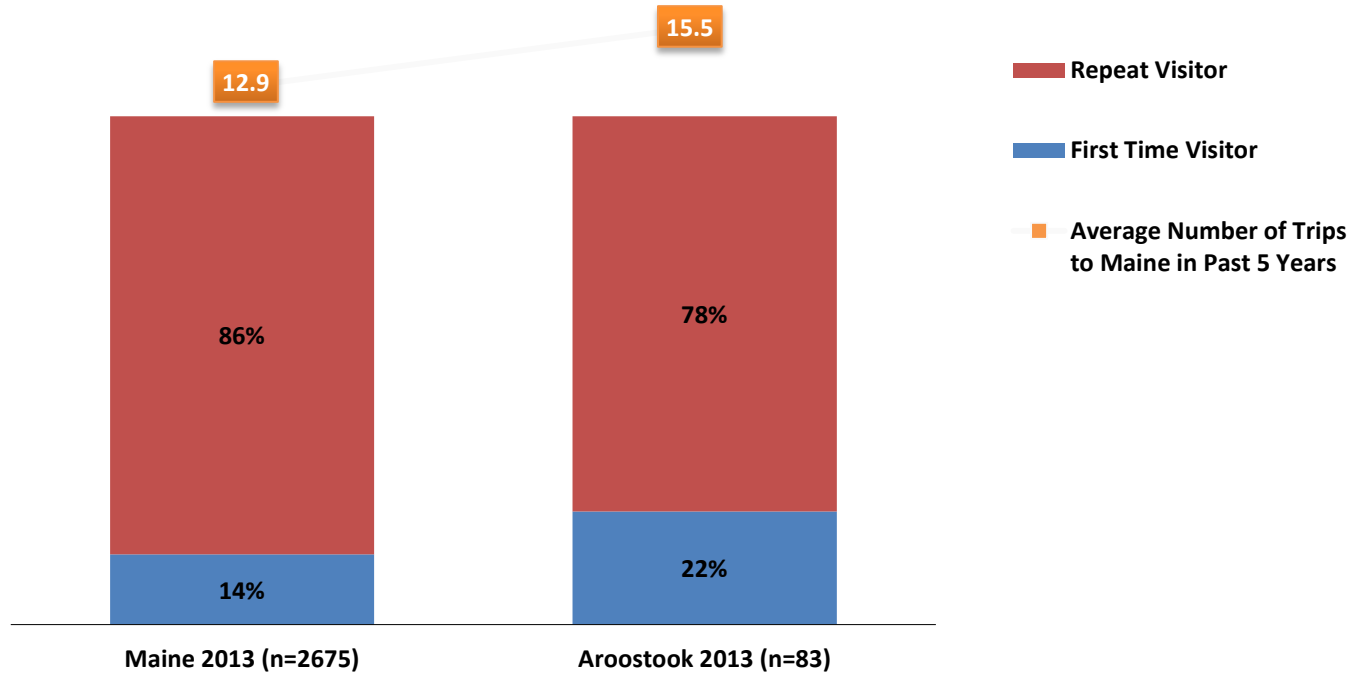
State/ Province of Residence

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.



# Aroostook County visitor loyalty is evident in its high proportion of repeat visitors.

## Repeat vs. First Time Visitors



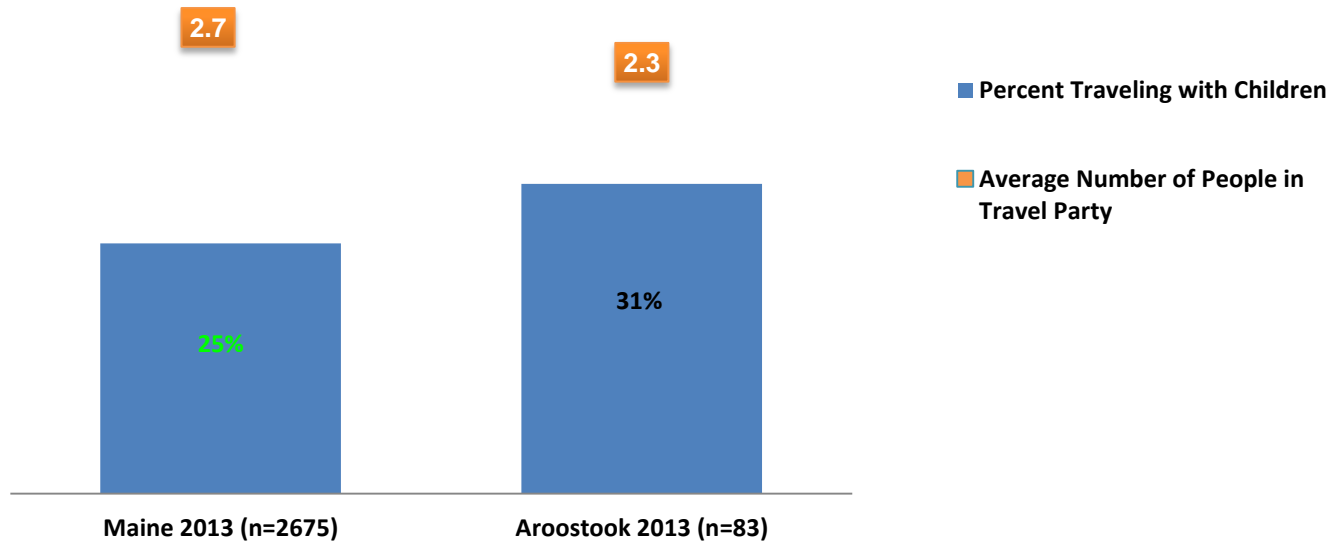
Regional Q9. Was this your first visit in Maine?

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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# On average, Aroostook County overnight visitors travel in parties of 2-3, and one-third travel with children.

## Travel Party Composition



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?

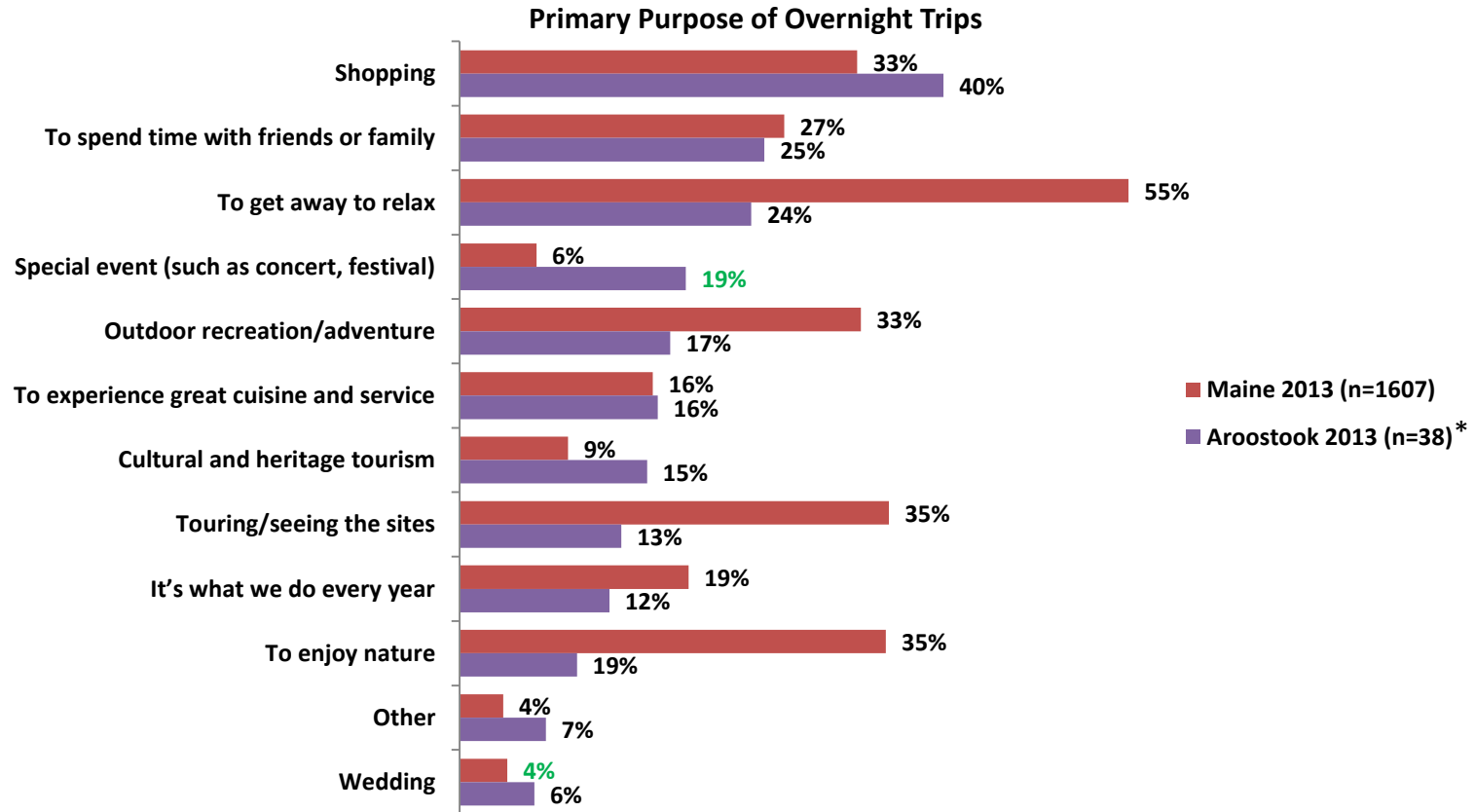
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Overnight Visitors: *Trip Experience*



# Aroostook County attracts visitors who are looking to shop, visit with friends/family, and relax.

- The proportion of visitors citing a *special event* as their primary purpose for traveling to Aroostook County increased significantly over 2012 (19% in 2013 versus 1% in 2012).



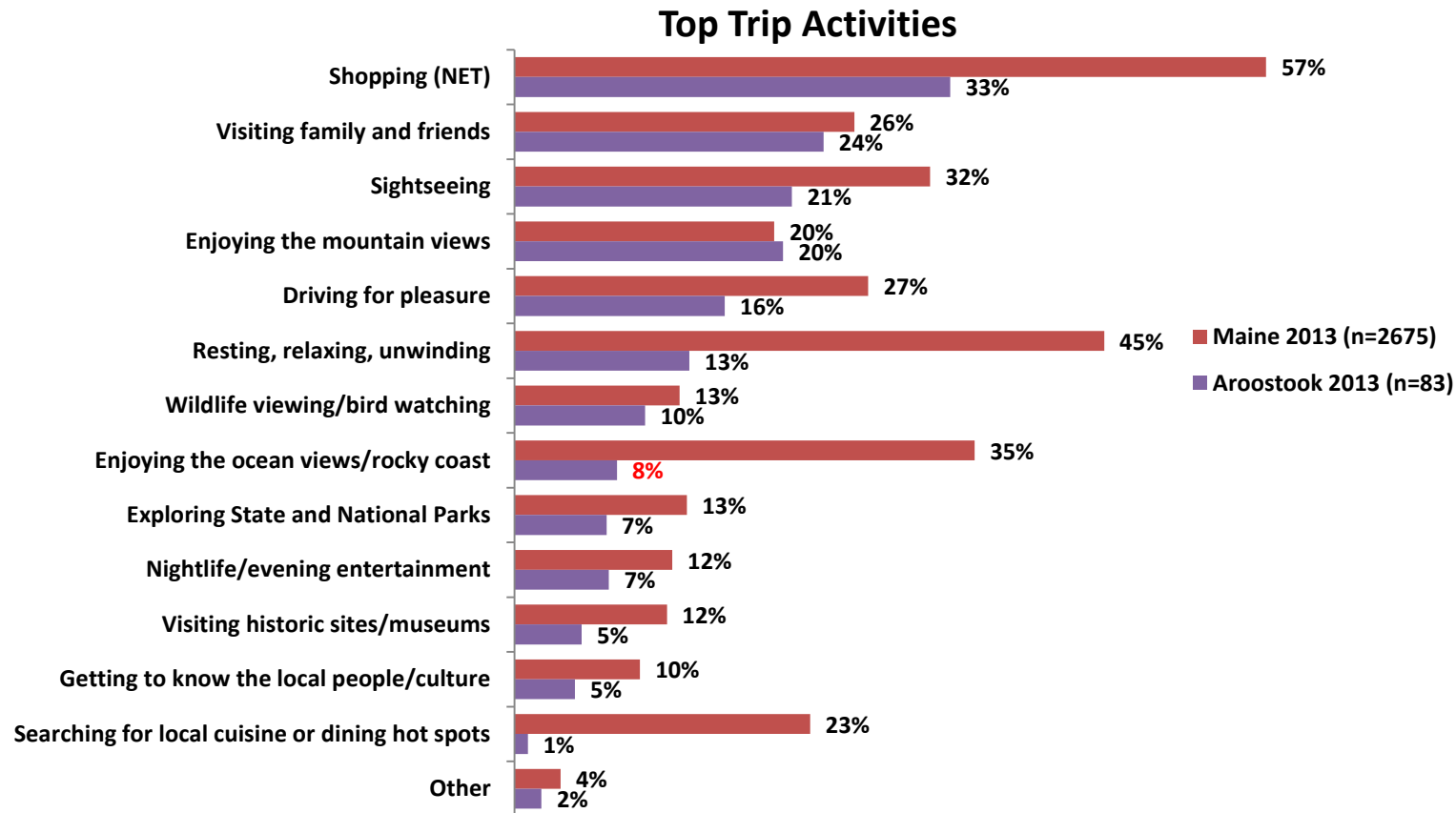
Regional Q7. What was the primary purpose of your most recent trip in Maine?

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

# Shopping, visiting friends/family, and outdoor activities top the list of Aroostook County overnight visitor activities.

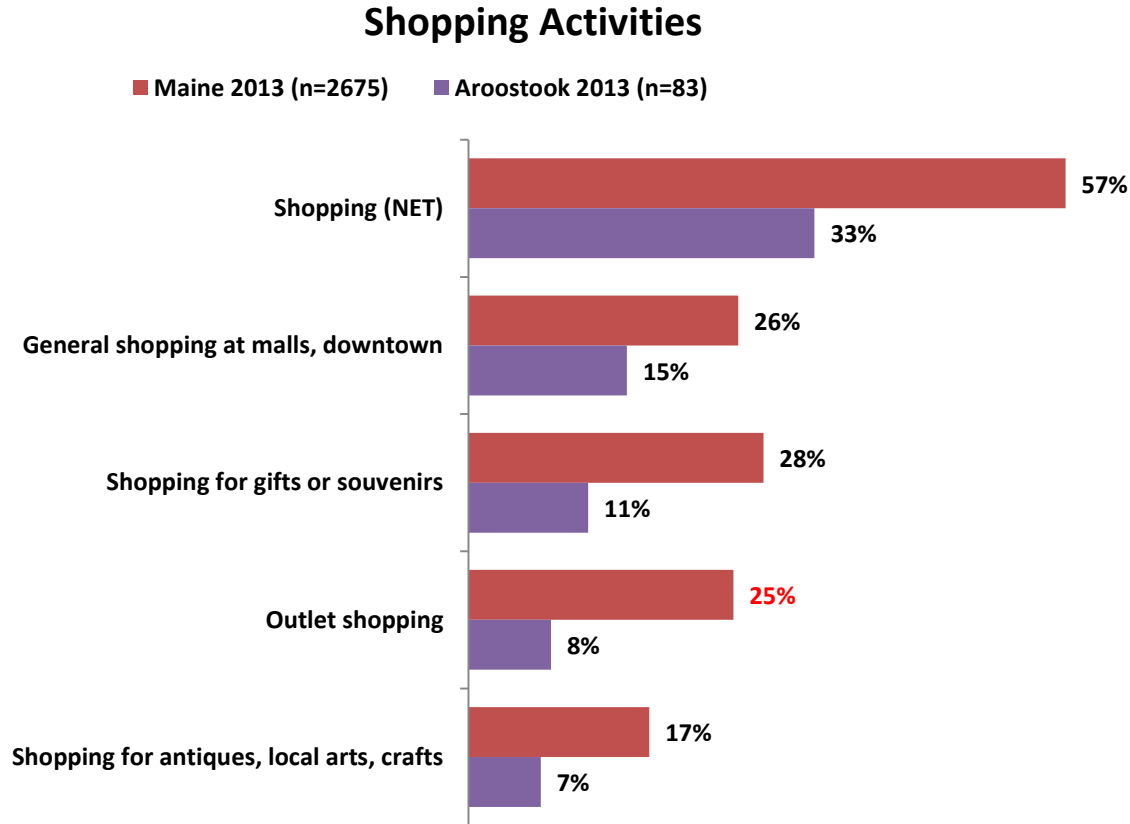
- Despite some of these trip activities being top activities in this region, Aroostook County visitors are less likely than visitors to the State of Maine as a whole to have *shopped, participated in outdoor activities, rested/relaxed, and enjoyed the ocean views/rocky coast.*



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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

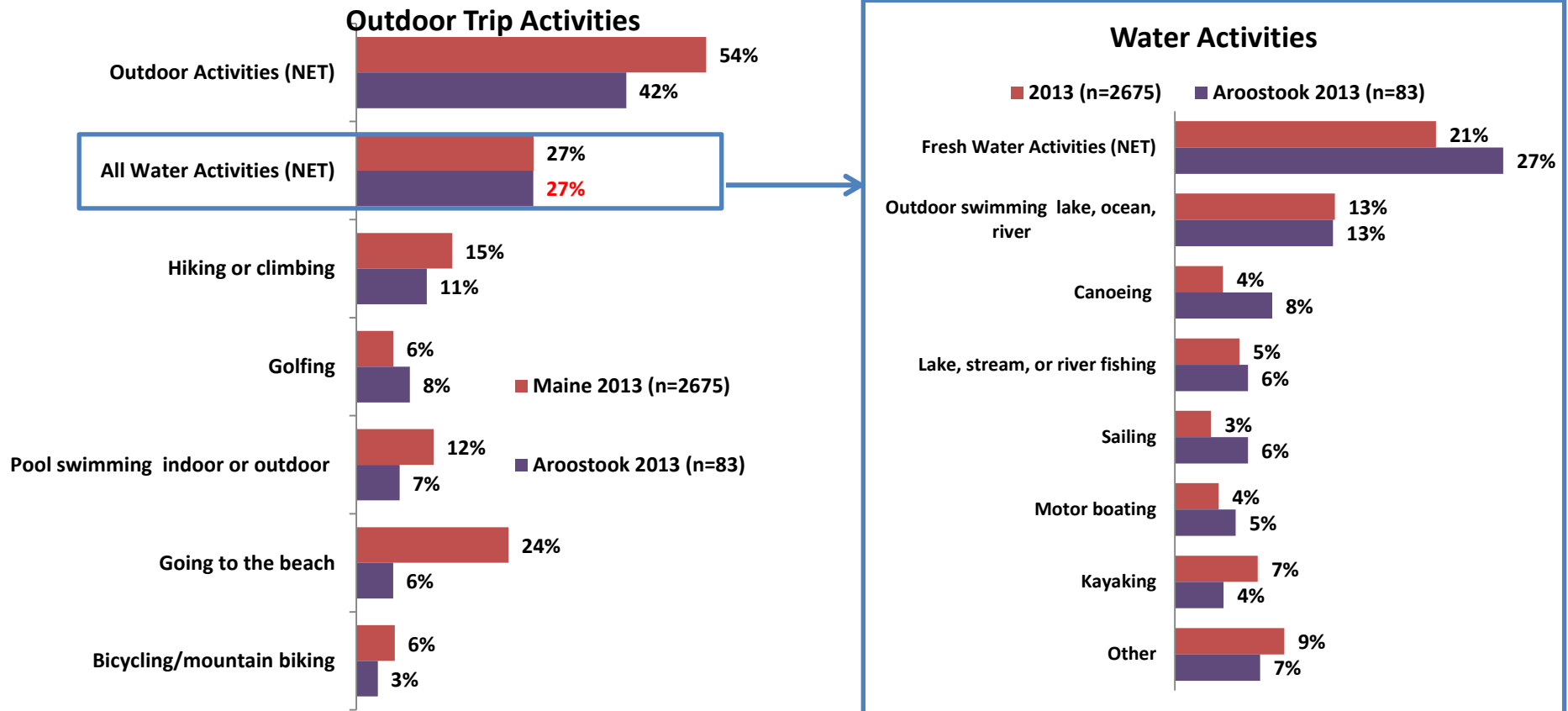
# Aroostook County shopping activities center on general mall/downtown shopping.



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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

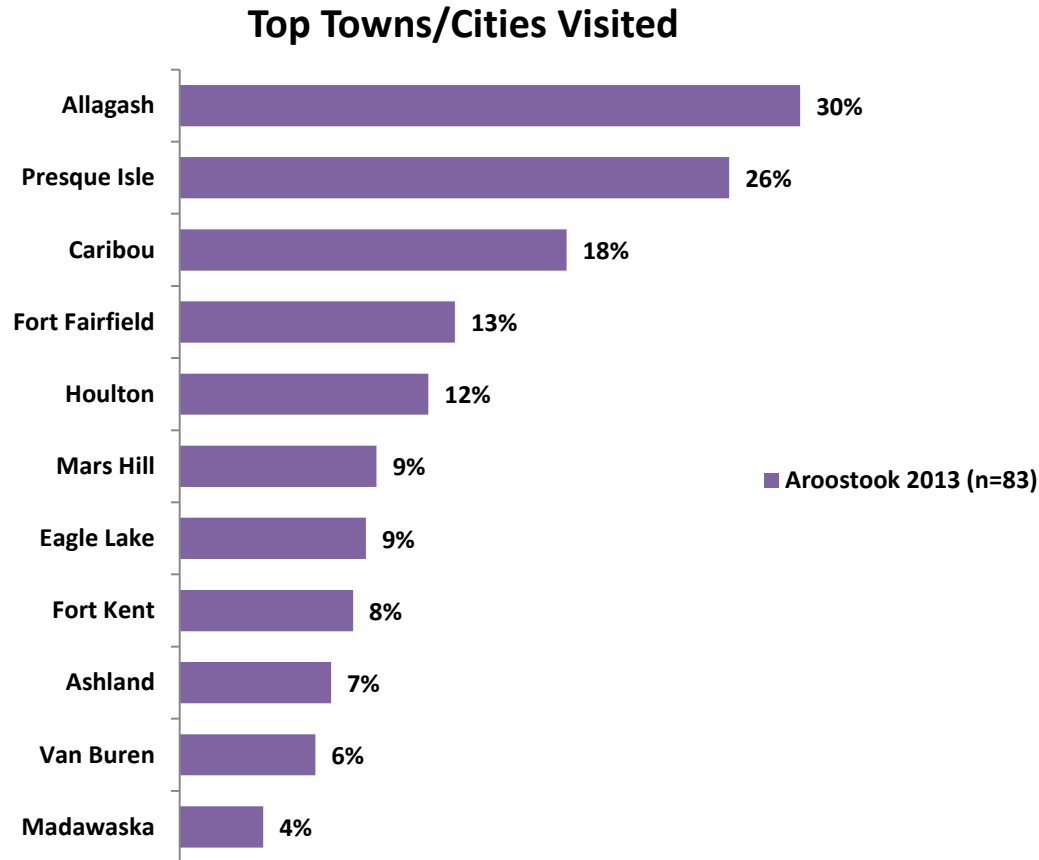
# Most outdoor activities enjoyed in Aroostook County involve the water.



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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Allagash and Presque Isle are the most frequently visited towns by overnight visitors to Aroostook County.



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

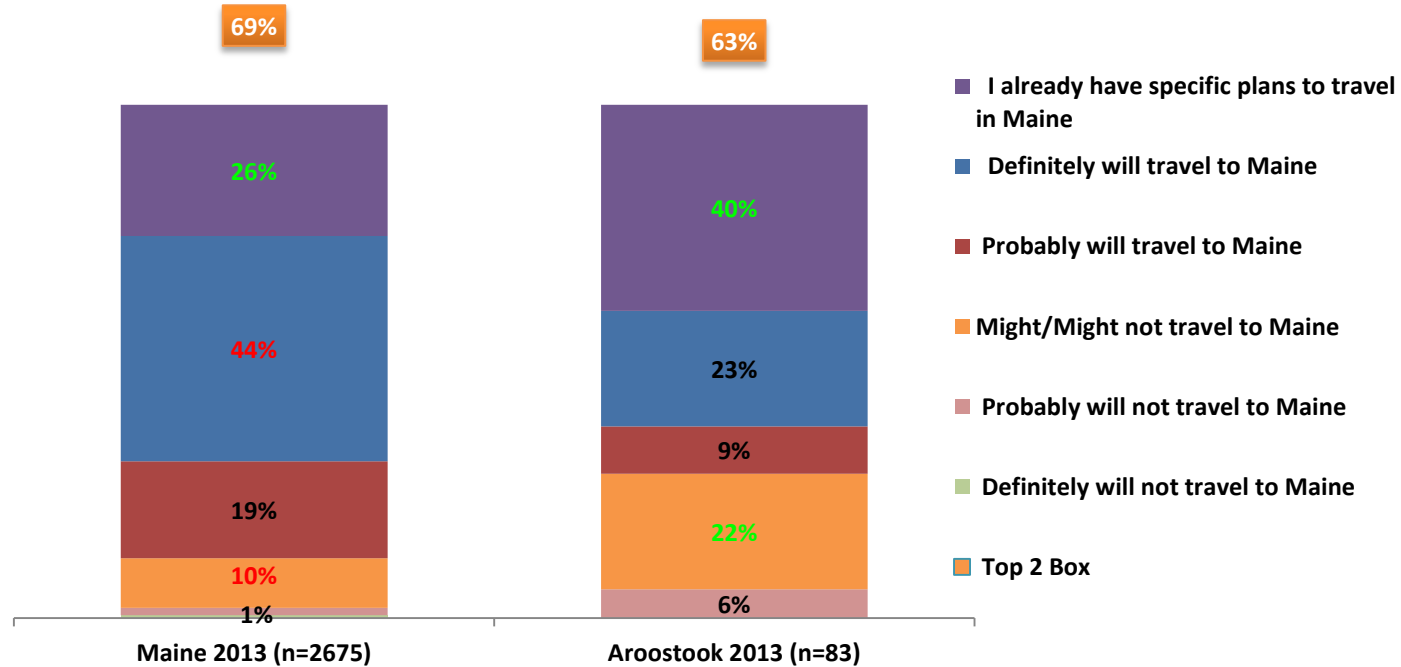
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.



# Two-thirds of overnight visitors to Aroostook County plan to travel in Maine again.

- The proportion of travelers who *already have specific plans to travel in Maine* is greater among visitors to Aroostook County than to the State of Maine as a whole.

## Future Travel Likelihood



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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Day Visitors: *Traveler Description*



# Day Visitor Demographics

Day Visitors	Maine 2013 (n=1685)	Aroostook 2013 (n=73*)
Age:		
< 35	20%	23%
35 - 44	<15%>	8%
45 - 54	25%	21%
55 +	40%	48%
Mean Age (Years)	49.0	48.4
Income:		
< \$50,000	19%	25%
\$50,000 - \$99,000	42%	46%
\$100,000 +	38%	29%
Mean Income (Thousands)	\$98,010	\$91,720
Female	54%	50%
College Degree or Higher	<71%>	54%
Married	66%	<84%>
Employed Full Time	63%	61%

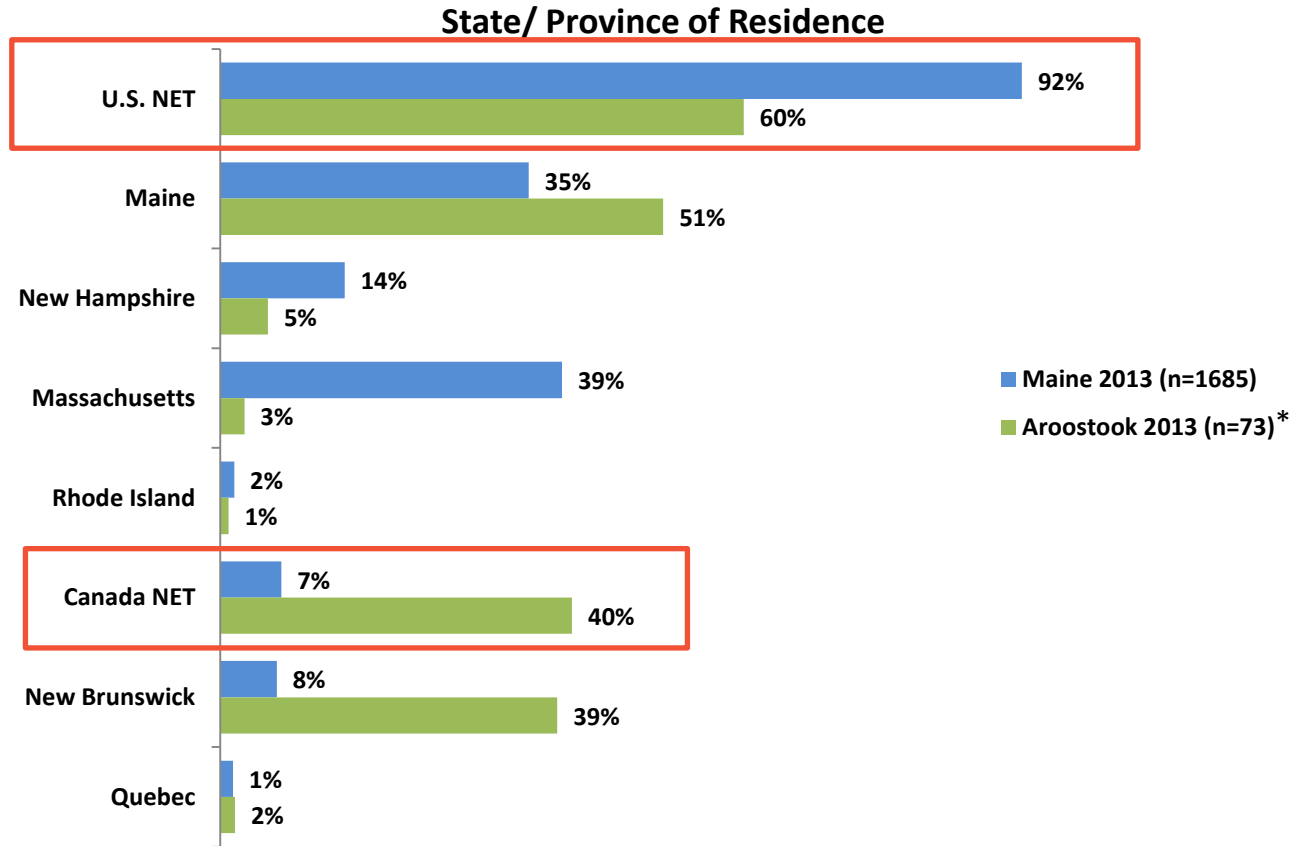
<> indicates a significant difference between subgroups at the 95% confidence level.

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

# Half of Aroostook County day visitors are in-state visitors, with almost as many arriving from Canada.

- Maine and New Brunswick supply the greatest proportions of day visitors to Aroostook County.



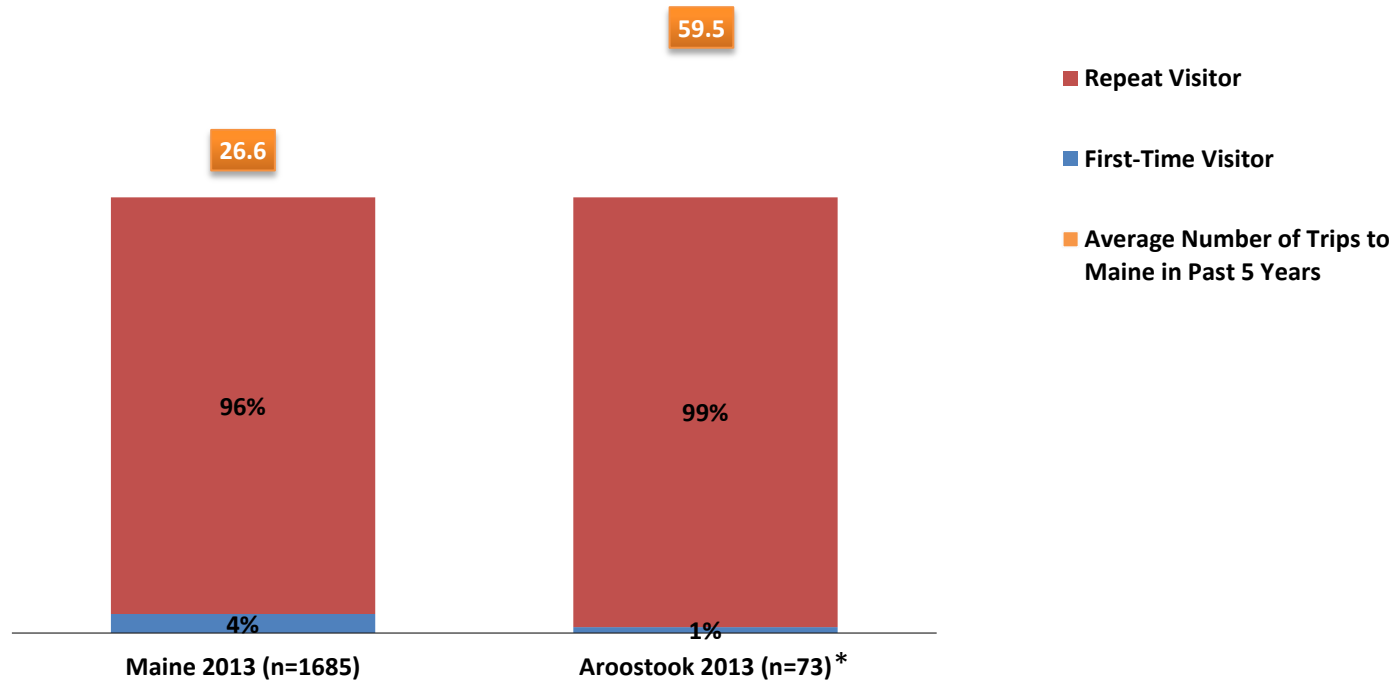
Day Q1A. In what State or Province do you reside?

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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# Nearly all Aroostook County day visitors in 2013 were repeat visitors.

## Repeat vs. First Time Visitors



Day Q4. Was this your first trip to Maine?

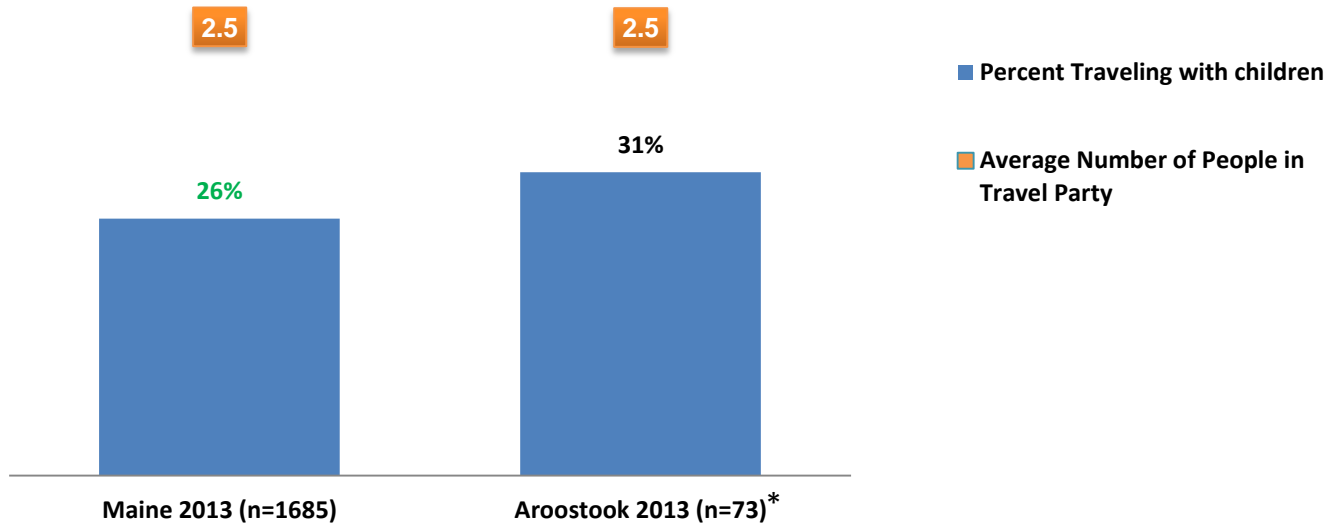
Q4a. Including your most recent trip in Maine, how many times have you visited Maine in the past five years?

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

# One-third of Aroostook County day visitors are traveling with children.

## Travel Party Composition



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

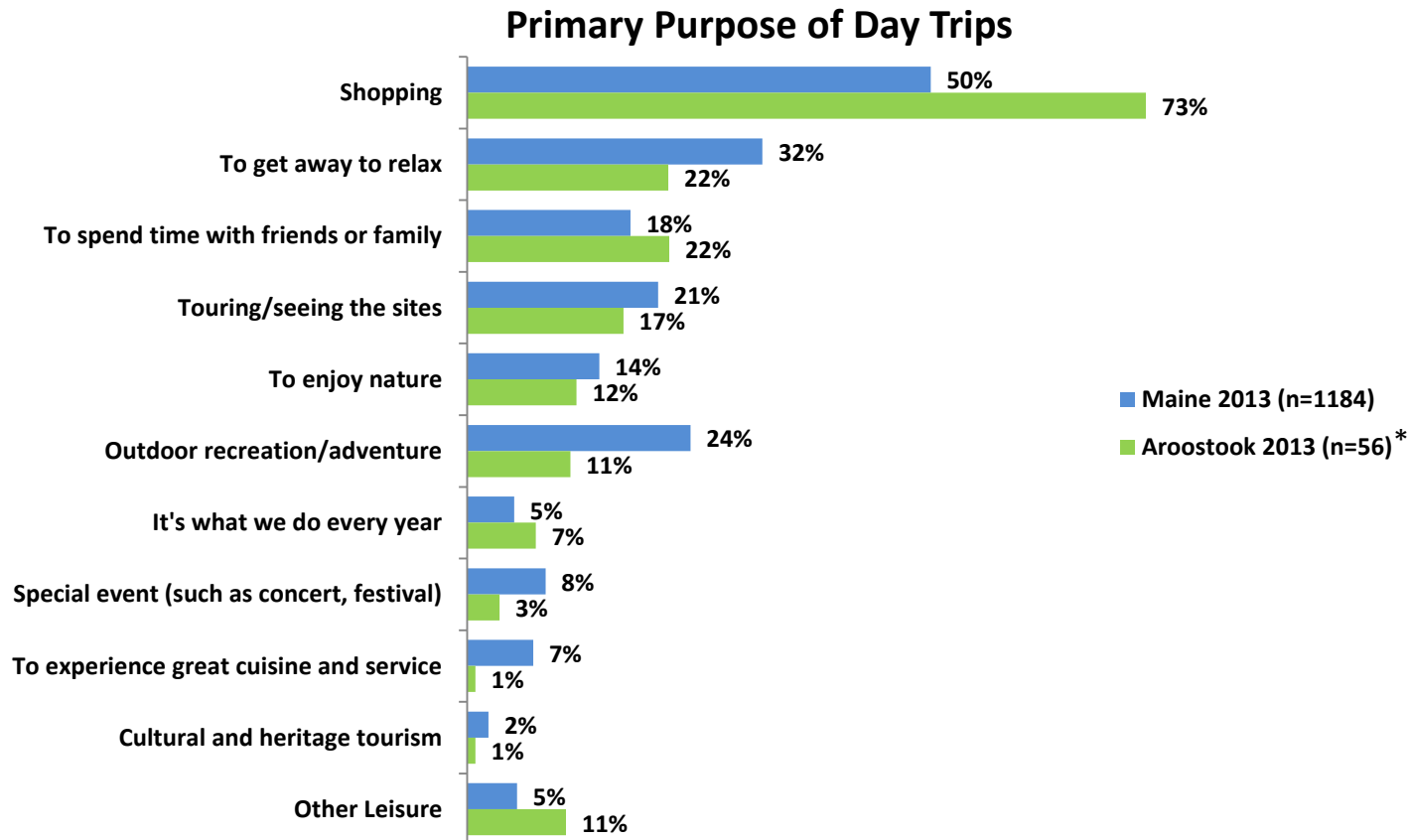
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

# Day Visitors: *Trip Experience*



# The majority of leisure day visitors to Aroostook County came primarily to shop.



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

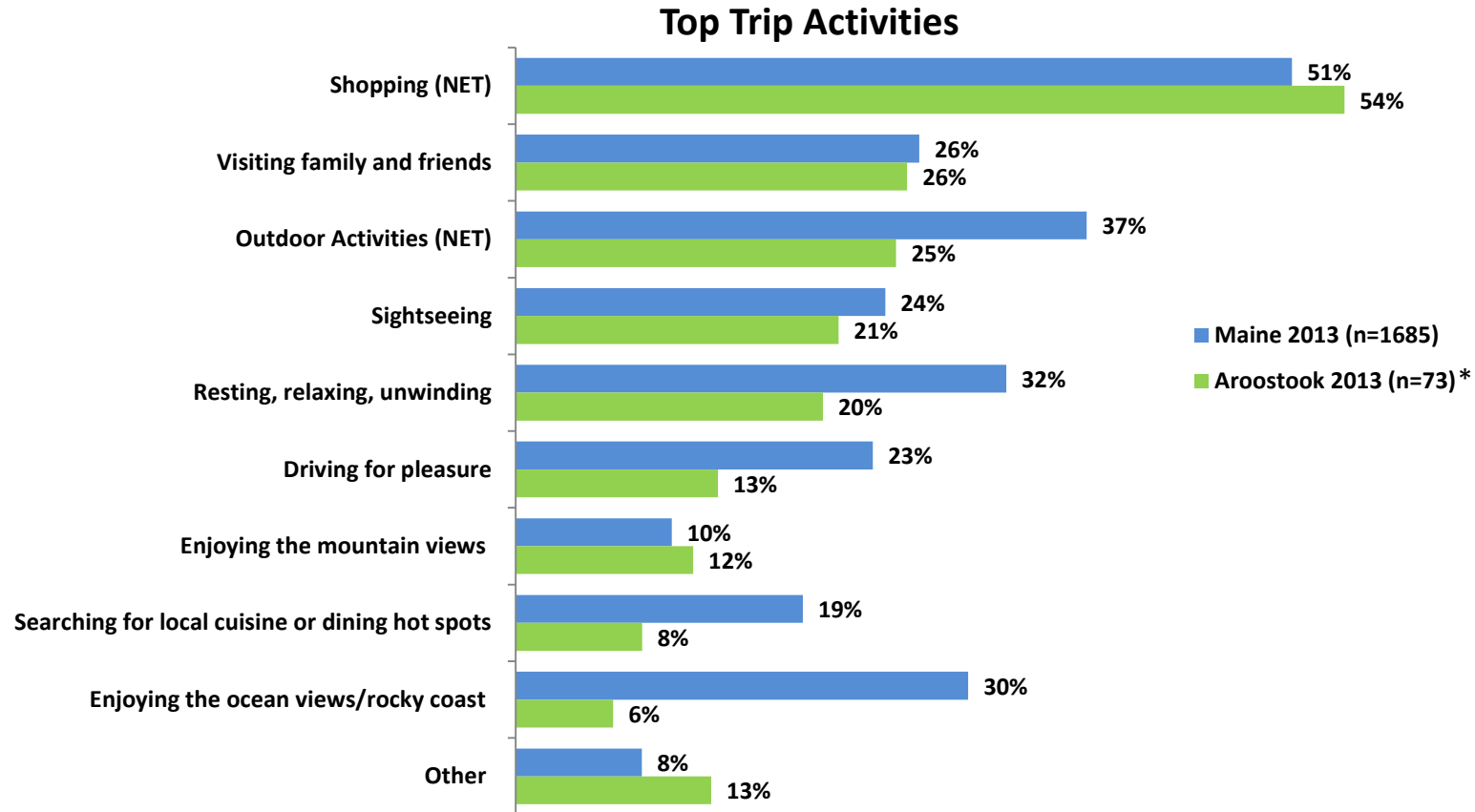
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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# Half of all day visitors to Aroostook County did some shopping while visiting.

- Visiting family/friends and various outdoor activities were the next most common trip activities among day visitors to Aroostook County.

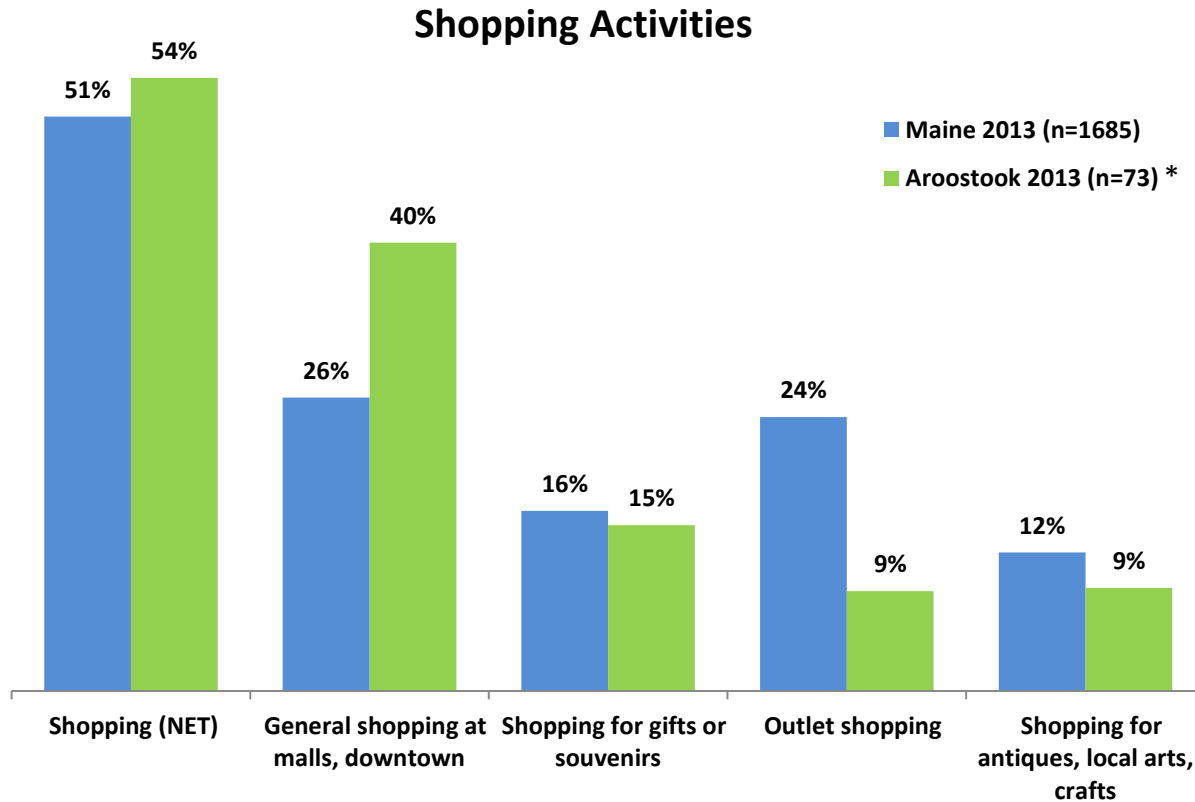


Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).

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

# Aroostook County shopping activities primarily consisted of general mall/downtown shopping.



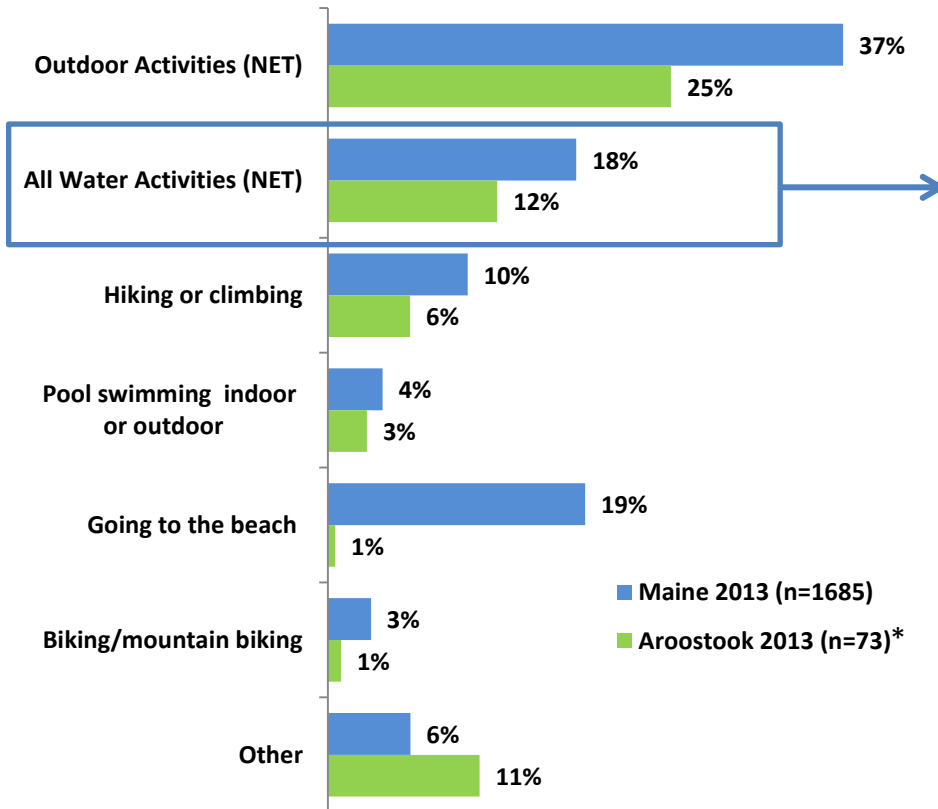
Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).

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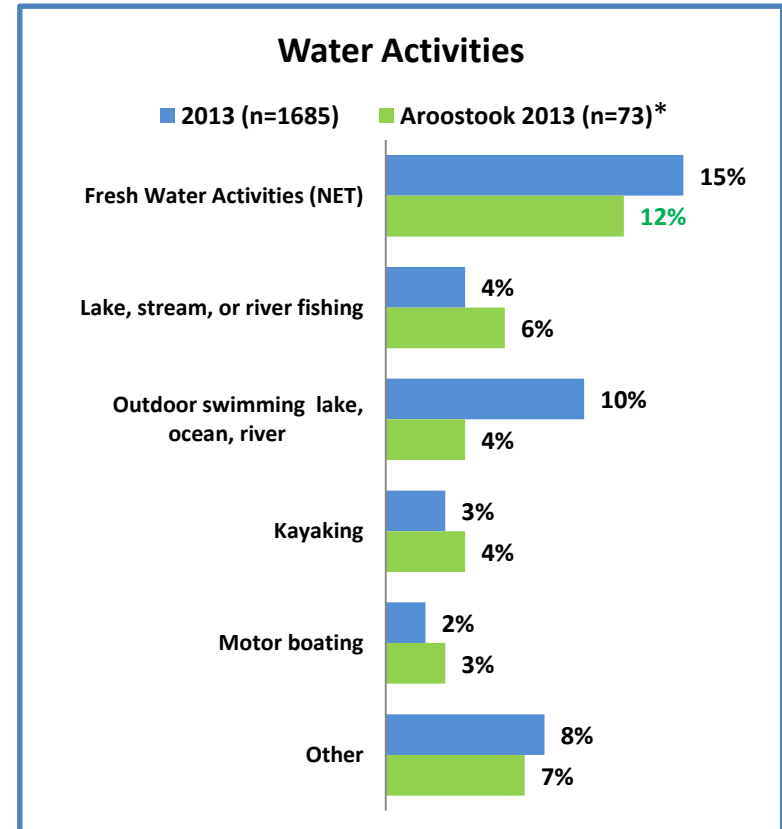
\*Please note small sample size. Data should be used for directional purposes only.

# Outdoor activities among Aroostook County day visitors centered mostly around water activities.

## Outdoor Activities



## Water Activities

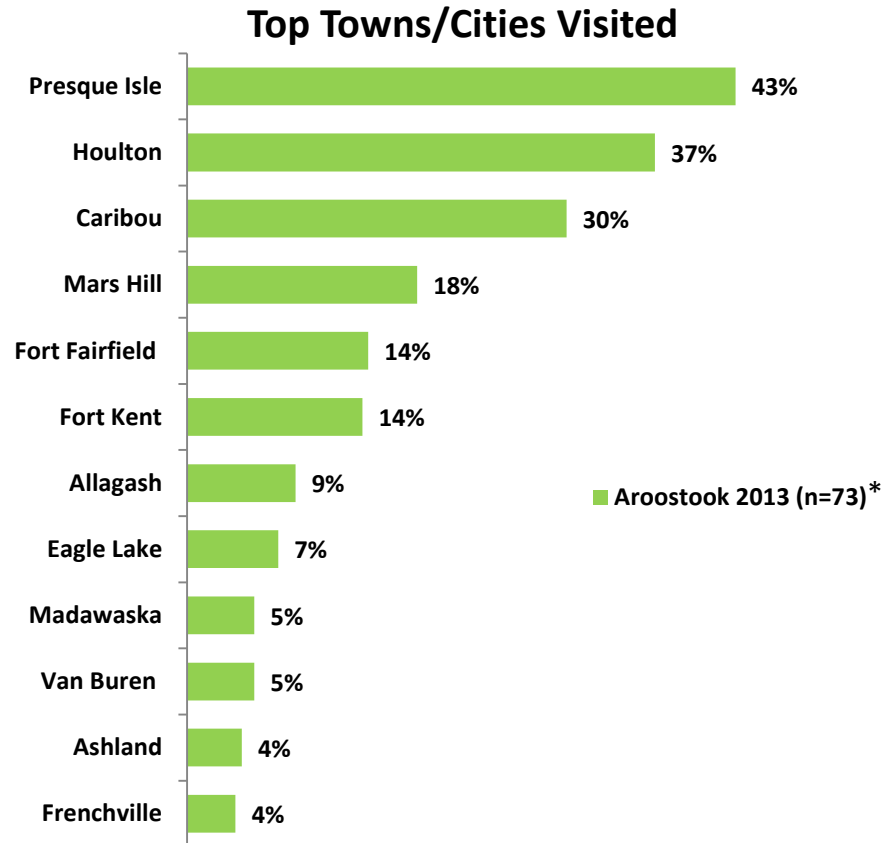


Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).

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

# Presque Isle and Houlton top the list of towns visited in Aroostook County by day visitors.



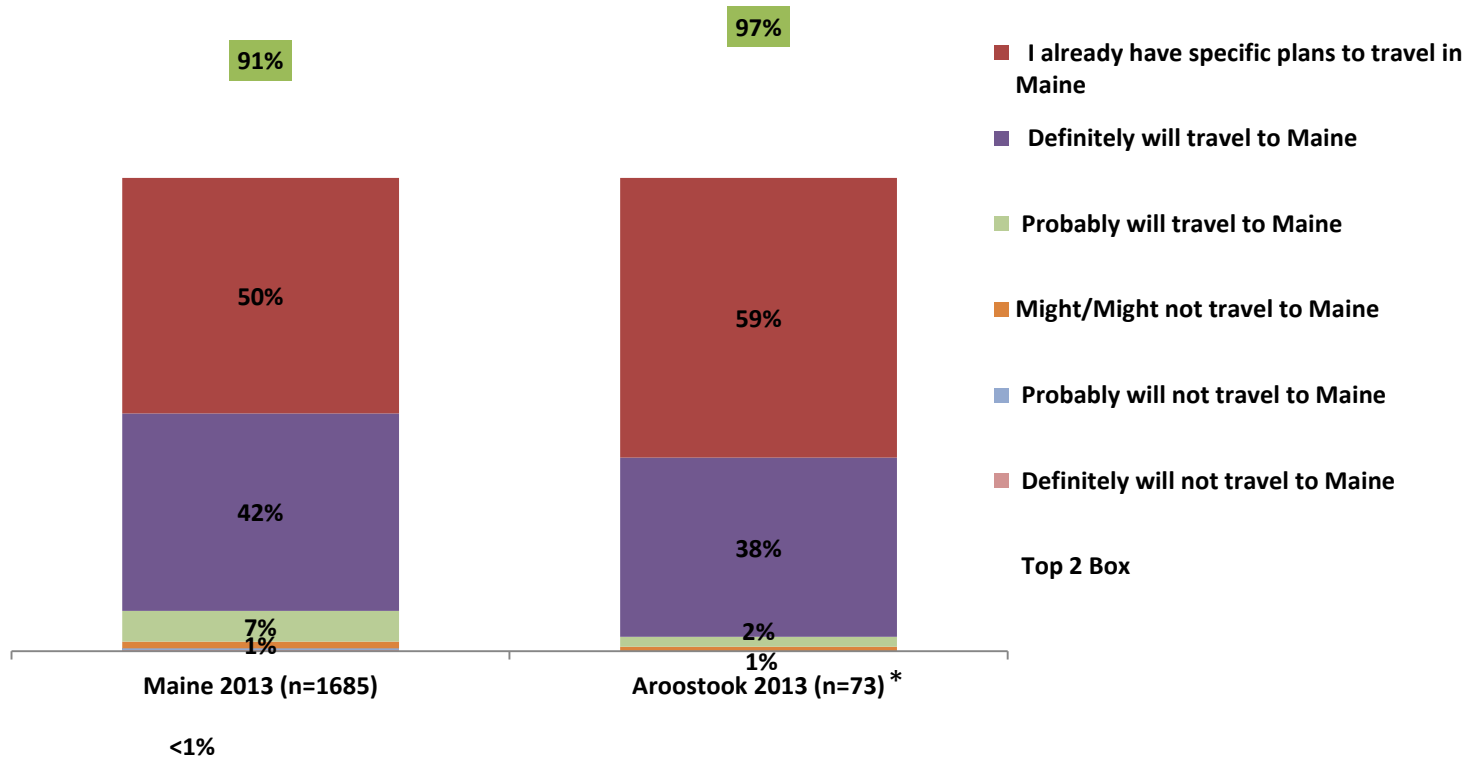
Day Q12: Within the region you visited, what specific towns or cities did you visit?

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

# Nearly all day visitors to Aroostook County plan to travel in Maine again.

## Future Likelihood to Travel to Maine



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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

# 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 **Canada, especially New Brunswick**.
    - A **lesser proportion** of overnight and day visitors from **the United States, especially 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 who have completed college.
    - A **greater proportion** of day visitors who are married.
  - **Primary Purpose of Trip**
    - Day visitors **more** likely to be traveling for **shopping**
    - Day visitors **less** likely to be visiting for a **special event** or **to experience great cuisine**
    - Day and overnight visitors **less** likely to be visiting for **outdoor recreation**
    - Overnight visitors **less** likely to be visiting:
      - To enjoy nature
      - To get away to relax
      - To tour/see the sites

# Comparisons

- Highlights Continued:
  - **Trip Activities – Overnight Visitors**
    - **Less likely to be:**
      - Shopping
      - Resting/relaxing/unwinding
      - Sightseeing
      - Enjoying the ocean views/rocky coast
      - Driving for pleasure
      - Searching for local cuisine
      - Exploring State and National Parks
      - Visiting historic sites/museums
  - **Trip Activities – Day Visitors**
    - **Less likely to be:**
      - Resting/relaxing/unwinding
      - Enjoying the ocean views/rocky coast
      - Searching for local cuisine
      - Participating in outdoor activities
      - Driving for pleasure
  - **Future Travel Likelihood**
    - Day Visitors **more** likely to indicate that they will travel to Maine in the next two years.





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