

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

Regional Insights: Downeast & Acadia

Prepared by



May 2014

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Research Objectives and Methodology

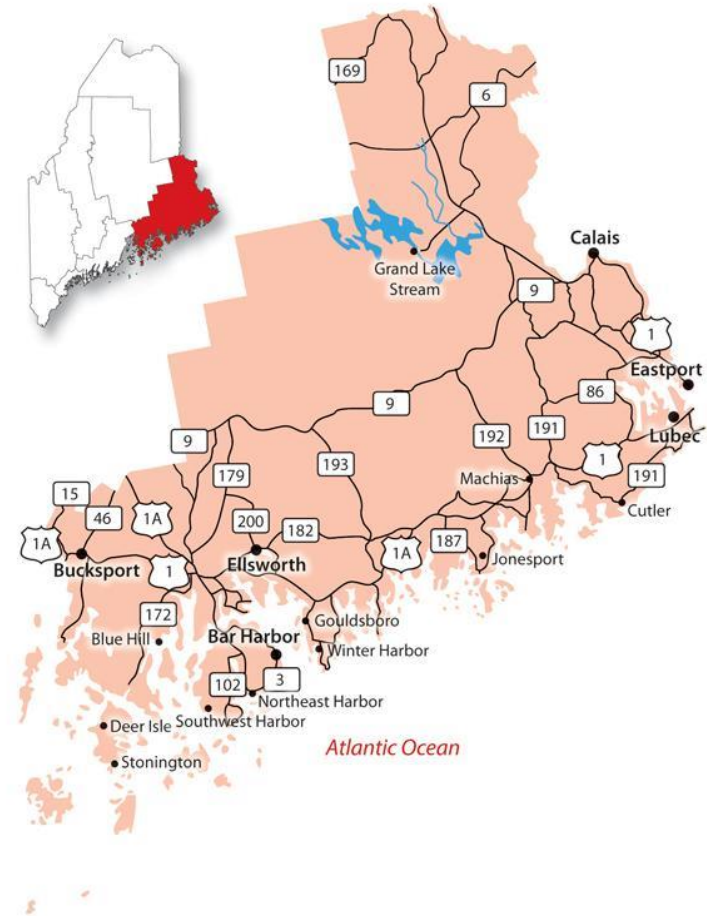


Research Objectives and Methodology

- 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 15th, 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 Downeast and Acadia tourism region.
 - 428 overnight visitors, and
 - 154 day visitors.
- 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

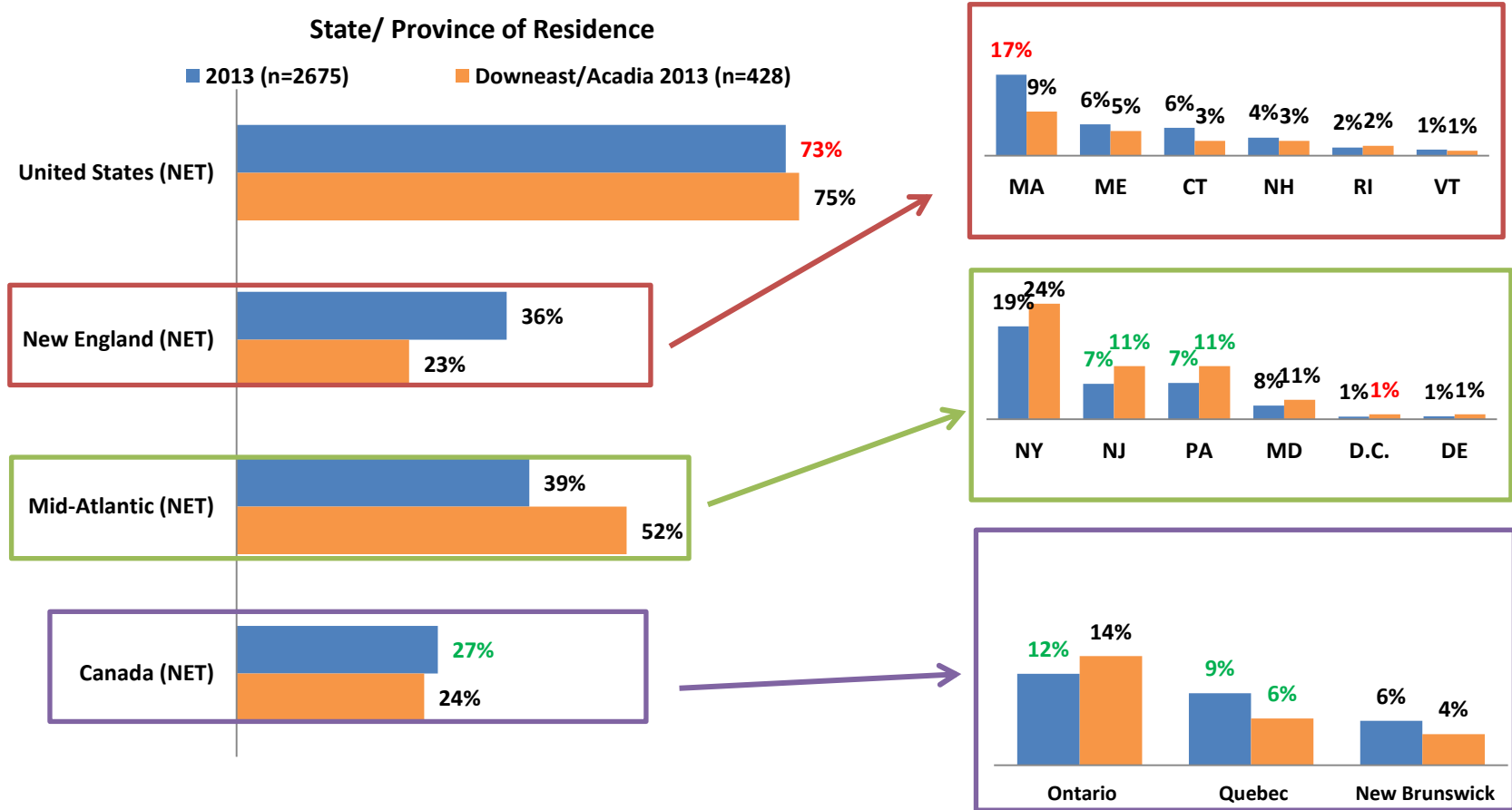
Overnight Visitors	Maine 2013 (n=2675)	Downeast/Acadia 2013 (n=428)
Age:		
< 35	25%	25%
35 - 44	17%	15%
45 - 54	22%	26%
55 +	35%	35%
Mean Age (Years)	47.1	47.4
Income:		
< \$50,000	11%	12%
\$50,000 - \$99,000	33%	31%
\$100,000 +	45%	47%
Mean Income (Thousands)	\$115,427	\$116,300
Female	47%	49%
College Degree or Higher	81%	<85>%
Married	60%	61%
Employed Full Time	68%	68%

<> 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.

Half of overnight visitors to the Downeast & Acadia region are from the Mid-Atlantic.

- New York and Ontario source the greatest proportions of overnight visitors to this region.
- The proportion of overnight visitation from New Jersey, Pennsylvania, and Quebec has increased over 2012 for the Downeast & Acadia region.

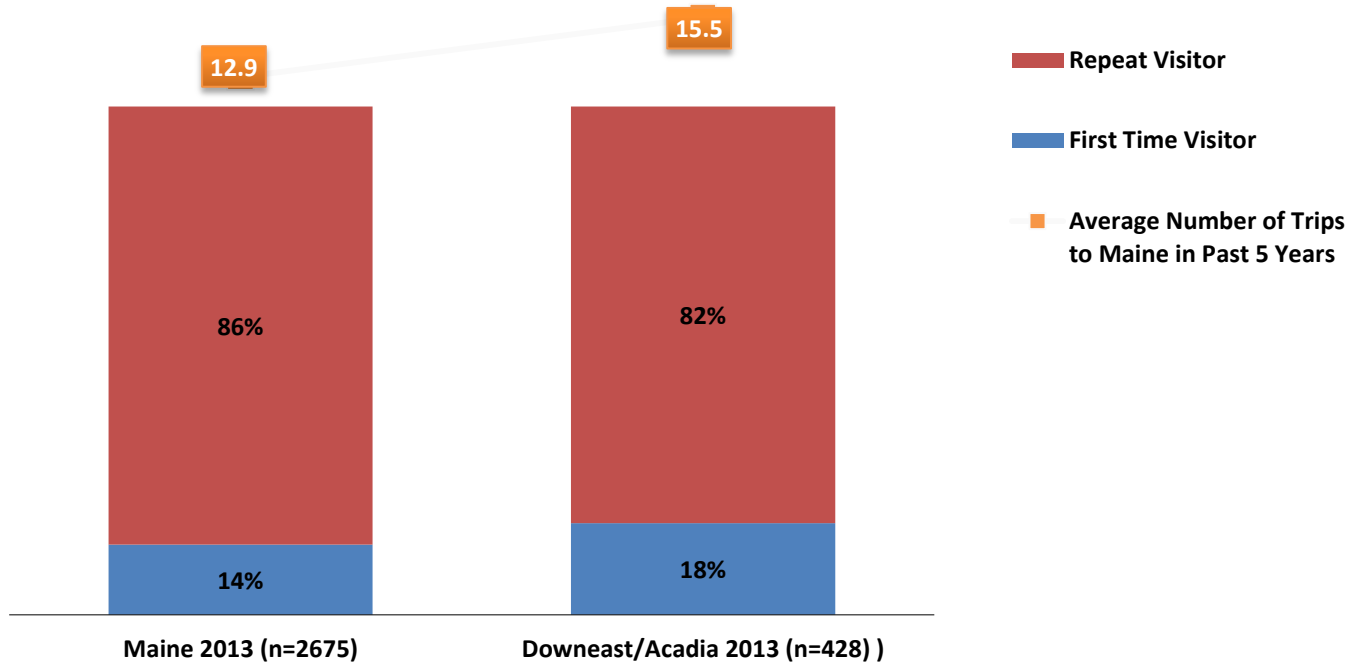


State/ Province of Residence

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

Repeat visitors make up four in five overnight visitors to the Downeast & Acadia region.

Repeat vs. First Time Visitors



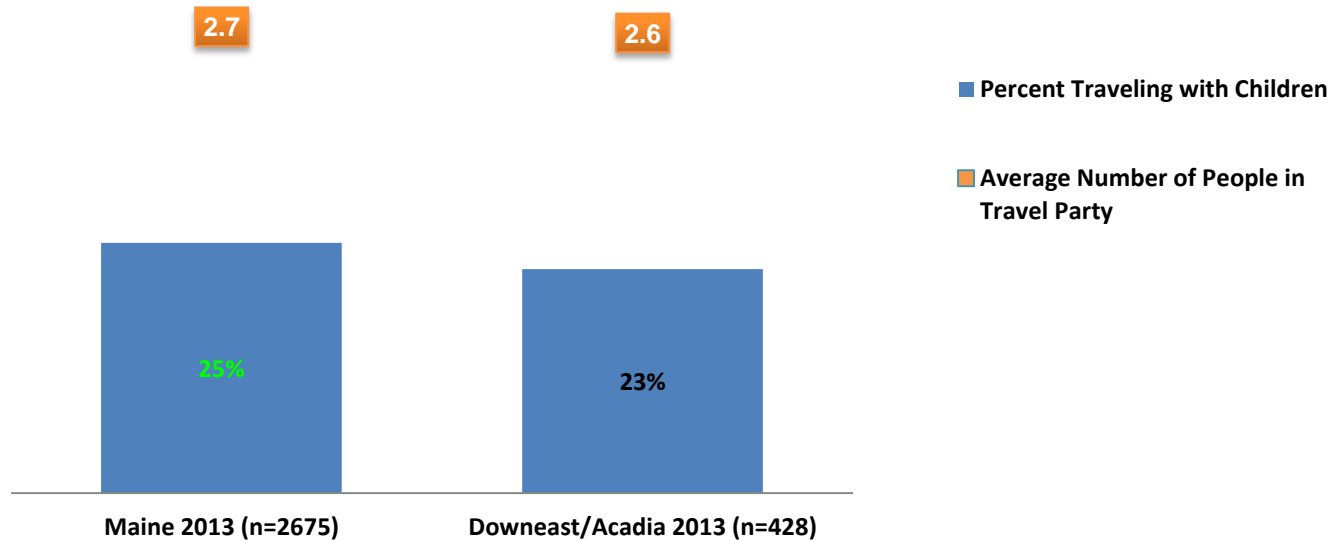
Regional Q9. Was this your first visit in Maine?

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.

One-fourth of overnight visitors to the Downeast & Acadia region in 2013 traveled 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?

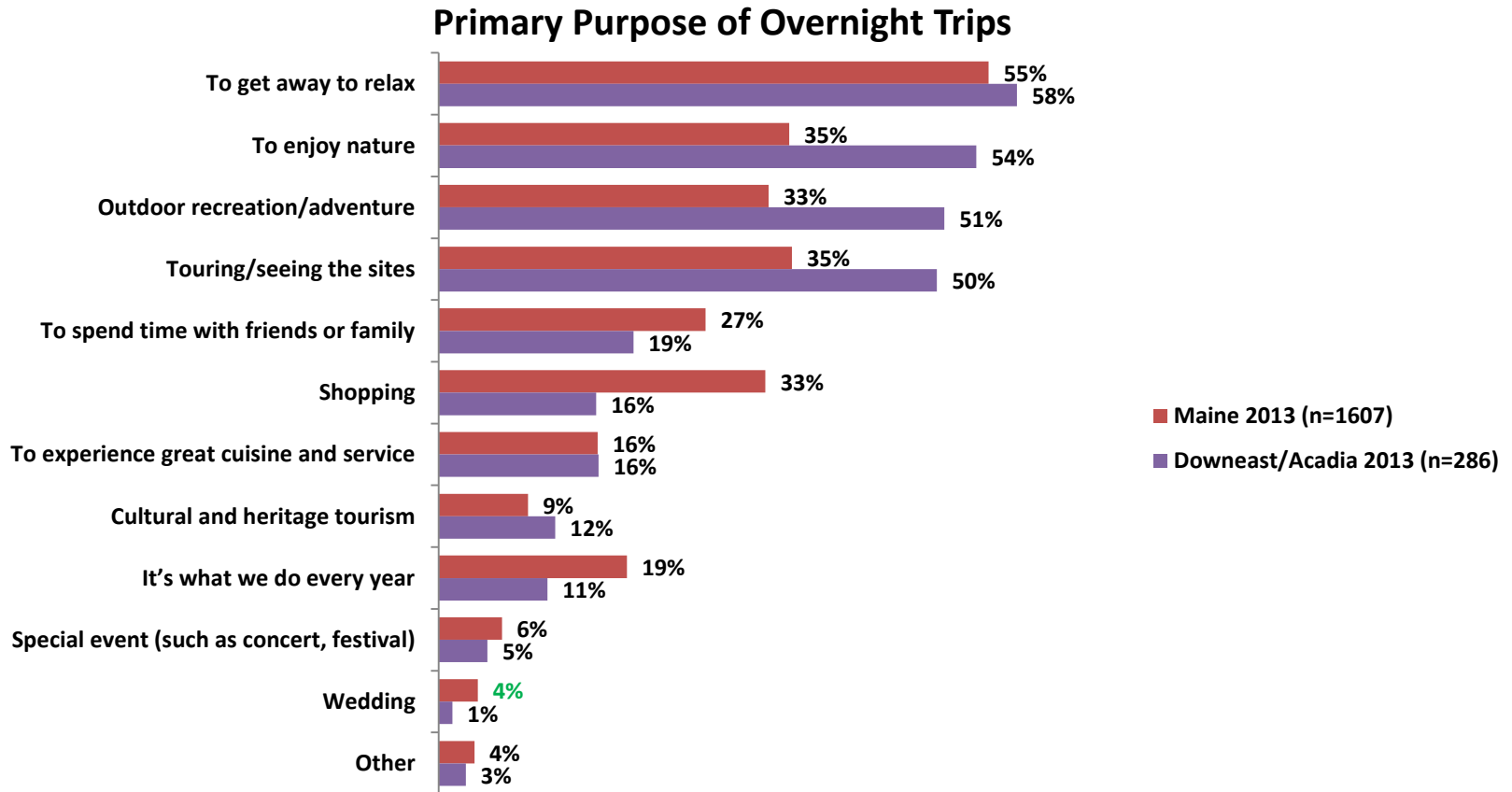
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitors: *Trip Experience*



Relaxing, touring, and outdoor recreation are the primary draws to this region among overnight visitors.

- Overnight visitors to the Downeast & Acadia region are more likely than visitors to the State of Maine as a whole to be primarily seeking out touring/sightseeing activities, nature, and outdoor recreation.

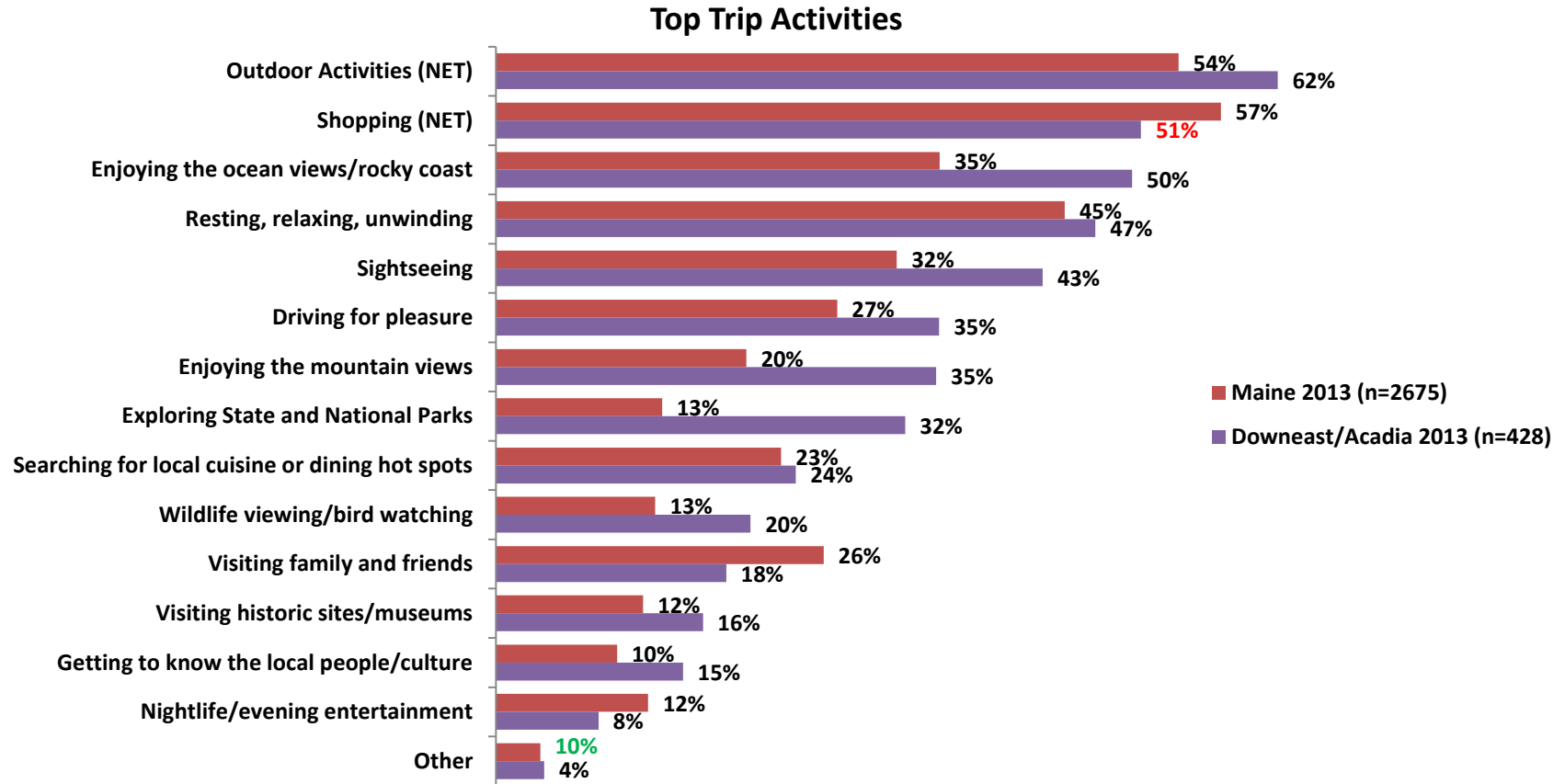


Regional Q7. What was the primary purpose of your most recent trip in Maine?

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

Various outdoor activities top the list of vacation activities for overnight visitors to the Downeast & Acadia region.

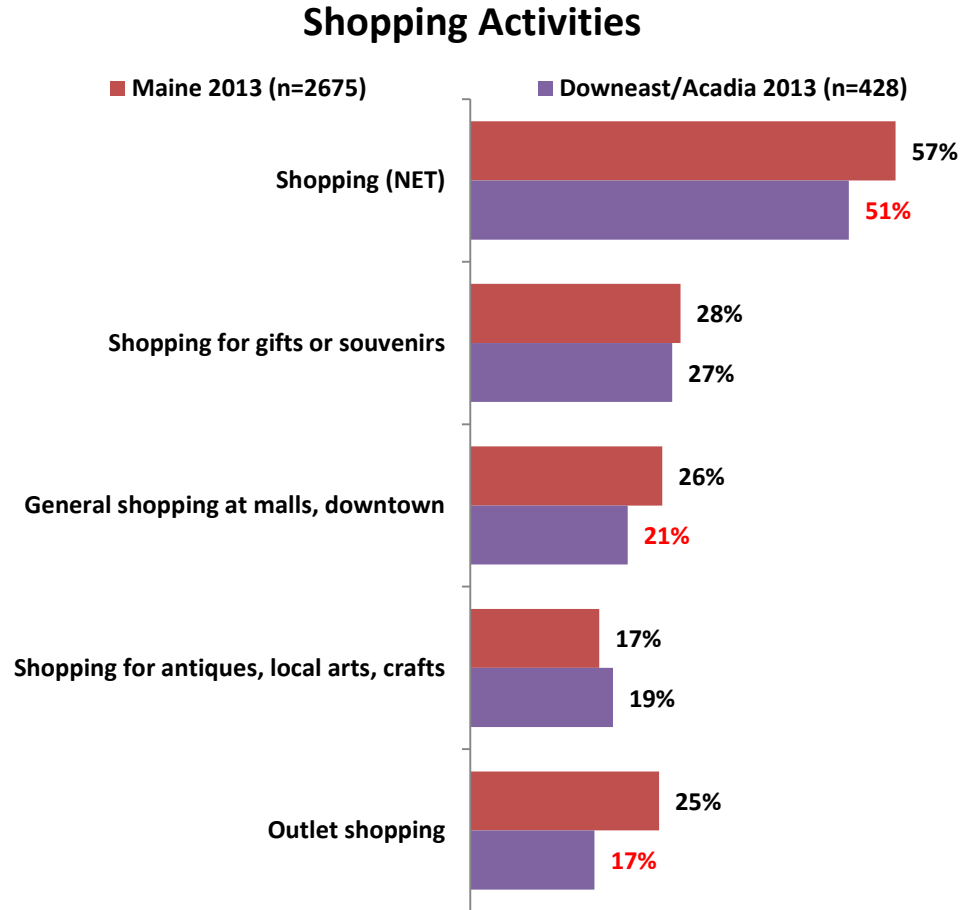
- The proportion of Downeast overnight visitors shopping while they visit has decreased from 2012 (51% versus 64% in 2012).



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.

Shopping activities in the Downeast & Acadia region mostly center around gift/souvenir shopping.

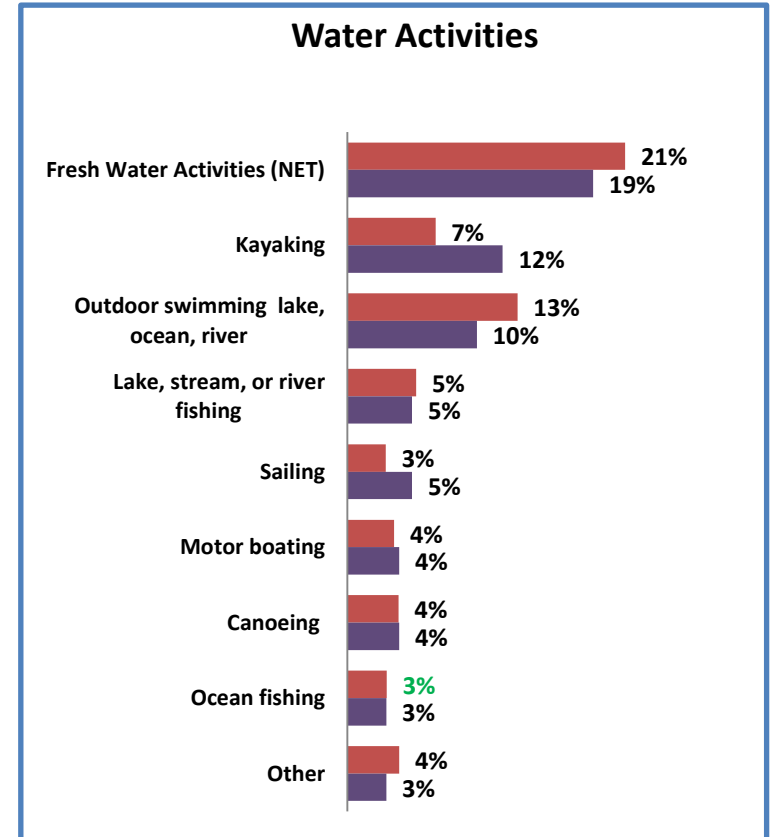
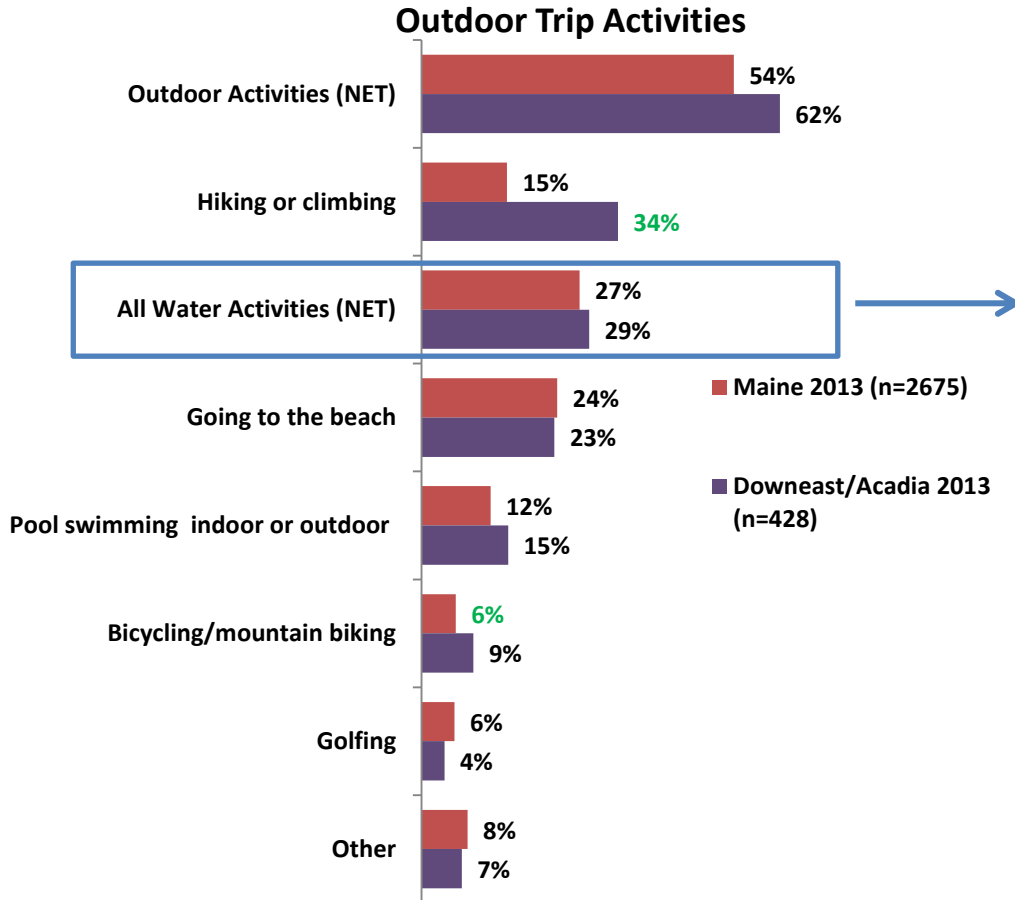


Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply).

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

Hiking/climbing is the most frequently mentioned outdoor activity among overnight visitors to this region.

- Various water activities are also popular, such as kayaking and lake/ocean/river swimming.

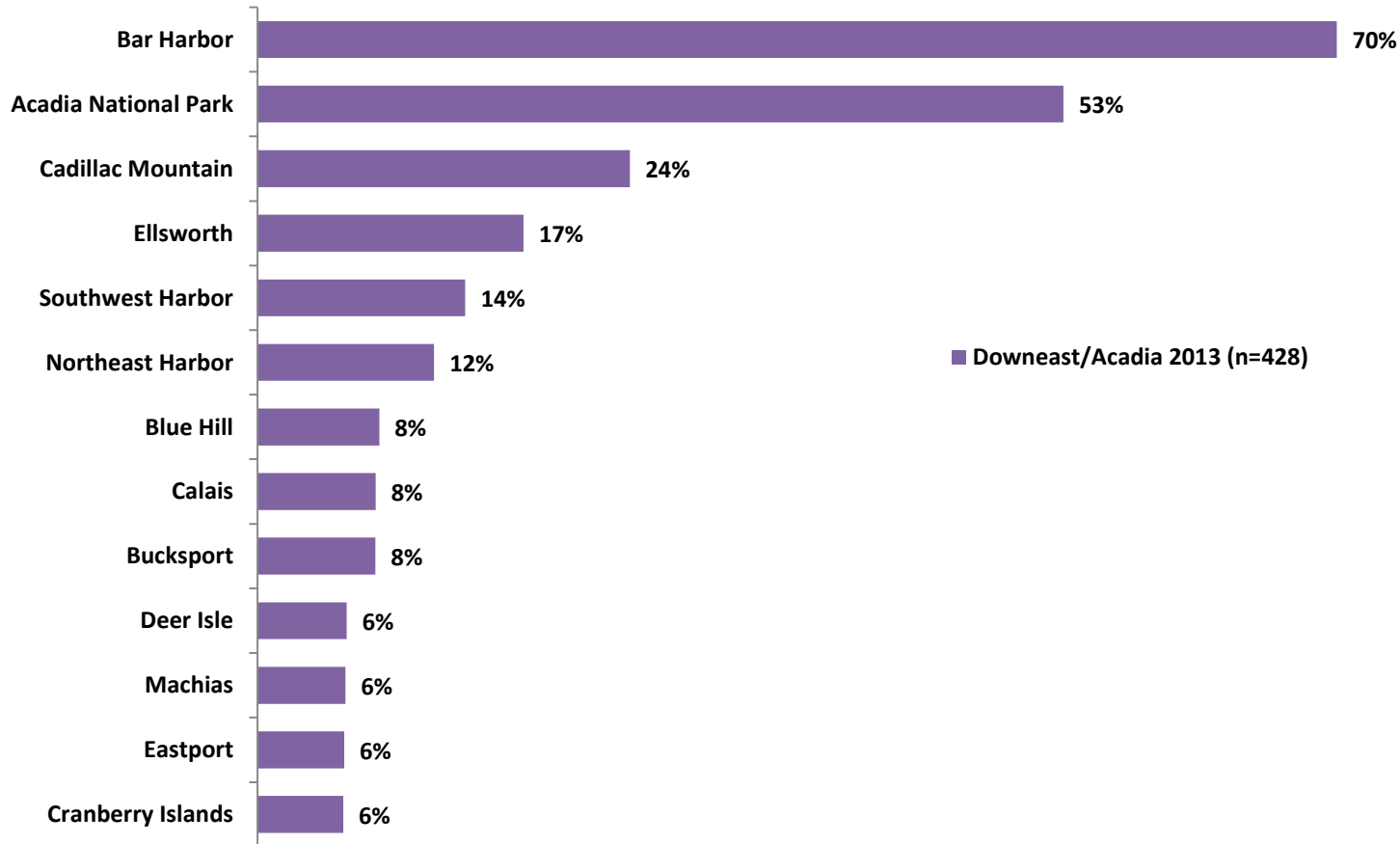


Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply).

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

Bar Harbor is overwhelmingly the most visited town in the Downeast & Acadia region, followed by Acadia National Park.

Top Towns/Cities Visited

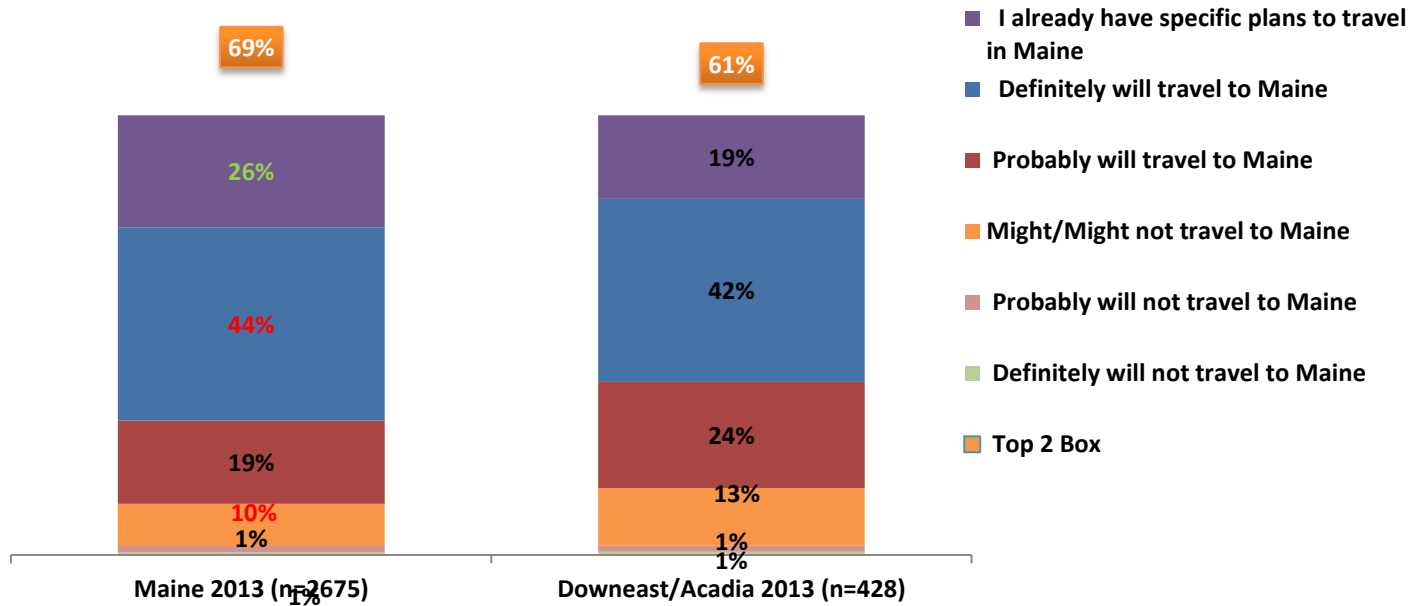


Regional Q31: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

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

Nearly two-thirds of overnight visitors to the Downeast & Acadia region plan to visit Maine again.

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

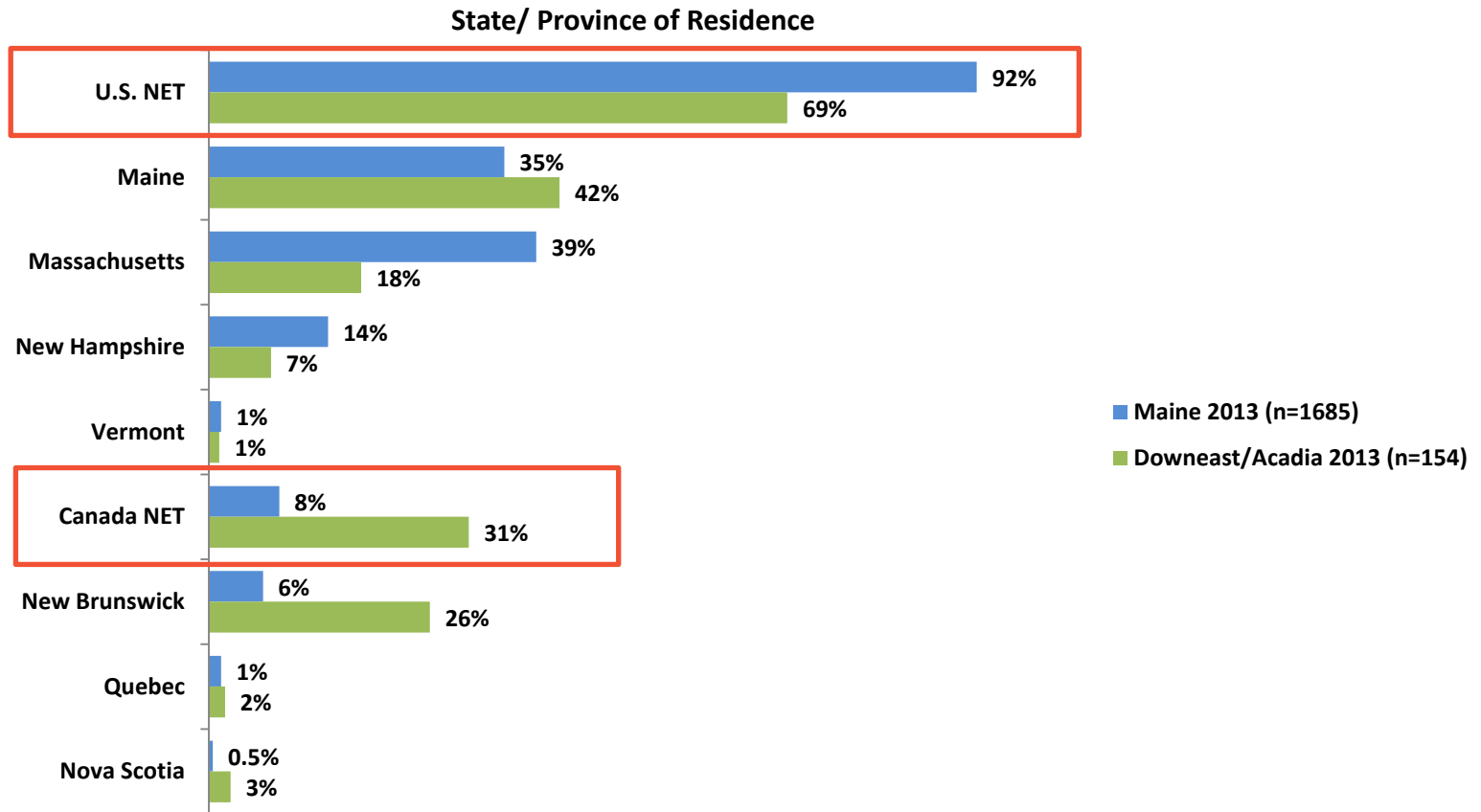
Day Visitors	Maine 2013 (n=1685)	Downeast/Acadia 2013 (n=154)
Age:		
< 35	20%	15%
35 - 44	15%	16%
45 - 54	<25%>	16%
55 +	40%	<53%>
Mean Age (Years)	49.0	52.1
Income:		
< \$50,000	19%	24%
\$50,000 - \$99,000	42%	46%
\$100,000 +	<38%>	30%
Mean Income (Thousands)	\$98,010	\$85,620
Female	54%	50%
College Degree or Higher	71%	71%
Married	66%	71%
Employed Full Time	63%	59%

<> 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.

The Downeast region attracts a greater proportion of Canadian visitors than the State of Maine as a whole.

- The vast majority of Canadian day visitors arrive from New Brunswick.
- In-state visitors comprise 42% of those visiting the Downeast & Acadia region.

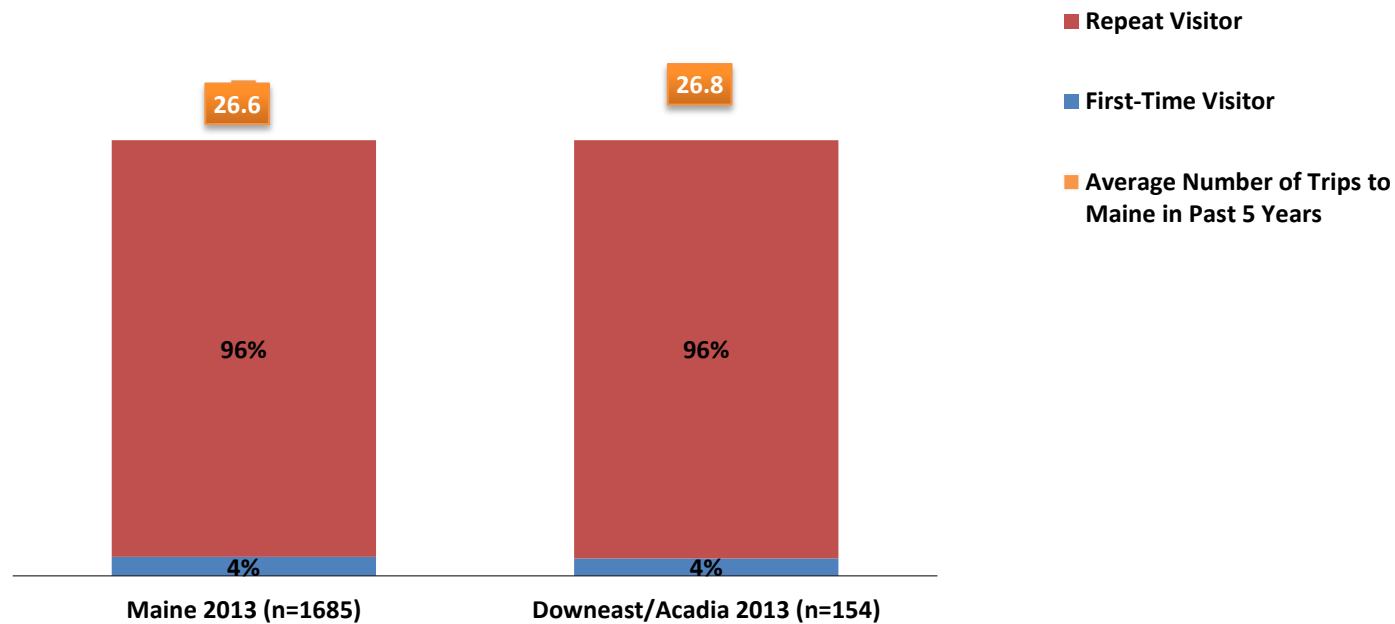


Day Q1A. In what State or Province do you reside?

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

Nearly all day visitors to the Downeast & Acadia region are repeat visitors.

Repeat vs. First Time Visitors



Day Q4. Was this your first trip to Maine?

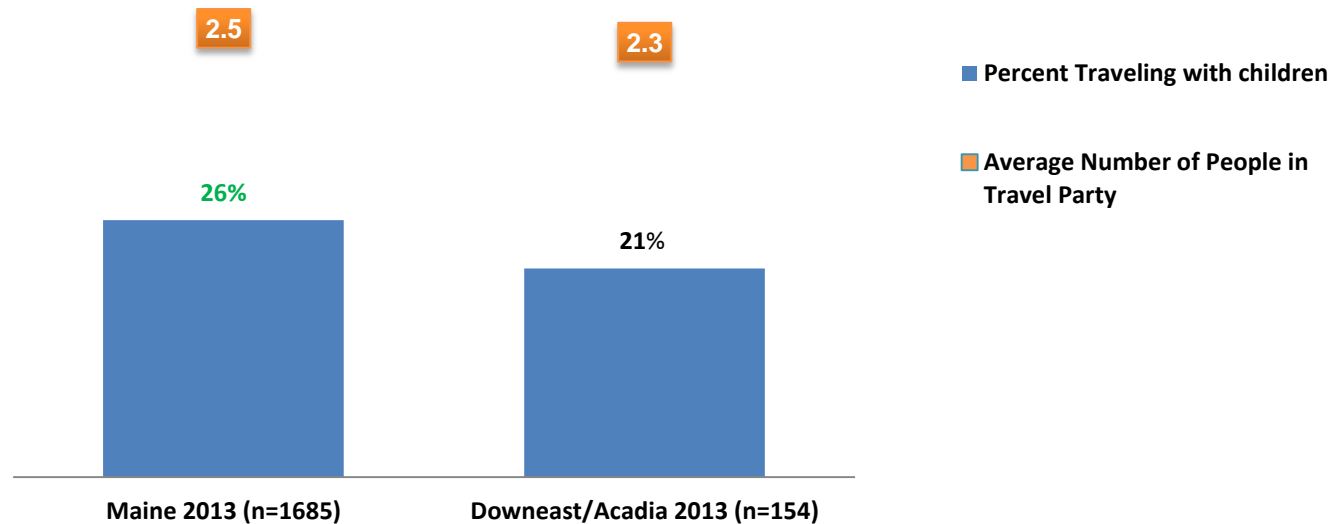
Q4a. Including your most recent trip in Maine, how many times have you visited Maine in the past five years?

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

One-fifth of day visitors to the Downeast & Acadia region traveled with children.

- On average, day visitors to this region were traveling in parties of two people.

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

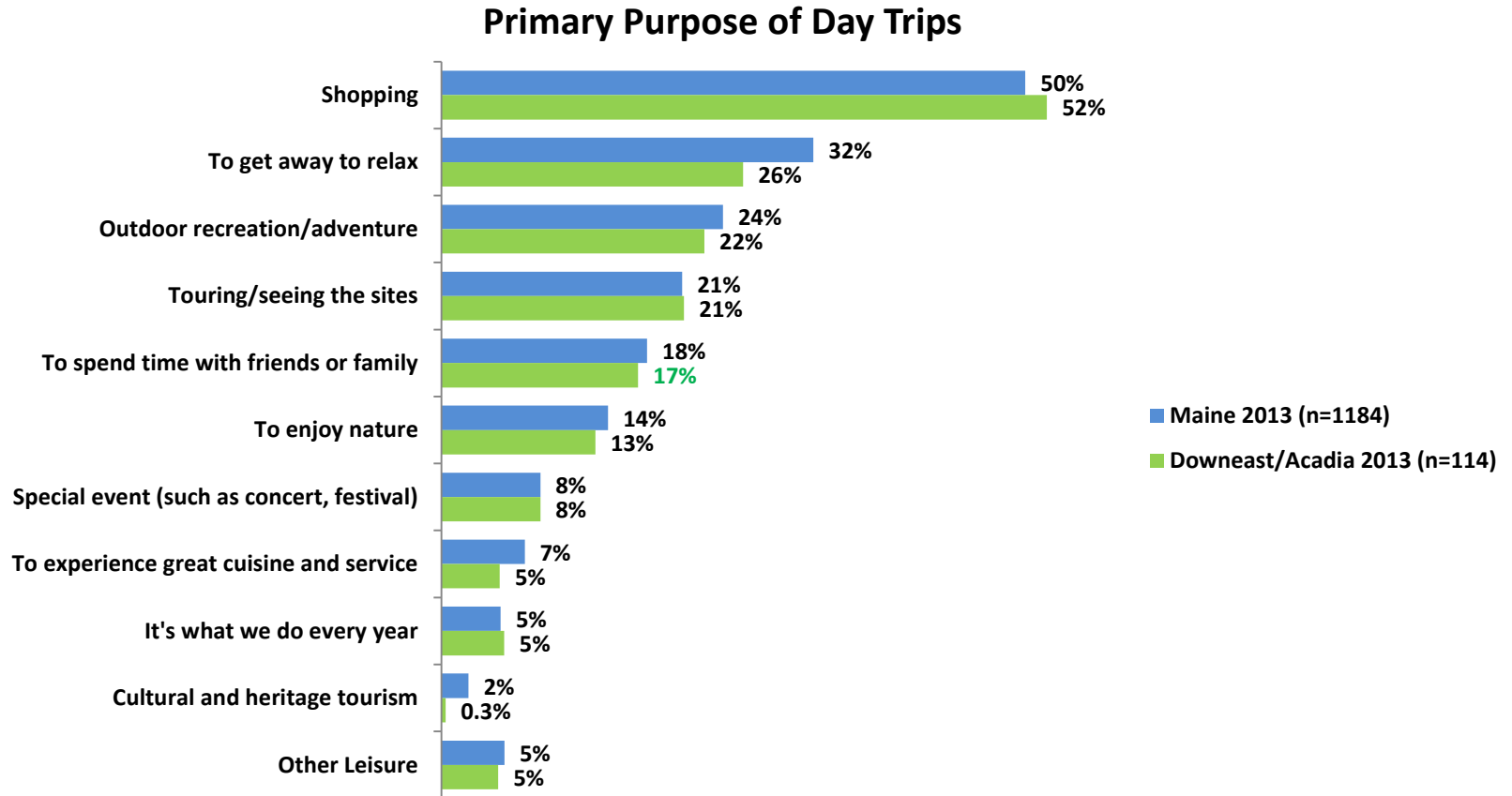
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Day Visitors: *Trip Experience*



Day visitors to the Downeast & Acadia region are most likely to list shopping as the primary purpose of their visit.

- Getting away to relax, outdoor recreation, touring/sightseeing, and spending time with family/friends round out the top five listed purposes of visitors' day trips to the Downeast & Acadia region.

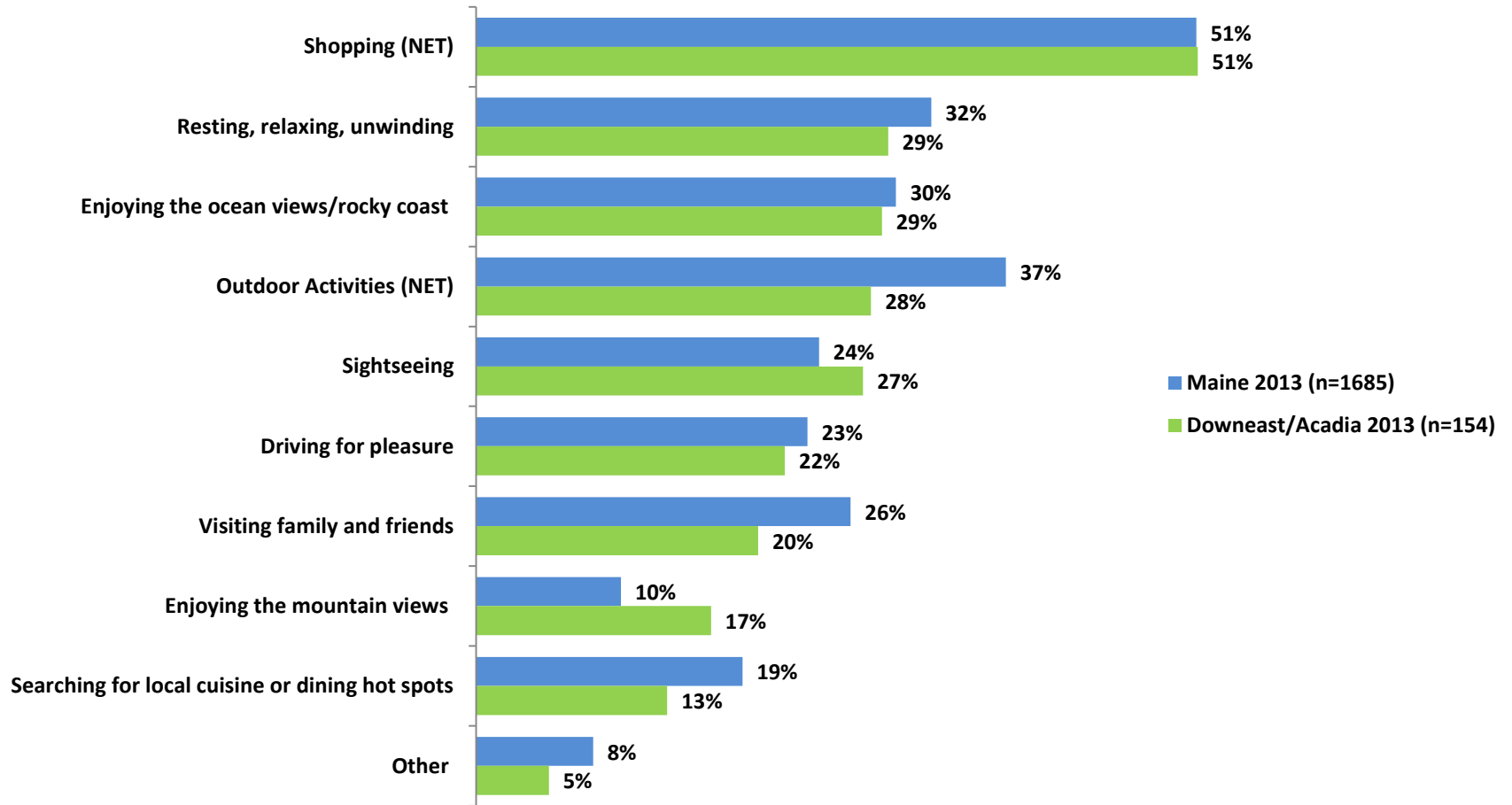


Day Q3. What was the primary purpose of your most recent trip in Maine?

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

True to the stated primary purpose of their trip, most day visitors to this region did some shopping while visiting.

Top Trip Activities



Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (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.

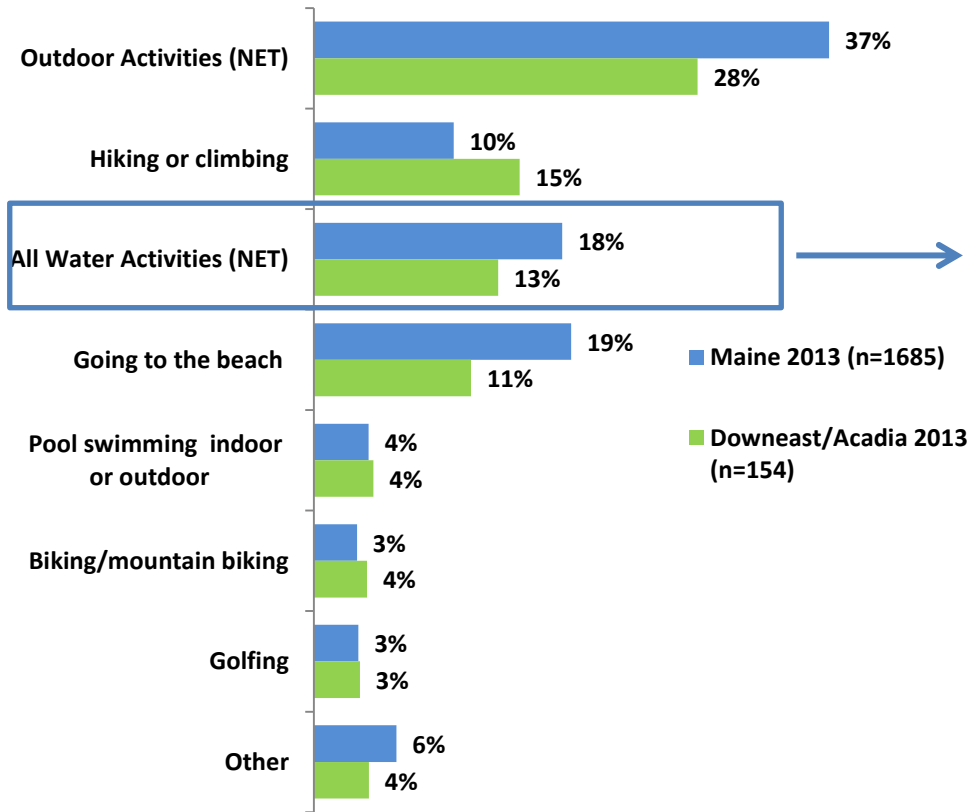
Shopping activities mostly included general mall/downtown shopping.



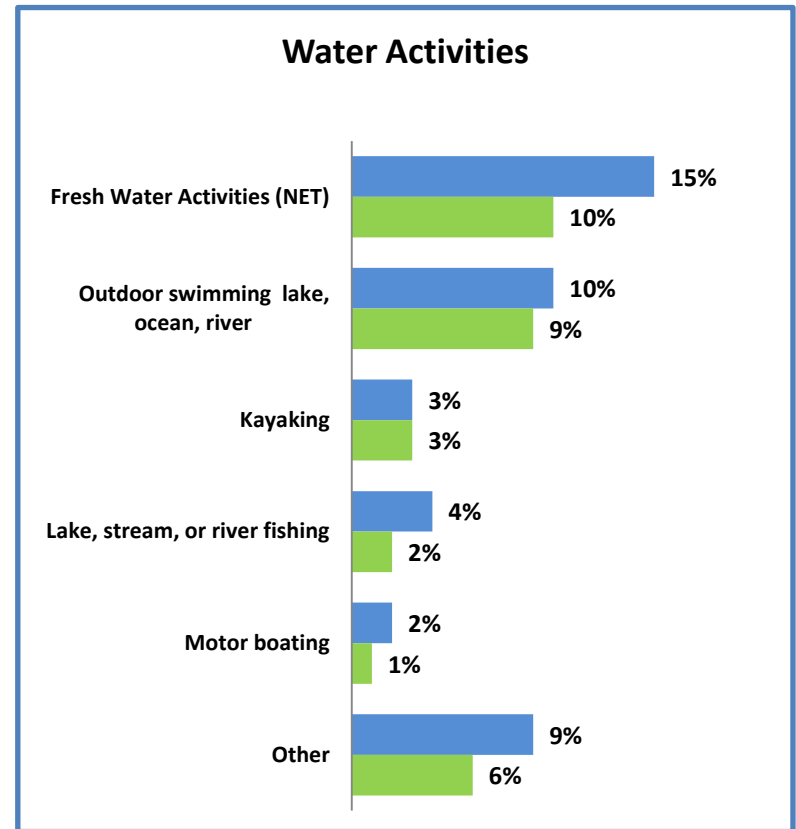
Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Hiking and various water activities were the most popular outdoor activities among day visitors to this region.

Outdoor Activities

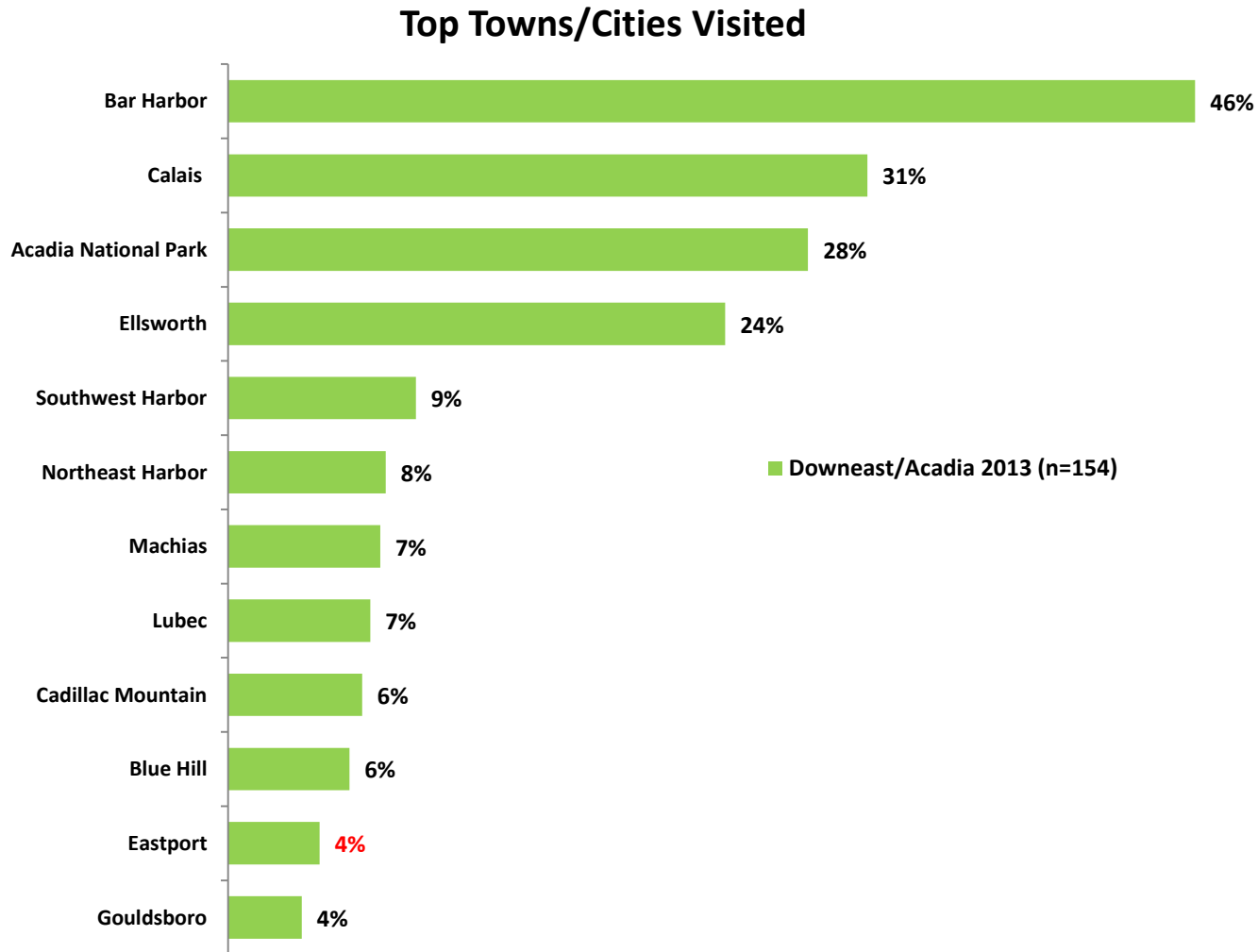


Water Activities



Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Nearly half of day visitors to the Downeast & Acadia region spent time in Bar Harbor.

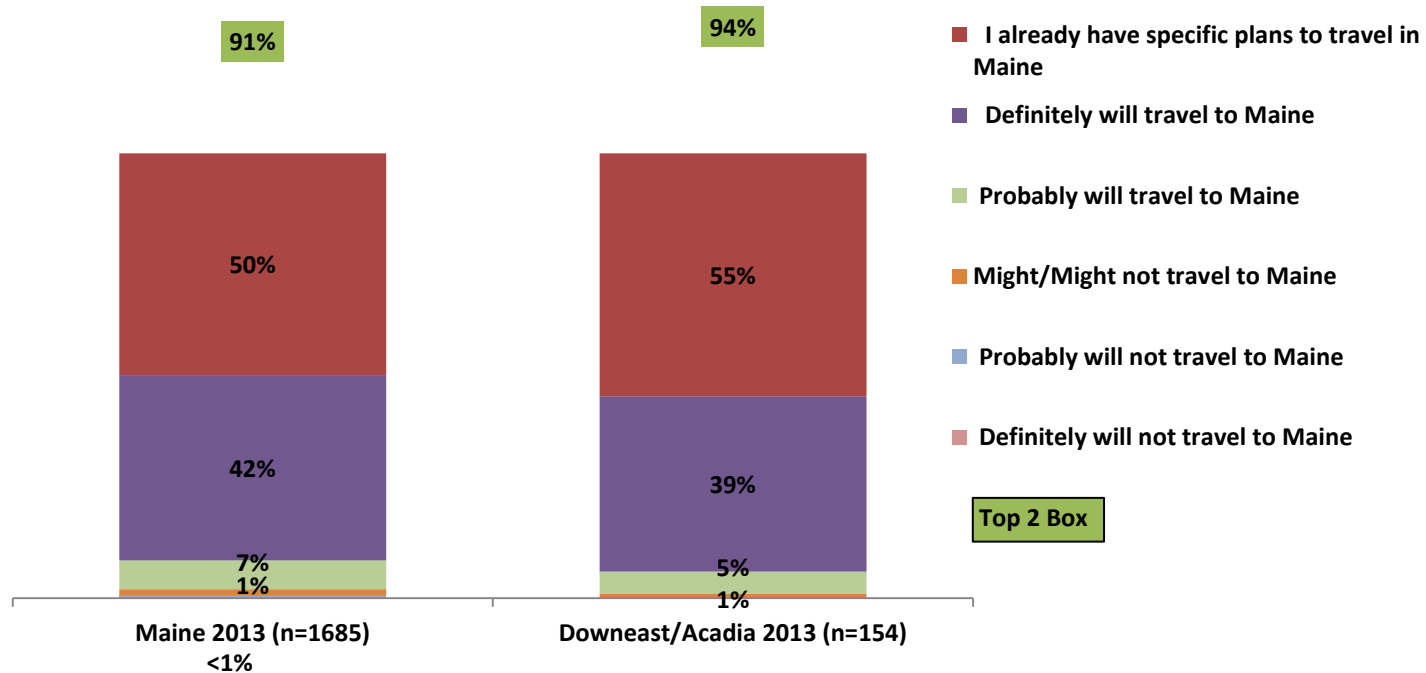


Day Q12: Within the region you visited, what specific towns or cities did you visit?

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

More than half of day visitors already have specific plans 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.

Comparison of *Downeast & Acadia* Visitors to Maine Visitors



Comparisons

- Visitors to the Downeast & Acadia region and visitors to the State of Maine as a whole differ in a few areas. These variations can be seen primarily in visitors' reasons for traveling and the activities they participate in while visiting.
- Popular trip activities and stated purpose of trips closely follow the outdoor and scenic opportunities in the Downeast & Acadia region.
- Highlights:
 - **Visitor Origin**
 - A **greater proportion** of overnight visitors from **New York** and **New Jersey**.
 - A **greater proportion** of day visitors from **New Brunswick**.
 - A **lesser proportion** of overnight and day visitors from **Massachusetts**.
 - **Visitor Demographics**
 - A **greater proportion** of overnight travelers visiting for the first time.
 - A **greater proportion** of day visitors over the age of 55.
 - A **lesser proportion** of day visitors earning \$100,000 or more per year, and a lower average annual household income overall.
 - A **greater proportion** of overnight visitors with a college degree.

Comparisons

- Highlights Continued:
 - **Primary Purpose of Trip**
 - Overnight visitors **more** likely to be traveling to:
 - Tour/see the sites
 - Enjoy nature
 - Participate in outdoor recreation
 - Overnight visitors **less** likely to be visiting to:
 - Shop
 - Spend time with family and friends
 - **Trip Activities – Overnight and Day Visitors**
 - **More** likely to be:
 - Enjoying the mountain views

Comparisons

- Highlights Continued:
 - **Trip Activities – Only Overnight Visitors**
 - **More likely to be:**
 - Participating in outdoor activities
 - Enjoying the ocean views
 - Sightseeing
 - Driving for pleasure
 - Viewing wildlife/bird watching
 - Exploring State and National Parks
 - Visiting historic sites/museums
 - **Less likely to be:**
 - Shopping
 - Spending time with family and friends
 - Enjoying nightlife/evening entertainment
 - **Trip Activities – Only Day Visitors**
 - **Less likely to be:**
 - Participating in outdoor activities
 - Searching for local cuisine
 - Going to the beach



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