

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

Regional Insights: The Maine Beaches

Prepared by



May 2014

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Research Objectives and Methodology

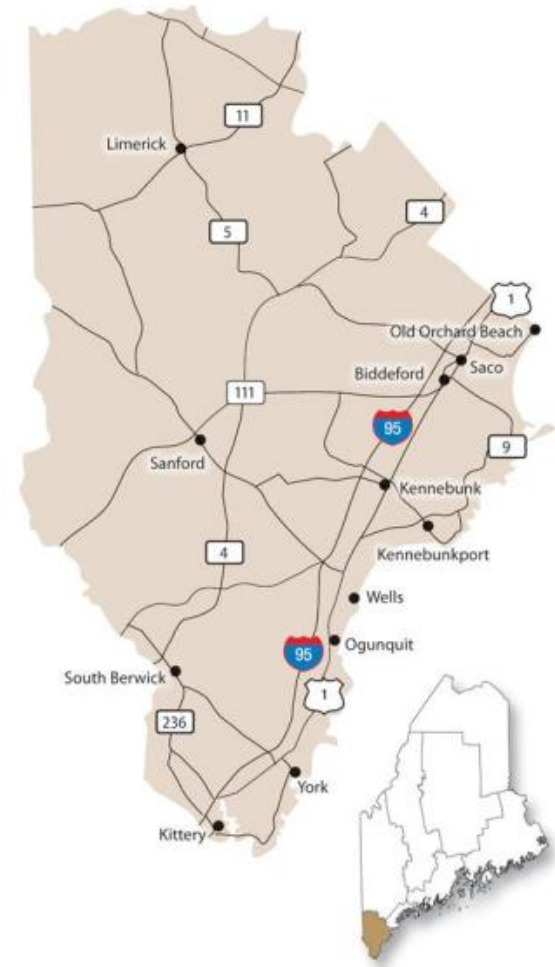


Research Objectives and Methodology

- 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 Maine Beaches tourism region.
 - 708 overnight visitors, and
 - 577 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

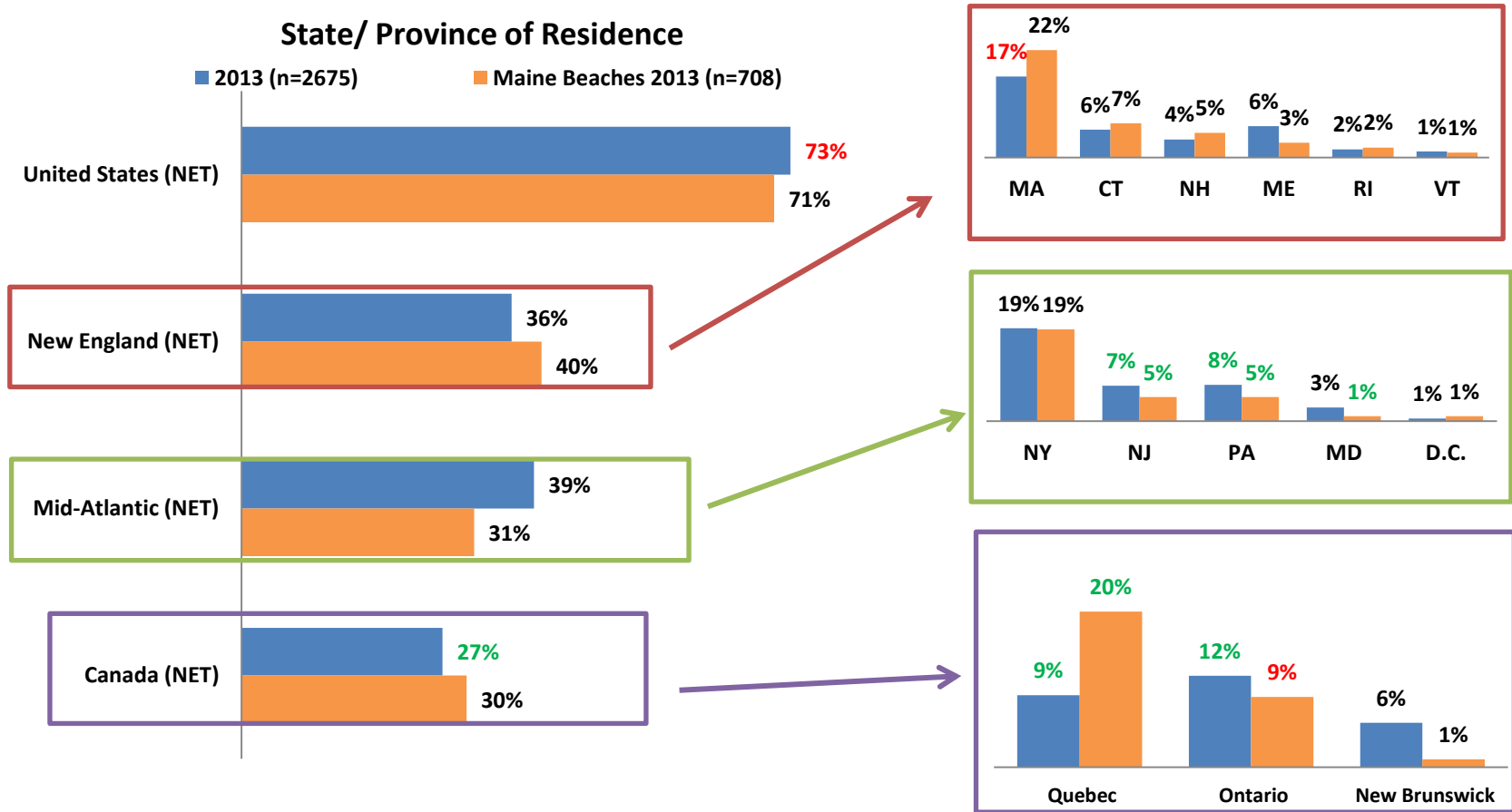
Overnight Visitors	Maine 2013 (n=2675)	Maine Beaches 2013 (n=708)
Age:		
< 35	<25%>	20%
35 - 44	17%	18%
45 - 54	22%	20%
55 +	35%	<42%>
Mean Age (Years)	47.1	49.3
Income:		
< \$50,000	11%	8%
\$50,000 - \$99,000	33%	33%
\$100,000 +	45%	47%
Mean Income (Thousands)	\$115,427	\$116,400
Female	47%	49%
College Degree or Higher	81%	78%
Married	60%	60%
Employed Full Time	<68%>	63%

<> 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 highest proportion of overnight visitors to the Maine Beaches region arrived from New England.

- Massachusetts, New York, and Quebec comprise the individual states/provinces sending the highest proportions of overnight visitors to the Maine Beaches region.
- Visitation from Quebec, New Jersey, and Pennsylvania have all increased over 2012.

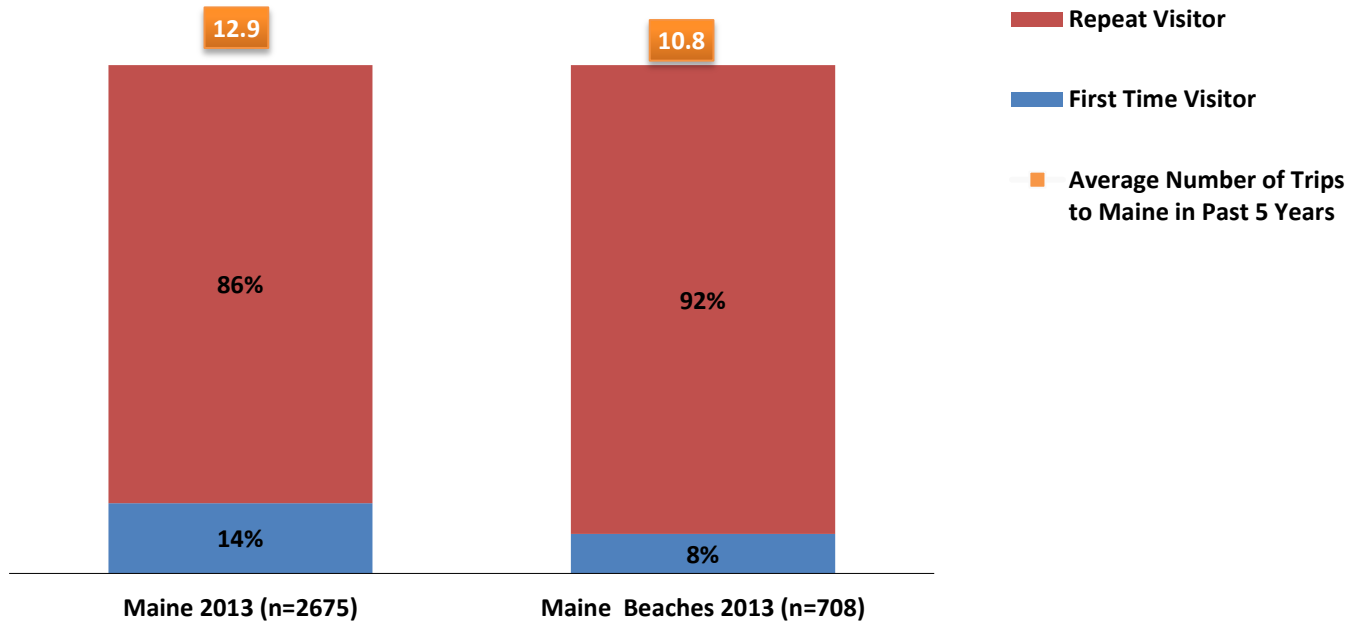


State/ Province of Residence

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

Overnight visitors to the Maine Beaches are most likely to be repeat visitors, with 9 in 10 having been here before.

Repeat vs. First Time Visitors



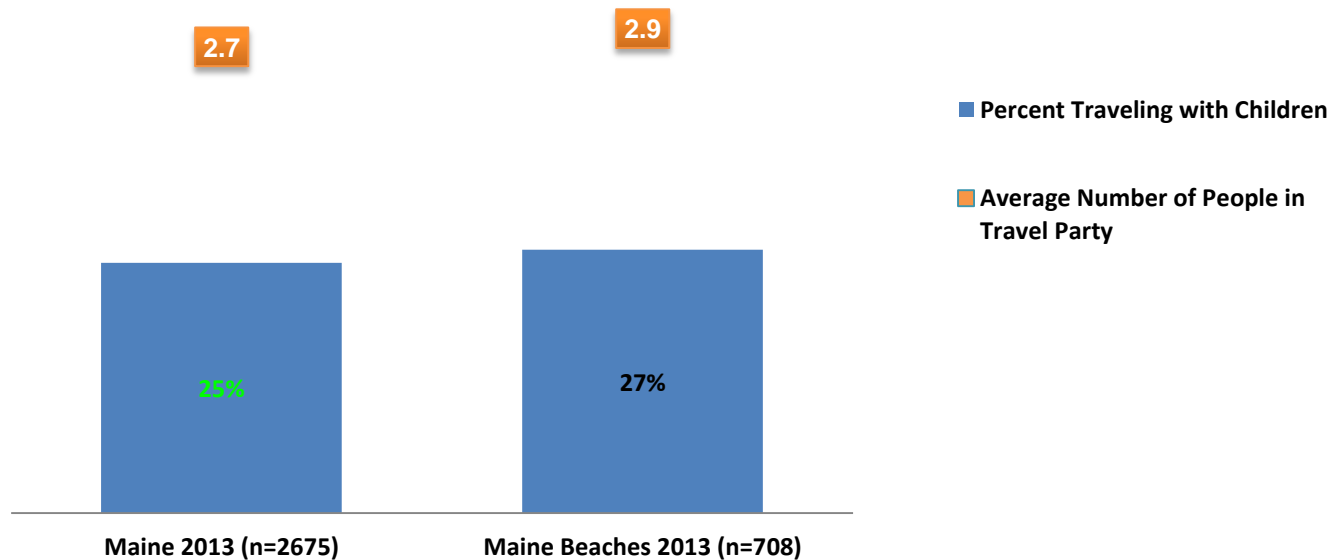
Regional Q9. Was this your first visit in Maine?

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 Maine Beaches region come with children, and most travel in parties of three.

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?

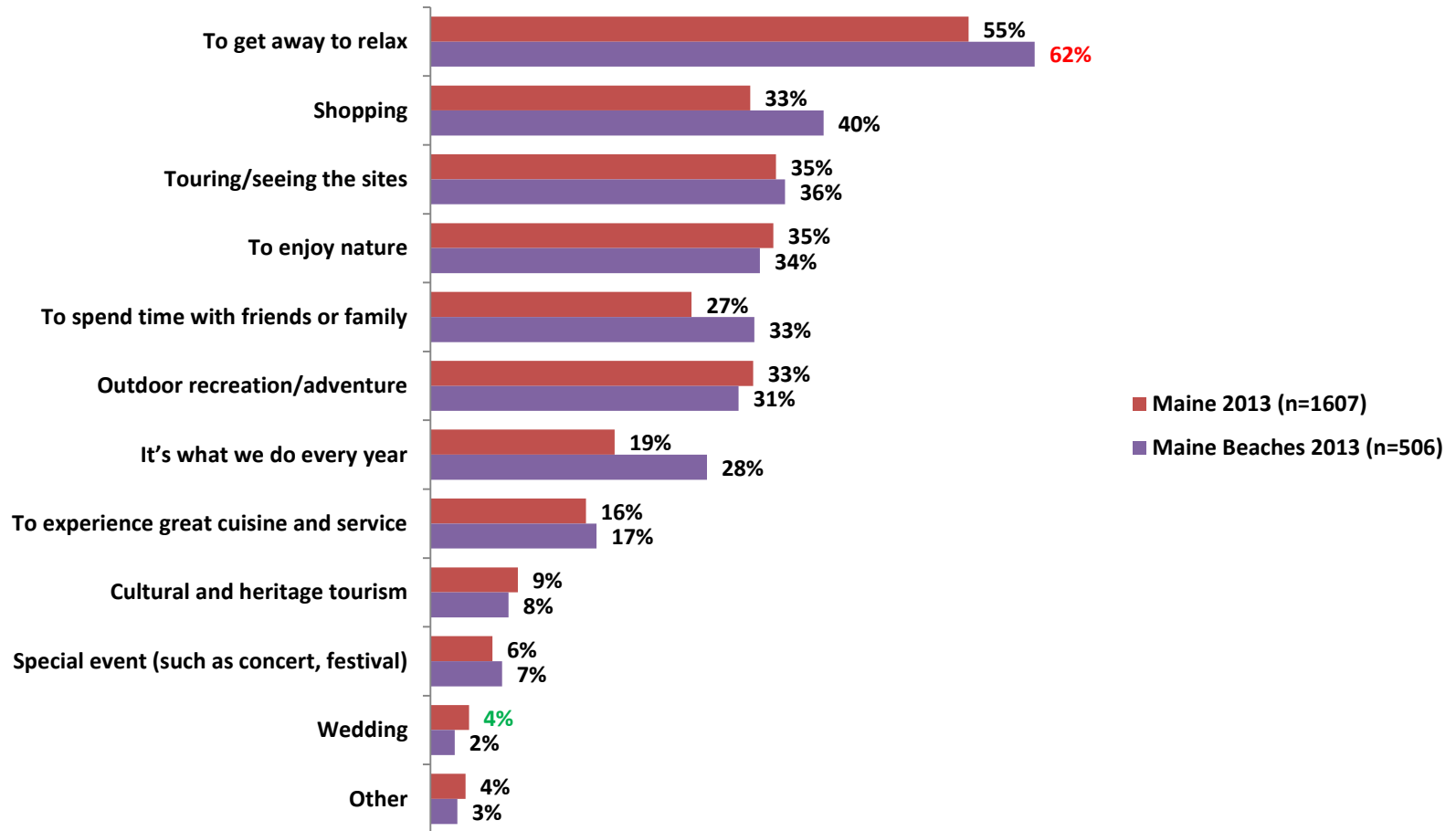
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitors: *Trip Experience*



Getting away to relax is the primary purpose for the majority of overnight leisure travelers to the Maine Beaches region.

Primary Purpose of Overnight Leisure Trips

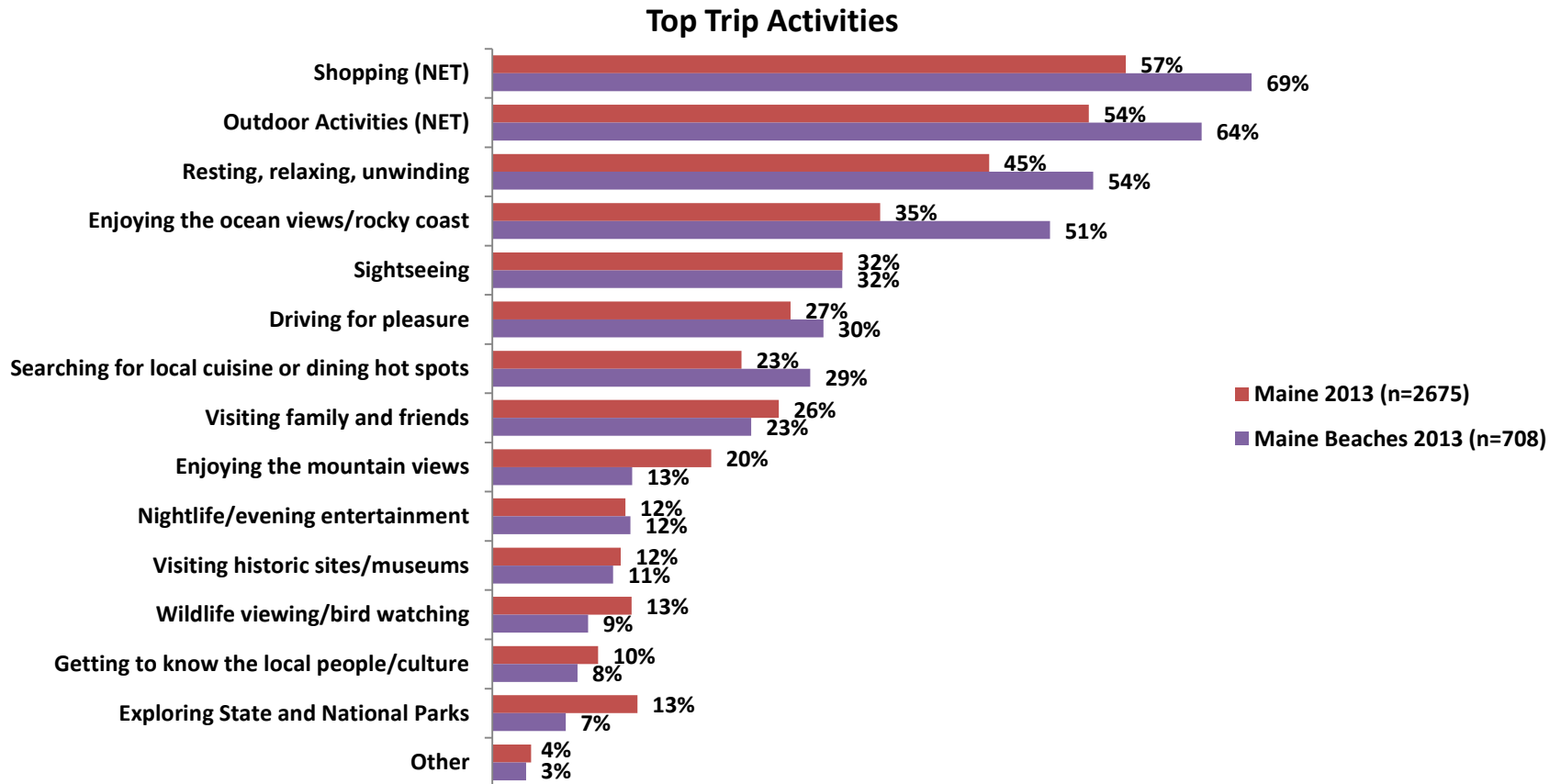


Regional Q7. What was the primary purpose of your most recent trip in Maine?

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

Shopping and outdoor activities are the top trip activities among overnight visitors to the Maine Beaches region.

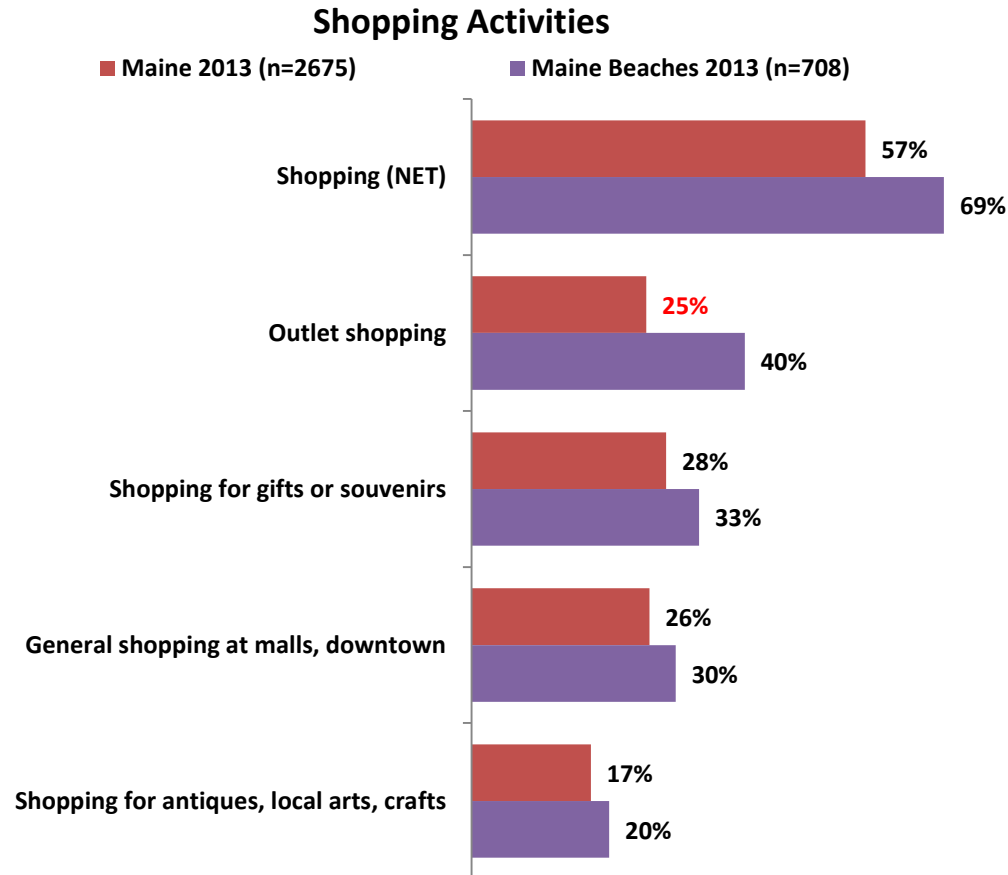
- Shopping, outdoor activities, resting/relaxing/unwinding, and enjoying the ocean views were all mentioned more so by visitors to the Maine Beaches region than by visitors to Maine as a whole.



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.

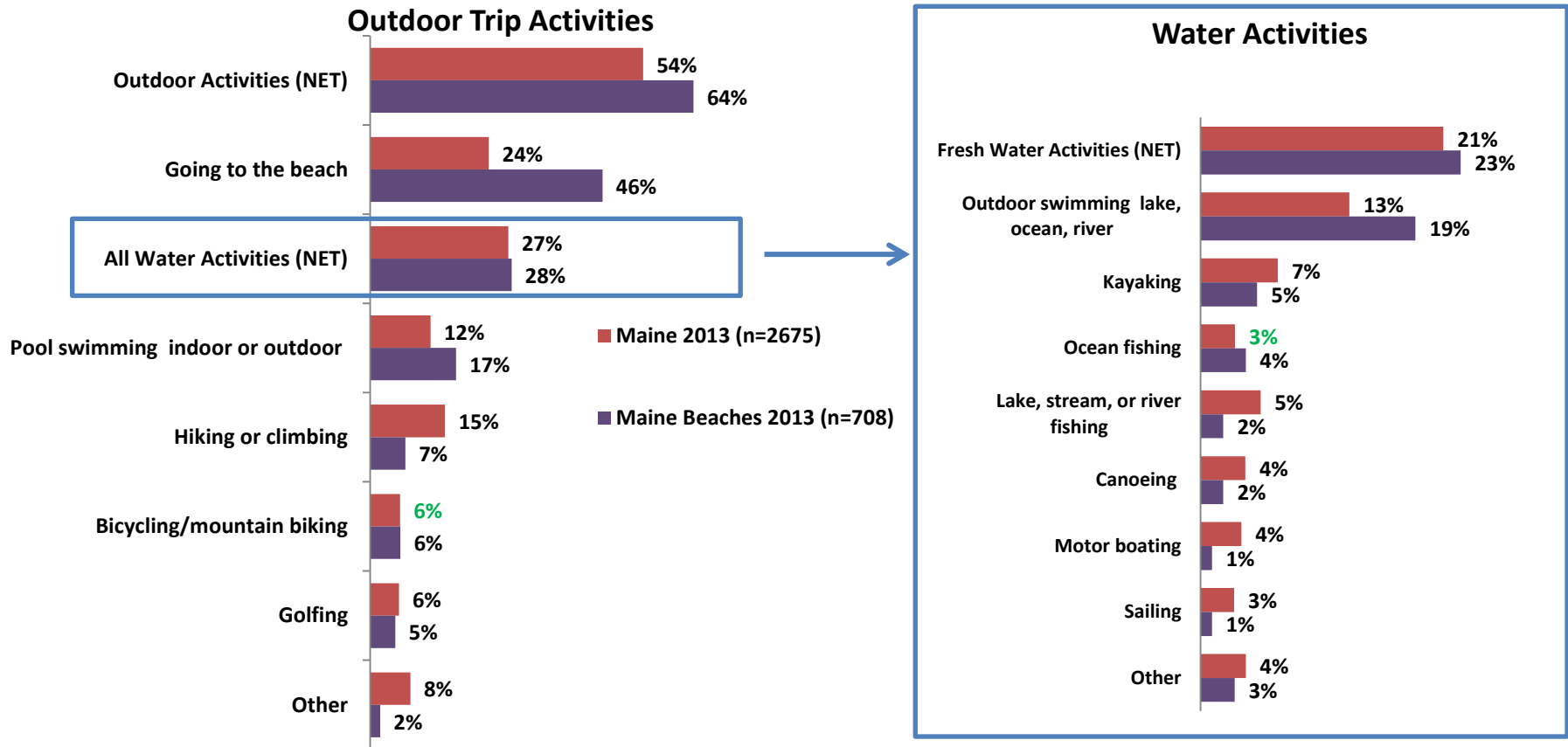
Outlet shopping is the most frequently mentioned shopping activity in the Maine Beaches region.



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.

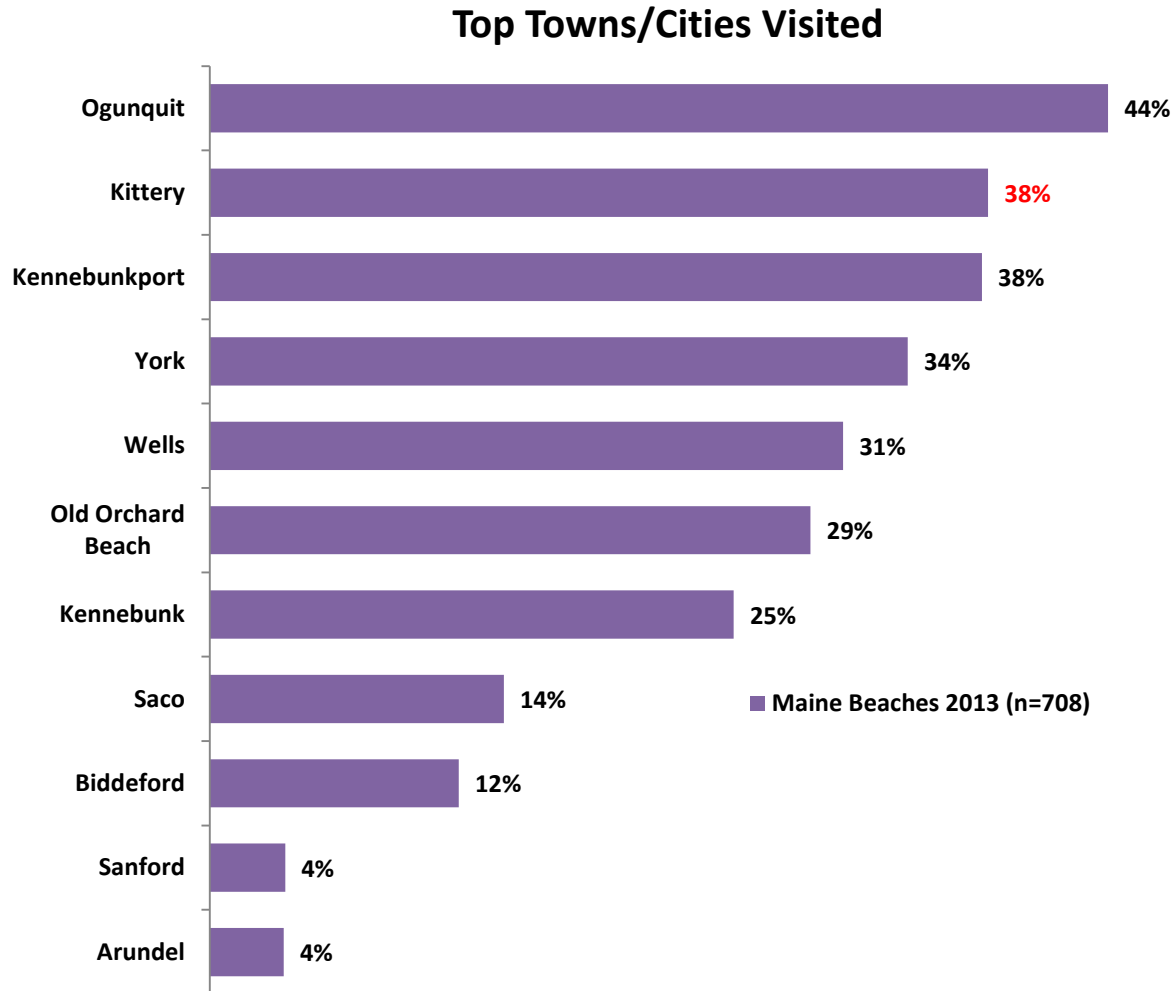
Going to the beach is the most popular outdoor activity among overnight visitors to the Maine Beaches region.



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.

Ogunquit is the most frequently mentioned town visited in the Maine Beaches region by overnight travelers.



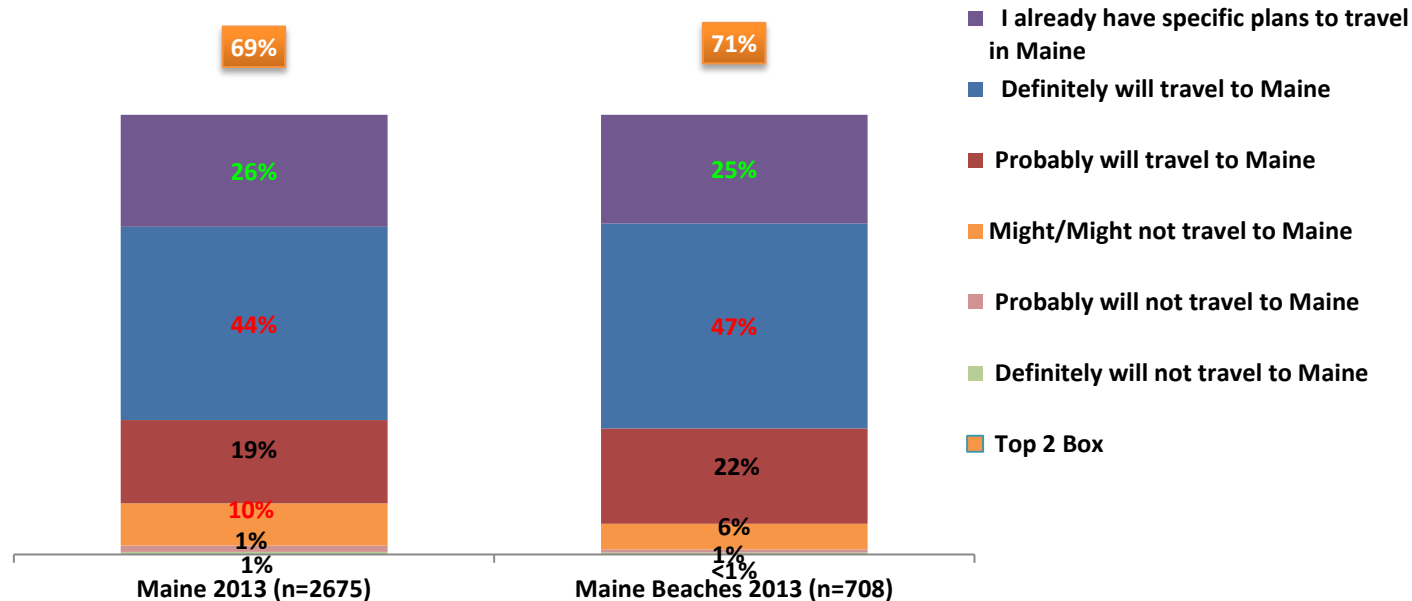
Regional Q31: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

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

Almost three-fourths of overnight visitors to the Maine Beaches region plan to travel to Maine again.

- The proportion indicating that they already have specific plans to travel in Maine increased over 2012 (25% versus 18%).

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

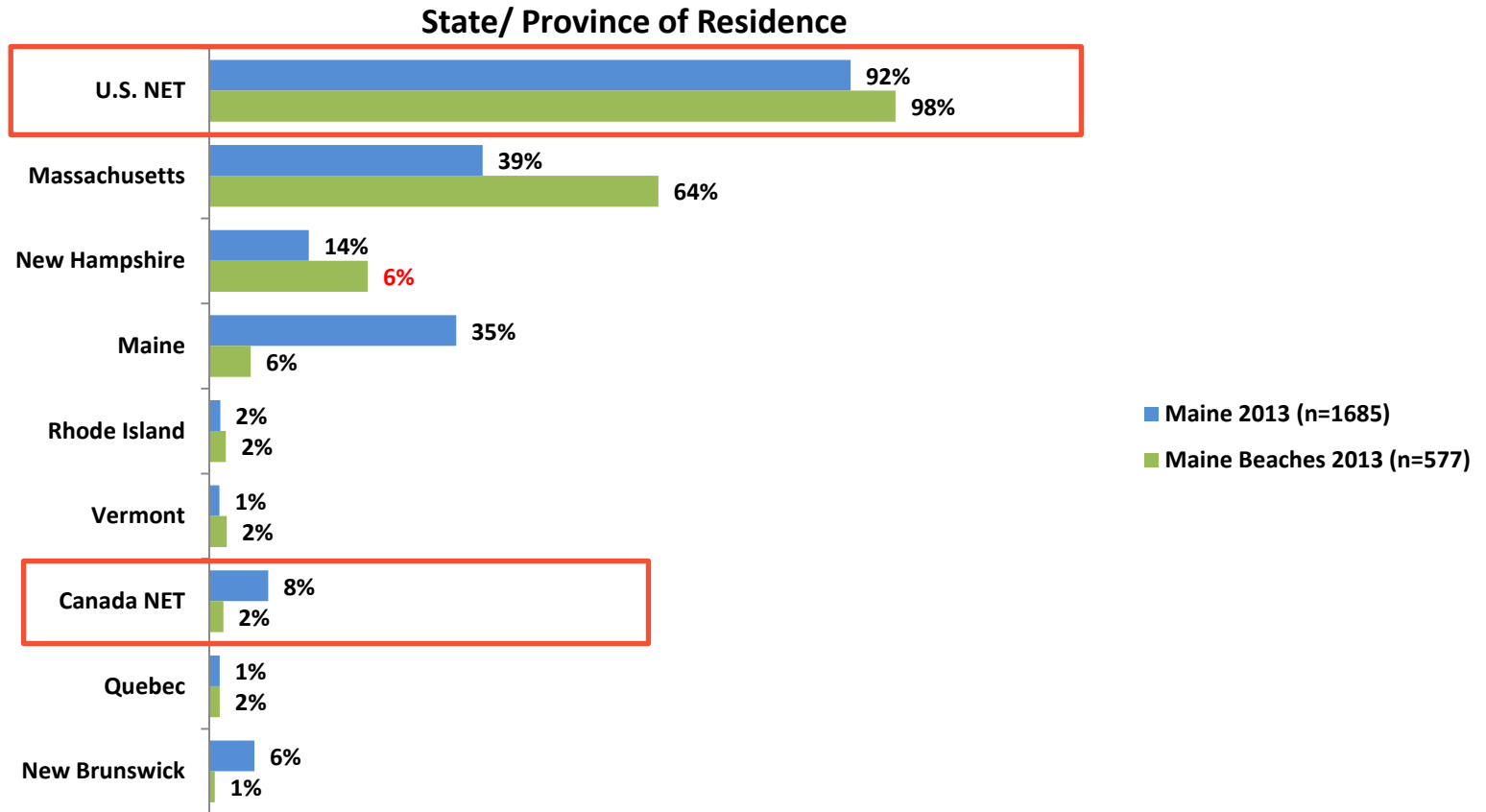
Day Visitors	Maine 2013 (n=1685)	Maine Beaches 2013 (n=577)
Age:		
< 35	20%	18%
35 - 44	15%	16%
45 - 54	25%	28%
55 +	40%	38%
Mean Age (Years)	49.0	49.4
Income:		
< \$50,000	<19%>	13%
\$50,000 - \$99,000	42%	39%
\$100,000 +	38%	<48%>
Mean Income (Thousands)	\$98,010	\$110.600
Female	54%	57%
College Degree or Higher	71%	72%
Married	66%	63%
Employed Full Time	63%	63%

<> 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.

Nearly all day visitors to the Maine Beaches region are domestic visitors, with the majority coming from Massachusetts.

- The Maine Beaches region attracts a greater proportion of visitors from Massachusetts and New Hampshire than does the State of Maine as a whole, while attracting a lower proportion of visitors from Maine and Canada.

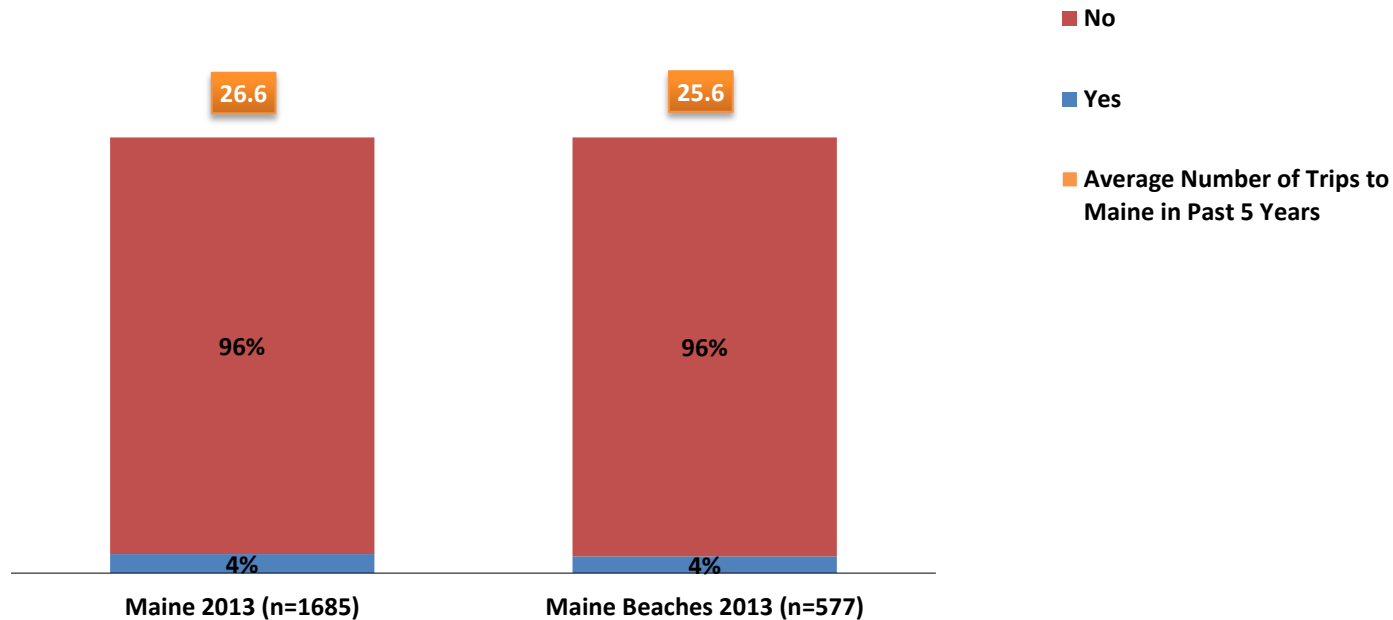


Day Q1A. In what State or Province do you reside?

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

More than nine in ten day visitors to the Maine Beaches region are repeat visitors.

Repeat vs. First Time Visitors



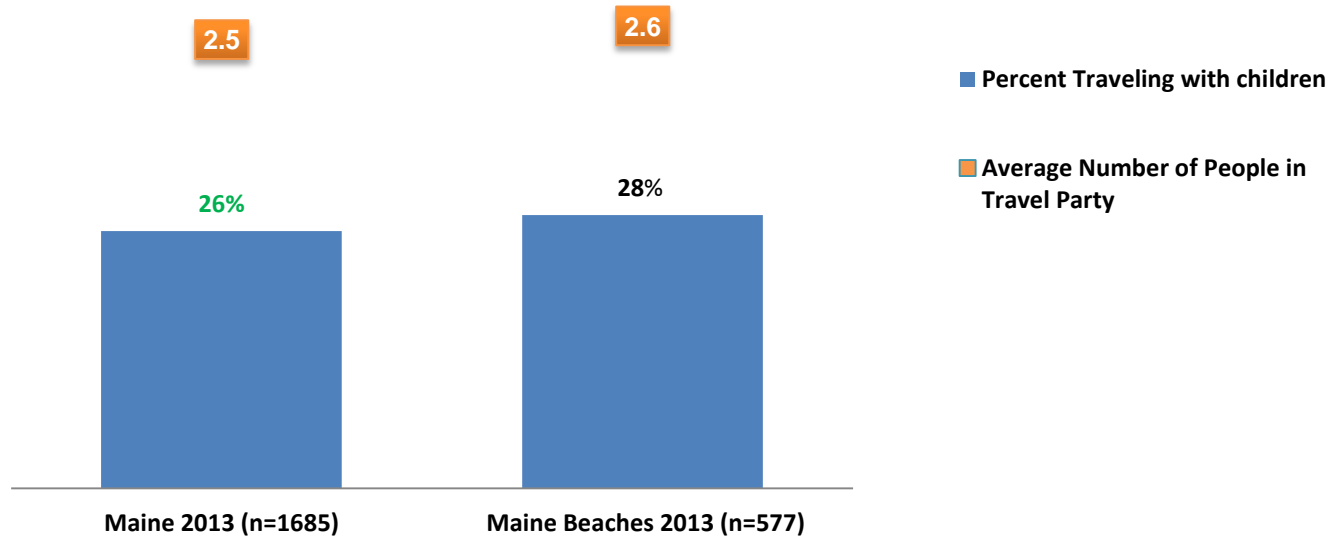
Day Q4. Was this your first trip to Maine?

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-fourth of day visitors to this region 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?

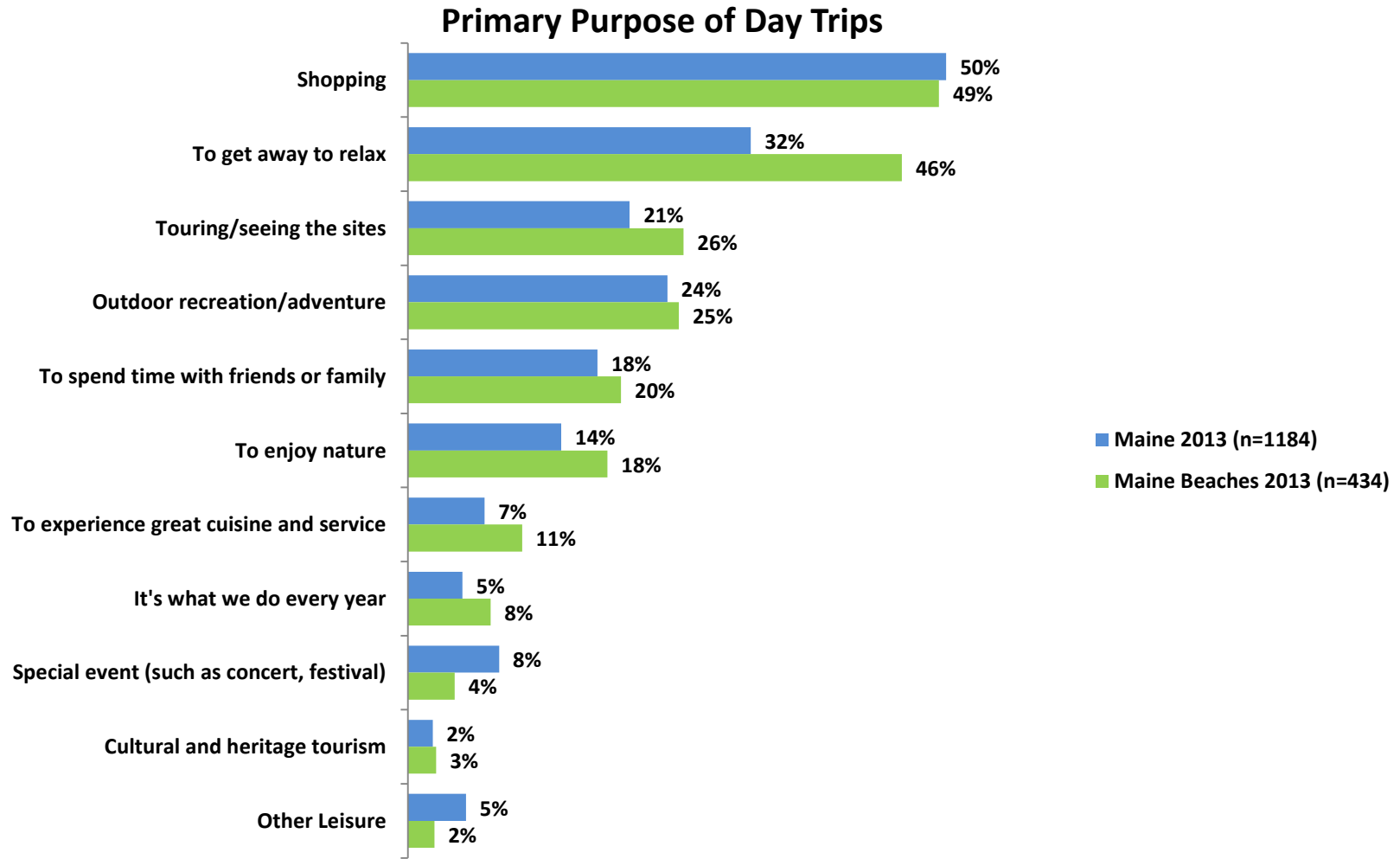
Q8. How many of these people were: Children

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

Day Visitors: *Trip Experience*



Shopping and getting away were the most frequently mentioned reasons for traveling among these day visitors.

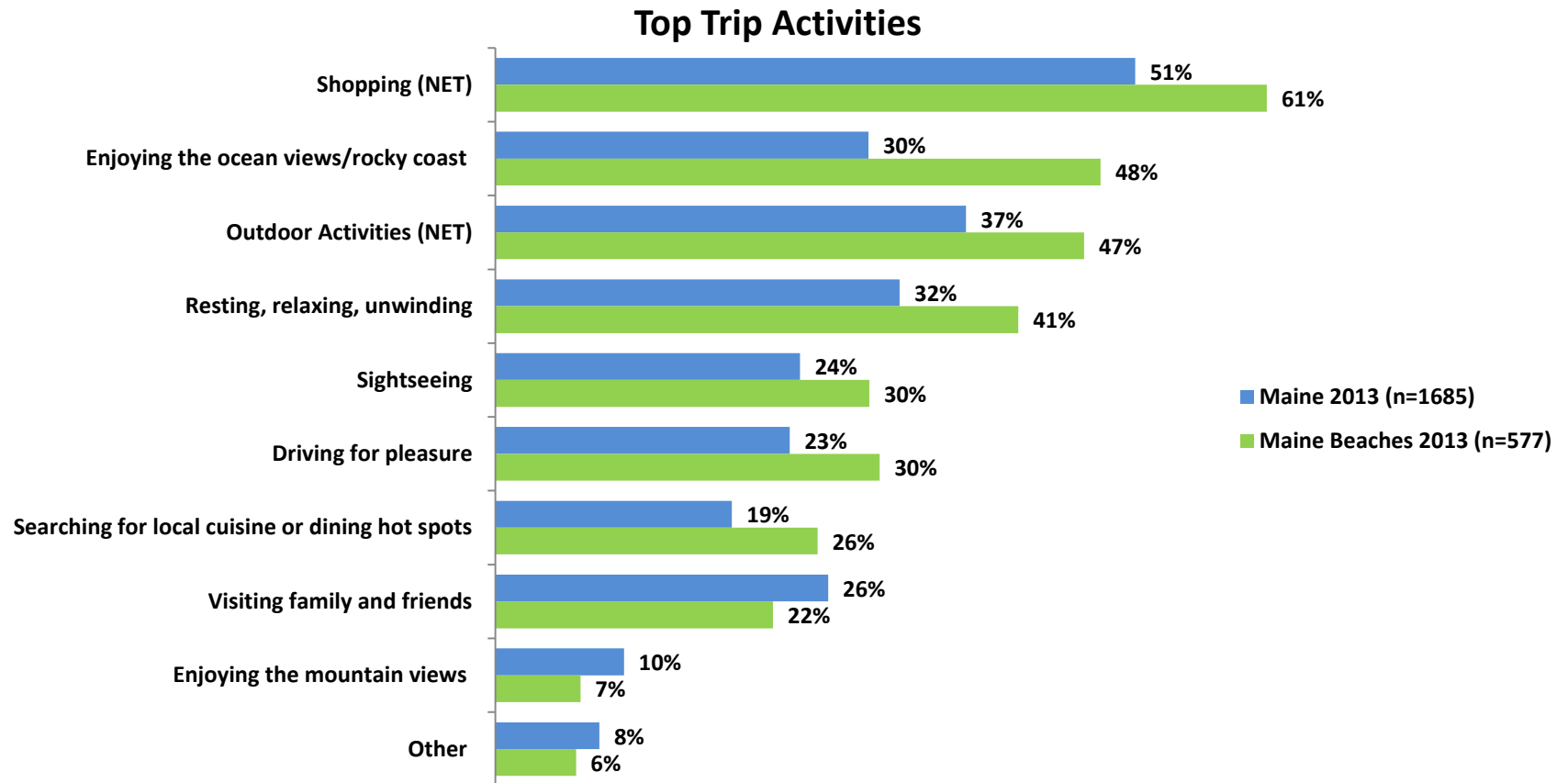


Day Q3. What was the primary purpose of your most recent trip in Maine?

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

Shopping, enjoying ocean views, and various outdoor activities top the list of day trip activities in this region.

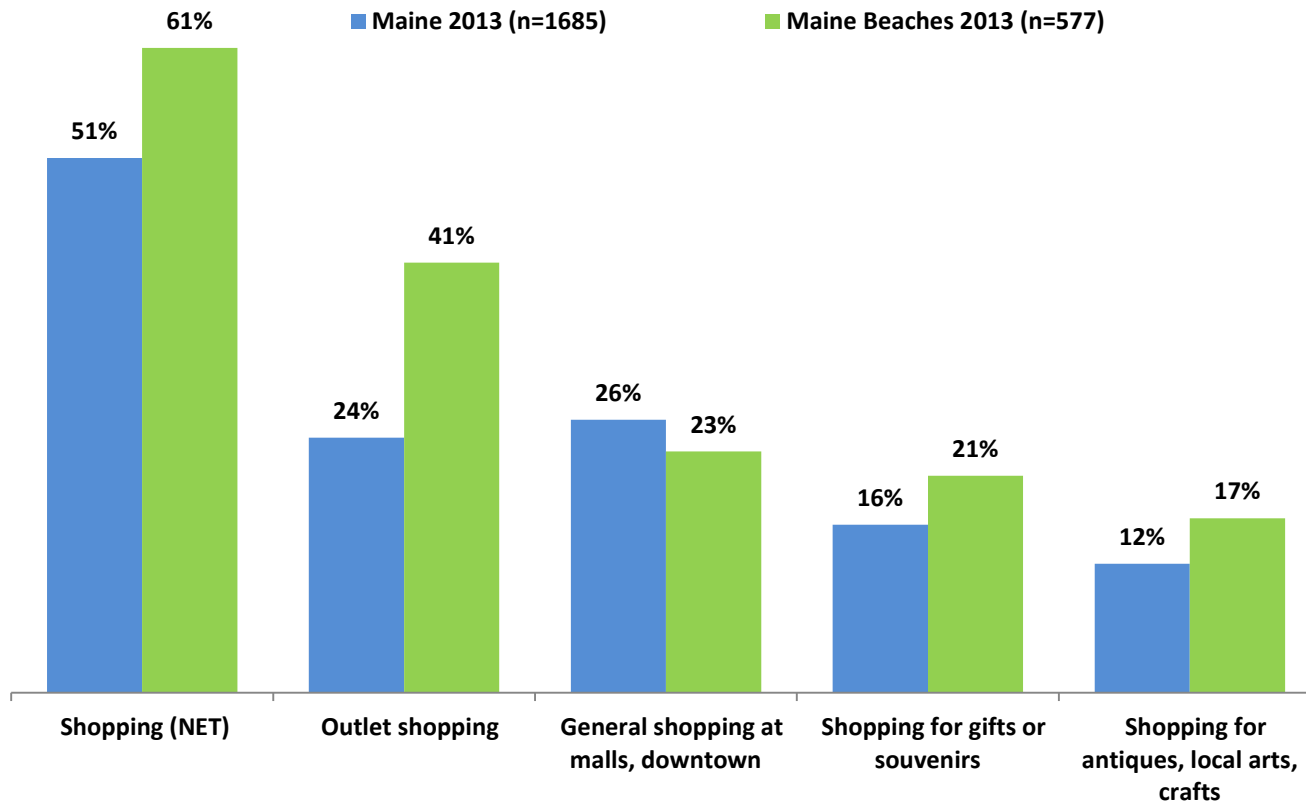
- Day visitors to the Maine Beaches region are more likely than visitors to the State of Maine as a whole to engage in various activities: shopping, outdoor activities, resting/relaxing/unwinding, enjoying the ocean views, driving for pleasure, and searching for local cuisine.



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.

Outlet shopping is the most popular shopping activity among day visitors to the Maine Beaches region.

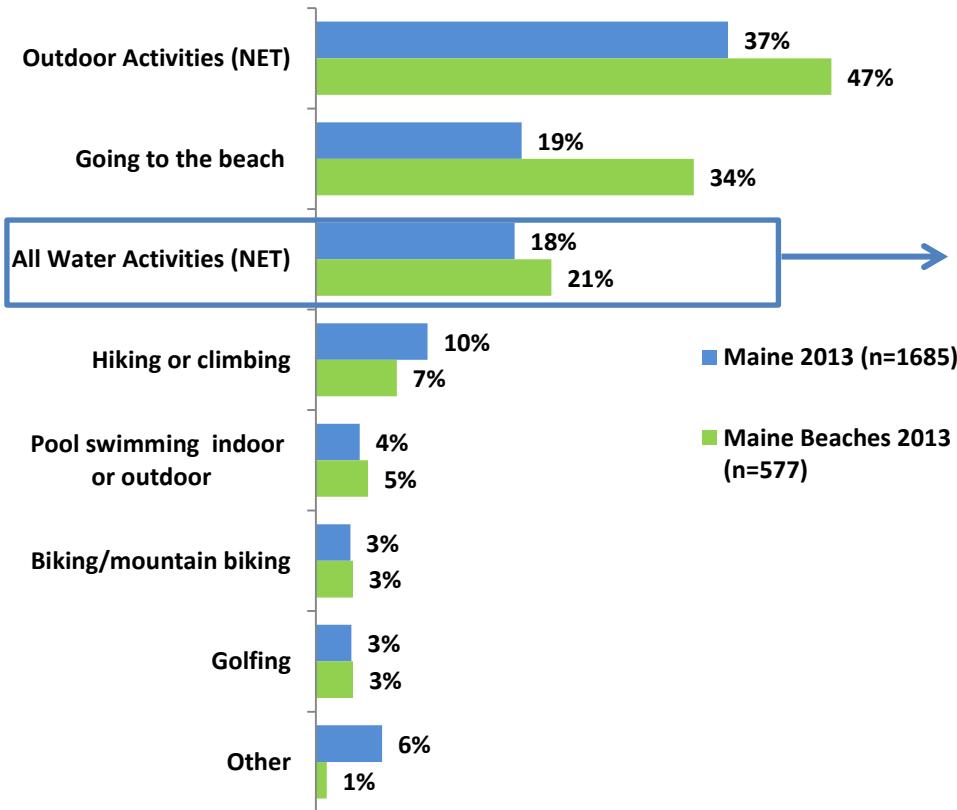
Shopping Activities



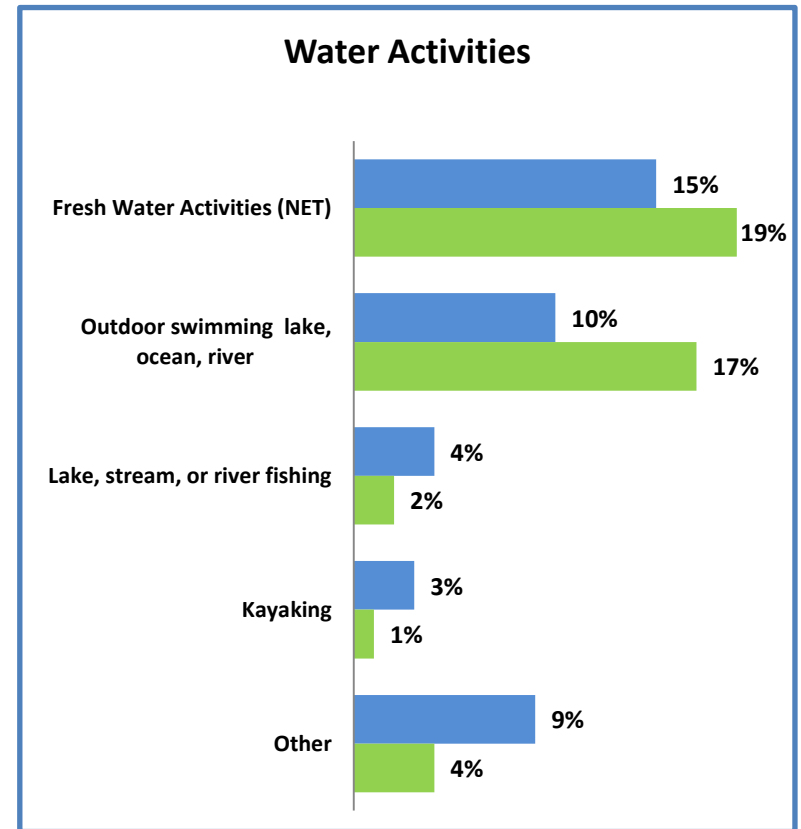
Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Outdoor activities for day visitors to the Maine Beaches center around going to the beach and other water activities.

Outdoor Activities

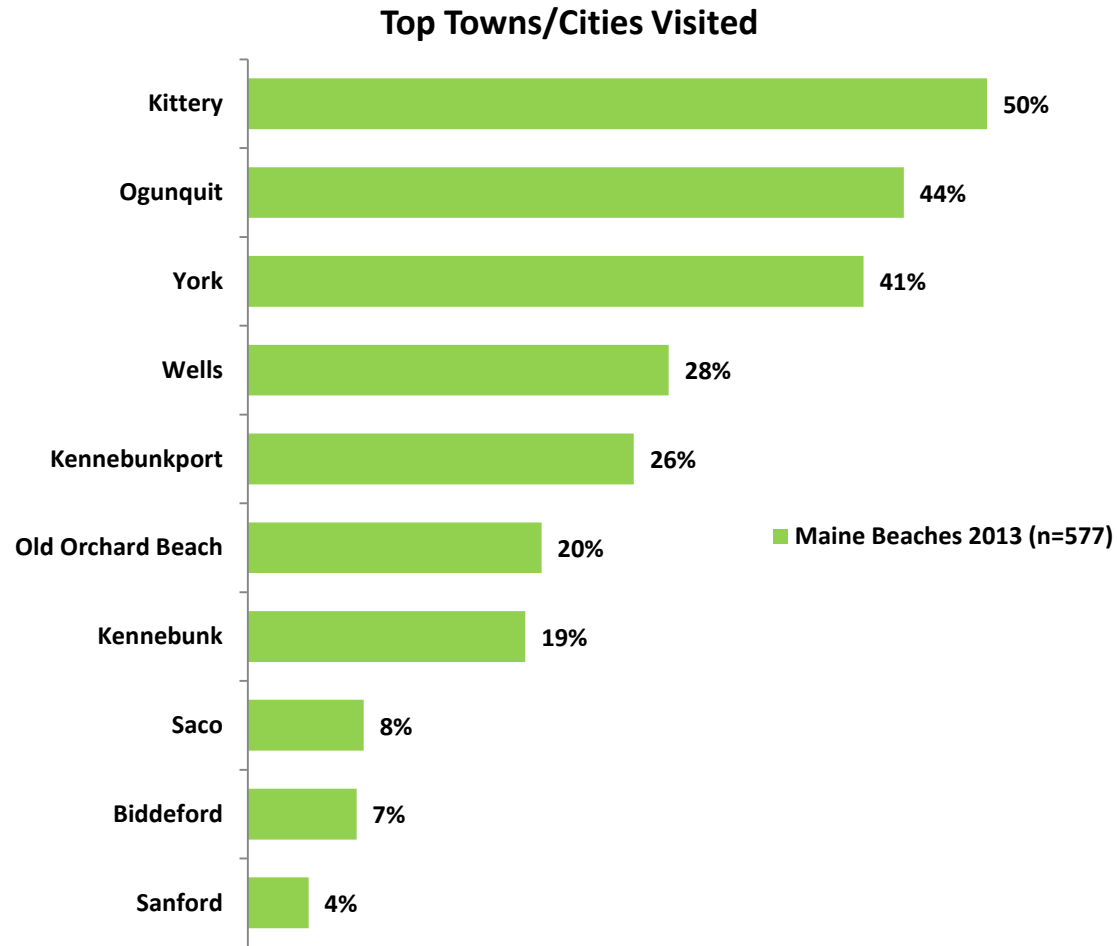


Water Activities



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

The most frequently mentioned towns visited by day visitors include Kittery and Ogunquit.

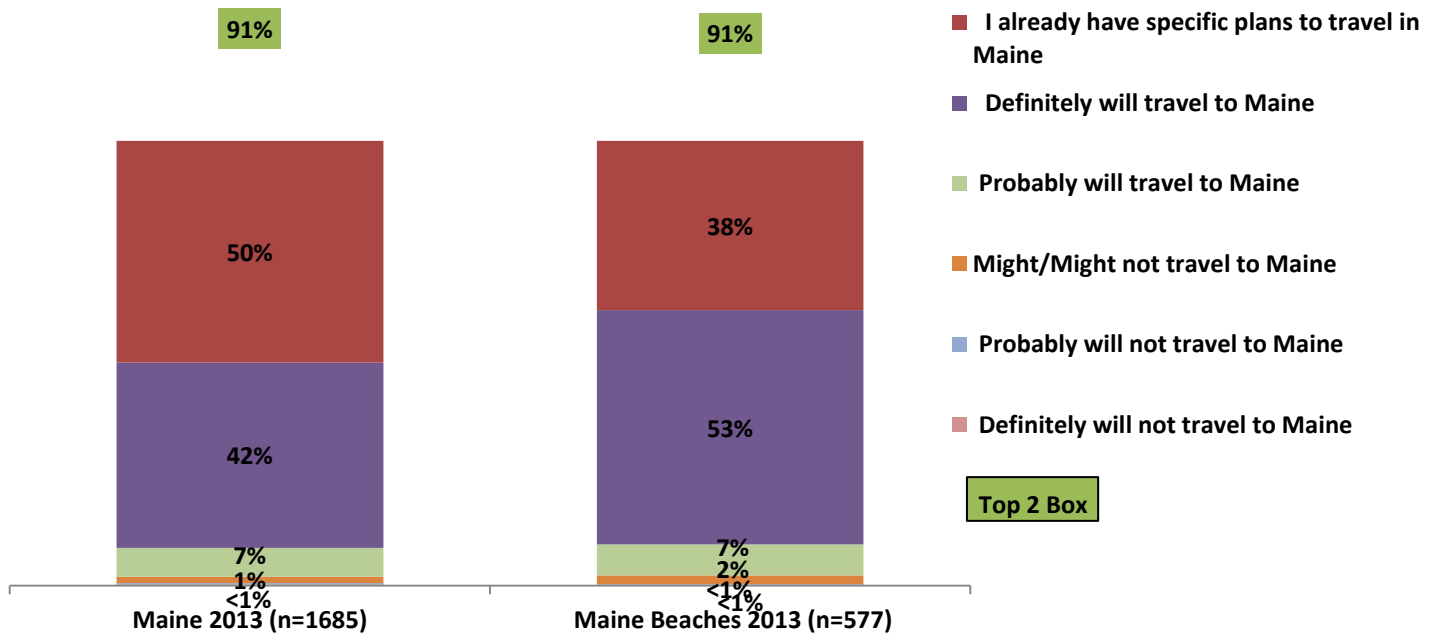


Day Q12: Within the region you visited, what specific towns or cities did you visit?

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

Nine in ten day visitors to the Maine Beaches region plan to travel to Maine again in the future.

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 *Maine Beaches* Visitors to Maine Visitors



Comparisons

- Visitors to the Maine Beaches and visitors to the State of Maine as a whole differ in a number of areas. These variations can be seen in visitor origin, visitor demographics, their reasons for traveling, and the activities they participate in while visiting.
- Visitor origin can clearly be attributed to the location of the Maine Beaches region, in close proximity to Massachusetts, and the continued draw among Quebec residents to the beaches of Maine. Popular trip activities closely follow the many shopping, dining, and beach activities available in the Maine Beaches region.
- Highlights:
 - **Visitor Origin**
 - A **greater proportion** of overnight visitors from **Massachusetts and Quebec**.
 - A **greater proportion** of day visitors from **Massachusetts**.
 - A **lesser proportion** of overnight and day visitors from **Maine**.
 - A **lesser proportion** of overnight visitors from the **Mid-Atlantic, Ontario, and New Brunswick**.
 - **Visitor Demographics**
 - A **greater proportion** of repeat visitors.
 - A **greater proportion** of overnight visitors 55 years of age and older and a **lesser proportion** less than 35 years of age.
 - A **greater proportion** of overnight visitors who are employed full-time.
 - A **lesser proportion** of day visitors earning less than \$50,000 per year, and a **greater proportion** of day visitors earning \$100,000 or more.

Comparisons

- Highlights Continued:
 - **Primary Purpose of Trip**
 - Overnight and day visitors **more** likely to be traveling to:
 - Get away to relax
 - Because it's what we do every year
 - Overnight visitors **more** likely to be traveling to:
 - Shop
 - Spend time with family and friends
 - Day visitors **more** likely to be traveling to:
 - Tour/see the sites
 - Experience great cuisine and service
 - **Trip Activities – Overnight and Day Visitors**
 - **More** likely to be:
 - Shopping
 - Resting/relaxing/unwinding
 - Enjoying the ocean views/rocky coast
 - Searching for local cuisine or dining hot spots
 - Going to the beach
 - Swimming
 - **Less** likely to be:
 - Hiking/climbing
 - Fishing

Comparisons

- Highlights Continued:
 - **Trip Activities – Day Visitors**
 - **More likely to be:**
 - Sightseeing
 - Driving for pleasure
 - Fresh water activities
 - **Less likely to be:**
 - Spending time with family and friends
 - Enjoying the mountain views
 - Kayaking
 - **Trip Activities – Overnight Visitors**
 - **Less likely to be:**
 - Motor boating
 - Canoeing
 - Sailing
 - Exploring state and national parks
 - Wildlife viewing/bird watching



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