

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

Regional Insights: Mid-Coast

Prepared by



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Research Objectives and Methodology

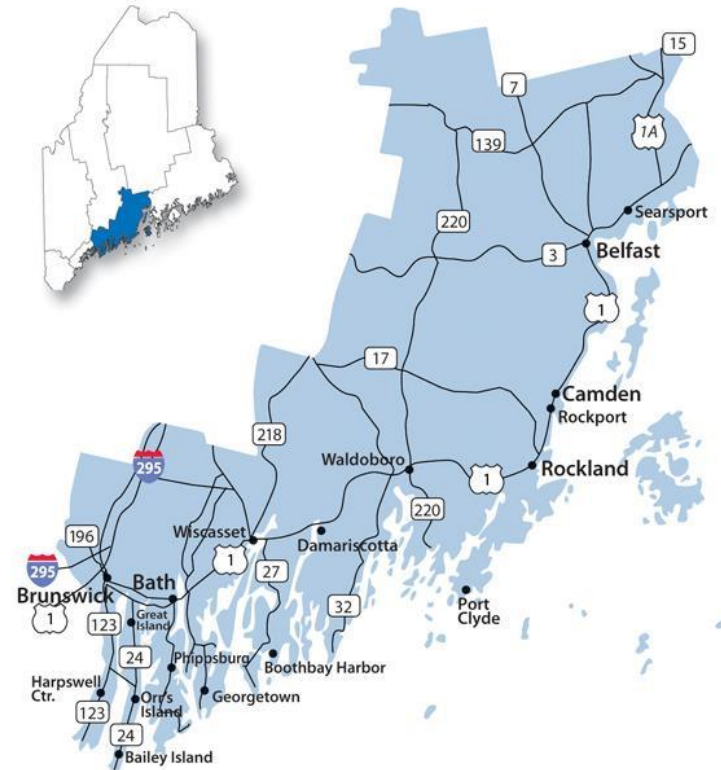


Research Objectives and Methodology

- 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 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 Mid-Coast tourism region.
 - 326 overnight visitors, and
 - 180 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

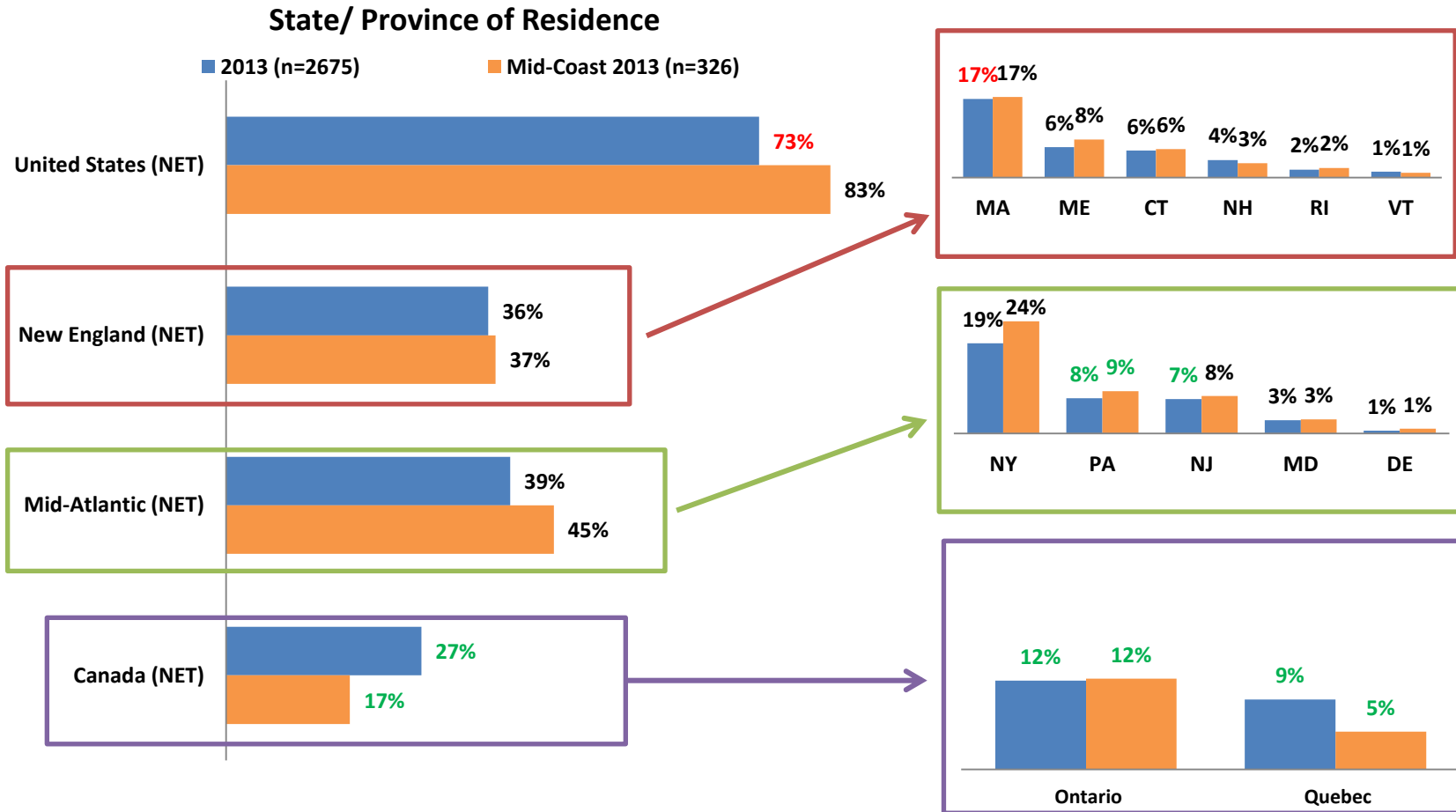
Overnight Visitors	Maine 2013 (n=2675)	Mid-Coast 2013 (n=326)
Age:		
< 35	25%	26%
35 - 44	<17%>	13%
45 - 54	22%	24%
55 +	35%	37%
Mean Age (Years)	47.1	47.7
Income:		
< \$50,000	11%	13%
\$50,000 - \$99,000	33%	36%
\$100,000 +	45%	40%
Mean Income (Thousands)	\$115,427	\$110,600
Female	47%	42%
College Degree or Higher	81%	85%
Married	60%	61%
Employed Full Time	68%	64%

<> 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 Mid-Atlantic region supplies the greatest proportion of overnight visitors to the Mid-Coast.

- New York and Massachusetts comprise the greatest proportion of overnight visitors to the Mid-Coast region, followed by Ontario.

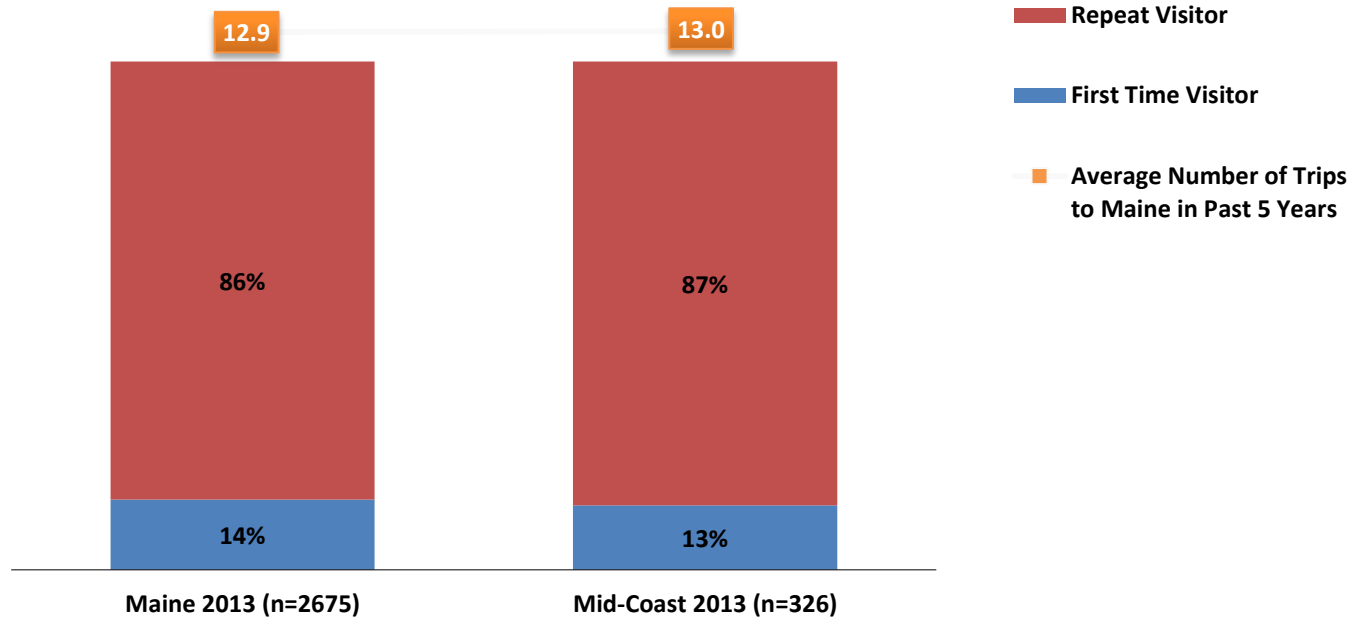


State/ Province of Residence

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

Similar to Maine as a whole, the Mid-Coast region experiences high visitor loyalty among overnight visitors.

Repeat vs. First Time Visitors



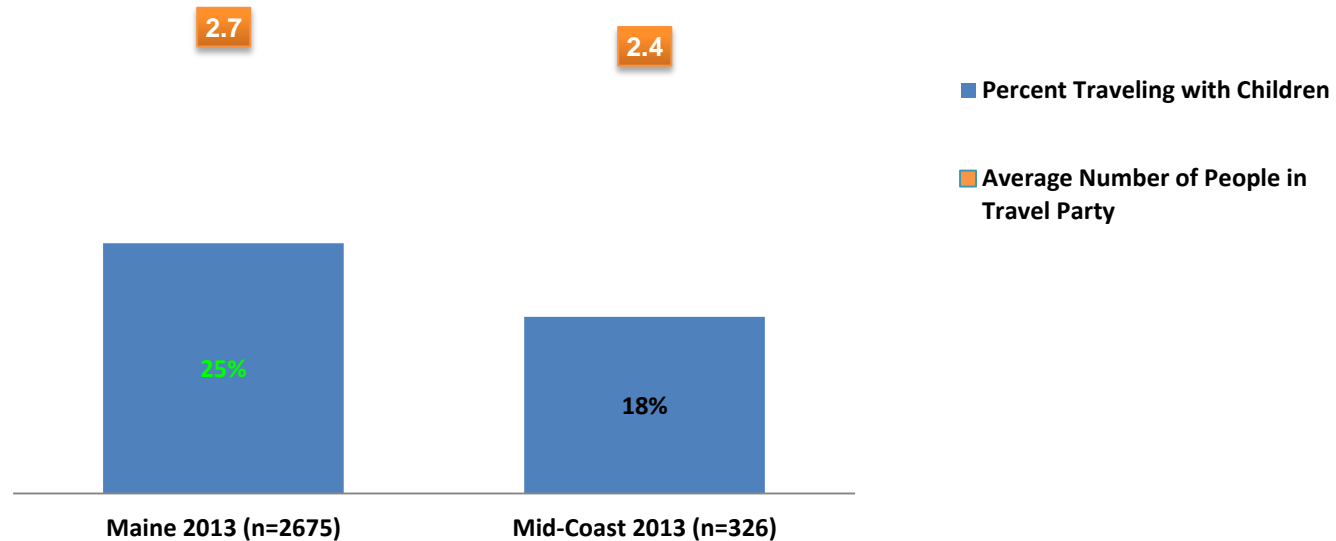
Regional Q9. Was this your first visit in Maine?

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.

One in five overnight visitors to the Mid-Coast region is traveling 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?

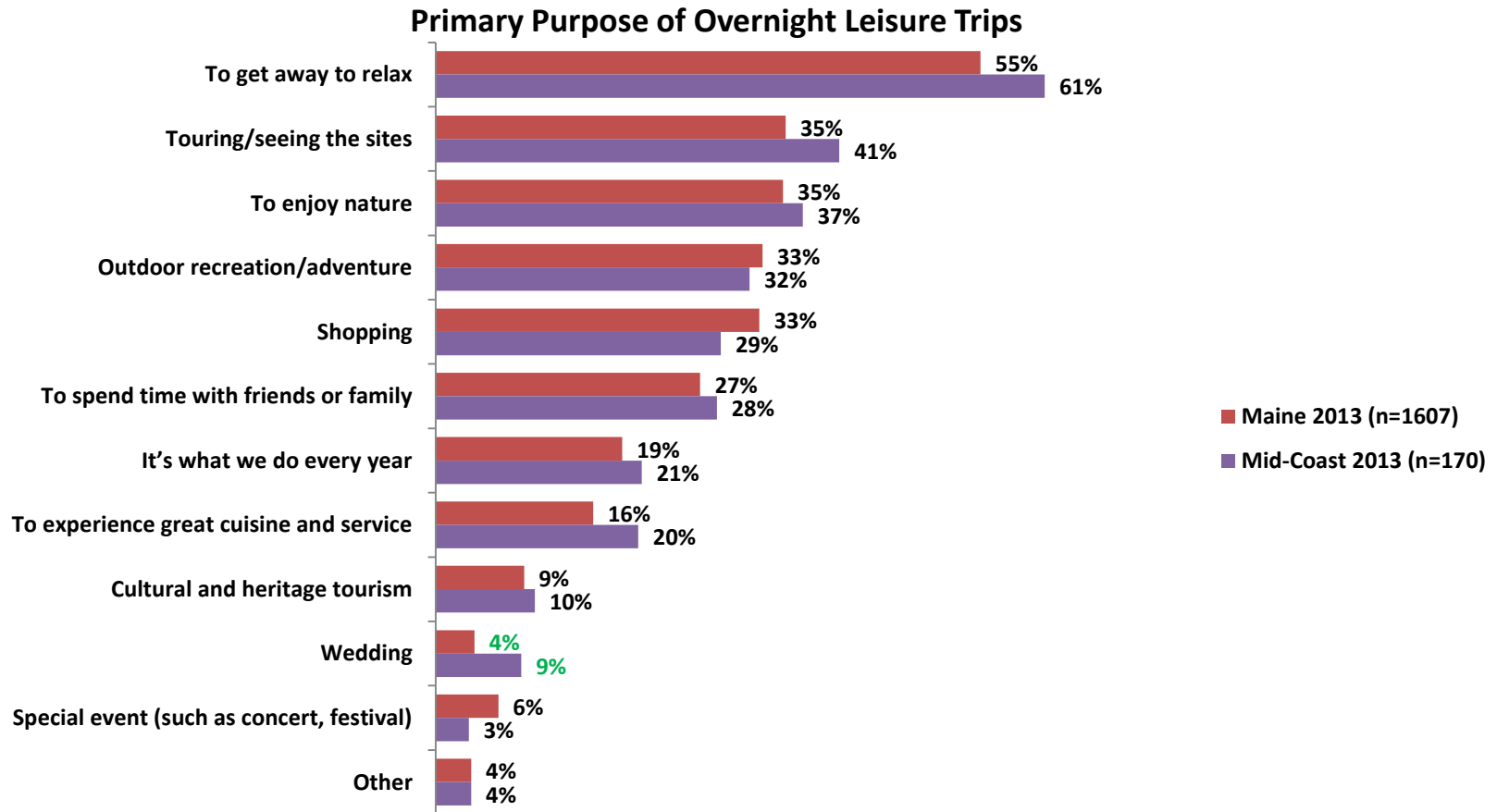
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitors: *Trip Experience*



For the majority of overnight visitors to the Mid-Coast, the primary purpose of traveling was to get away to relax.

- The proportion of overnight visitors attending a wedding in 2013 (9%) is greater than in 2012 (1%).

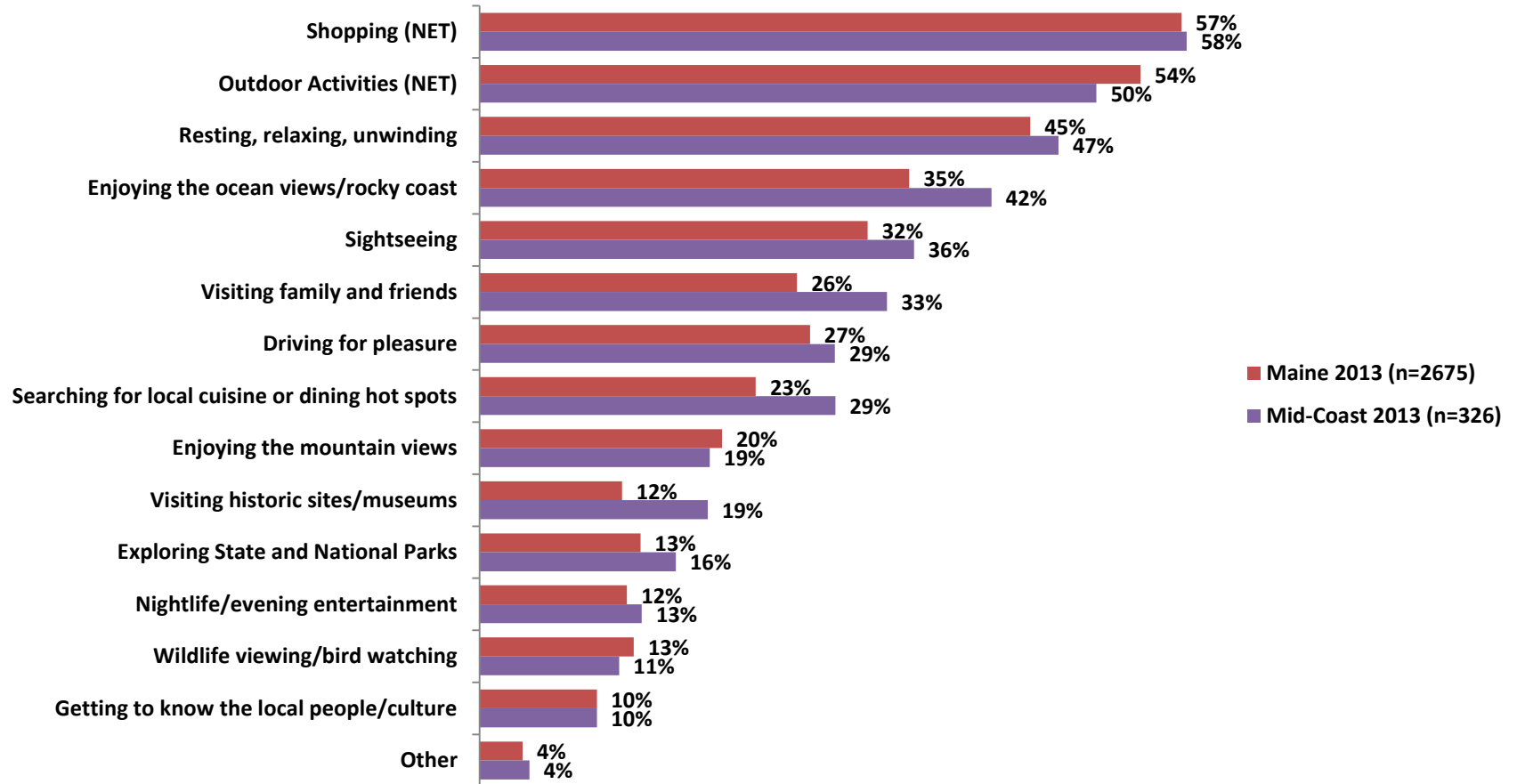


Regional Q7. What was the primary purpose of your most recent trip in Maine?

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

Shopping was the most frequently mentioned trip activity among overnight visitors to the Mid-Coast region.

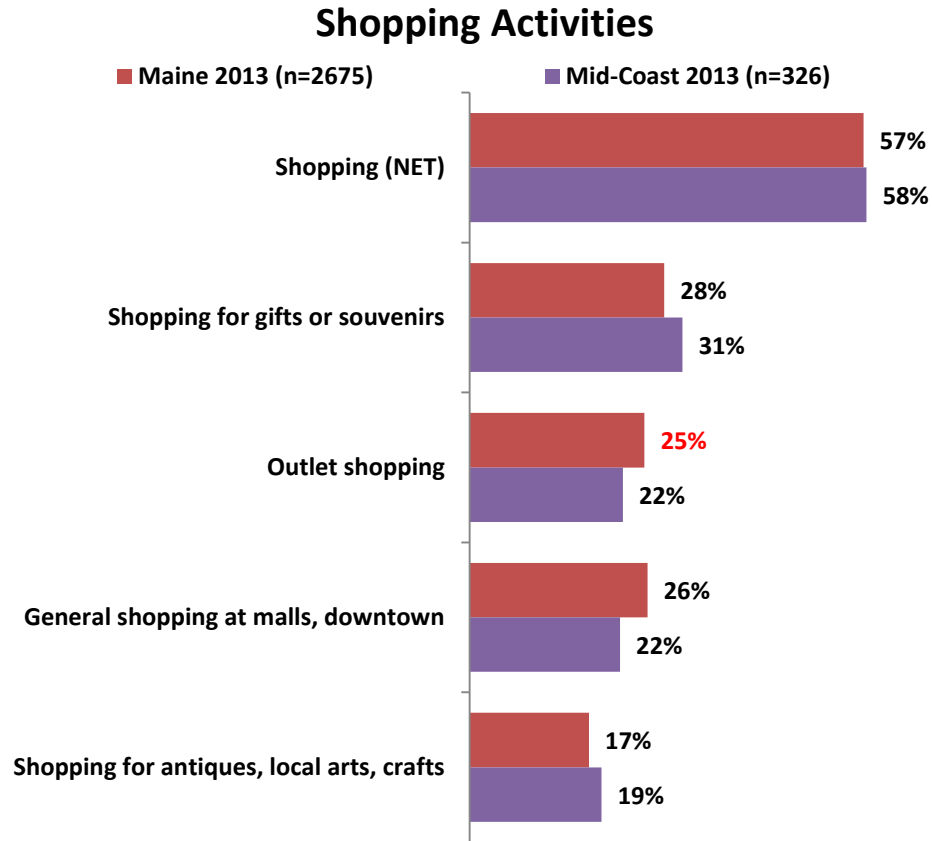
Top Trip Activities



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.

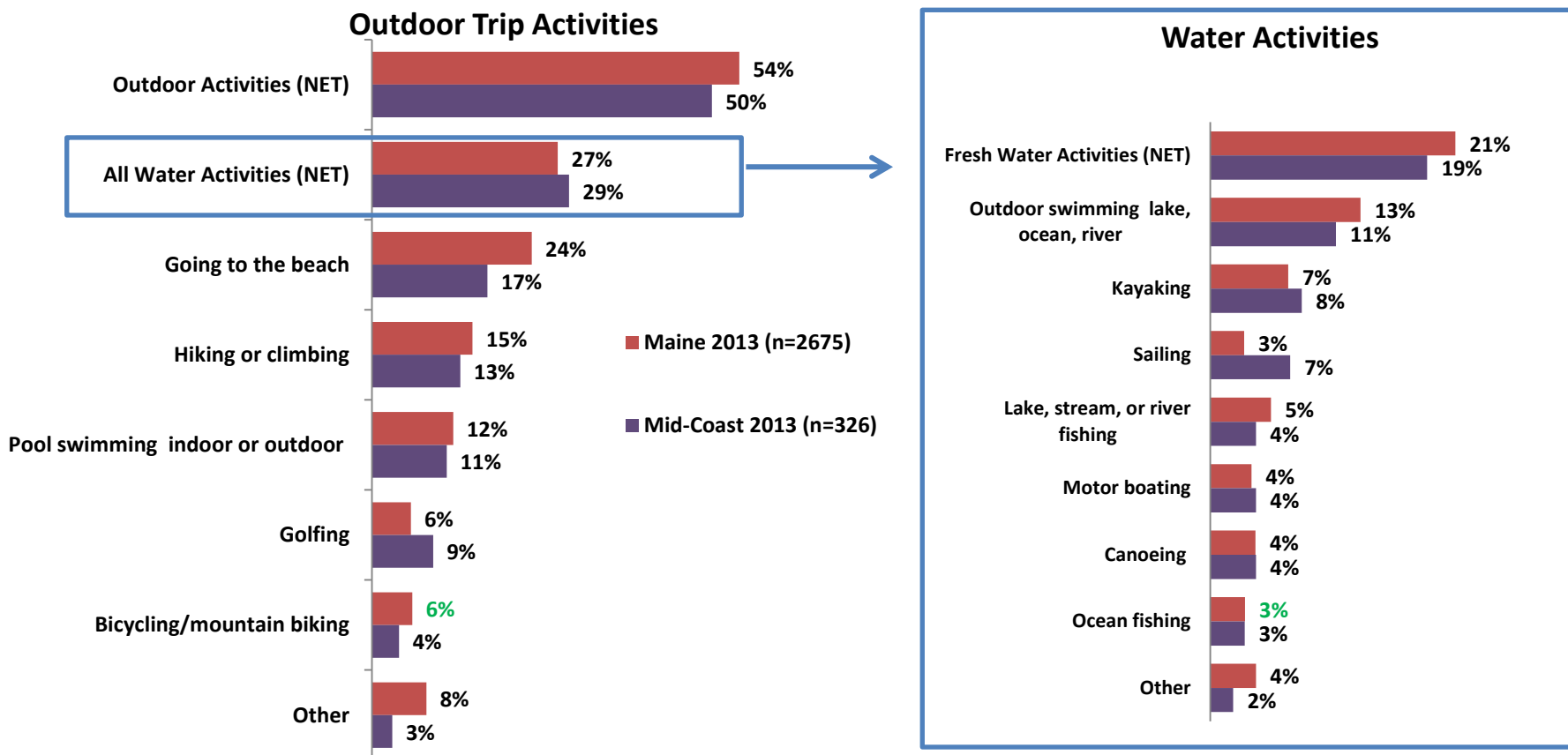
Souvenir and gift shopping was the most popular shopping activity.



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.

Water activities were the most popular outdoor activities among overnight visitors to the Mid-Coast region.

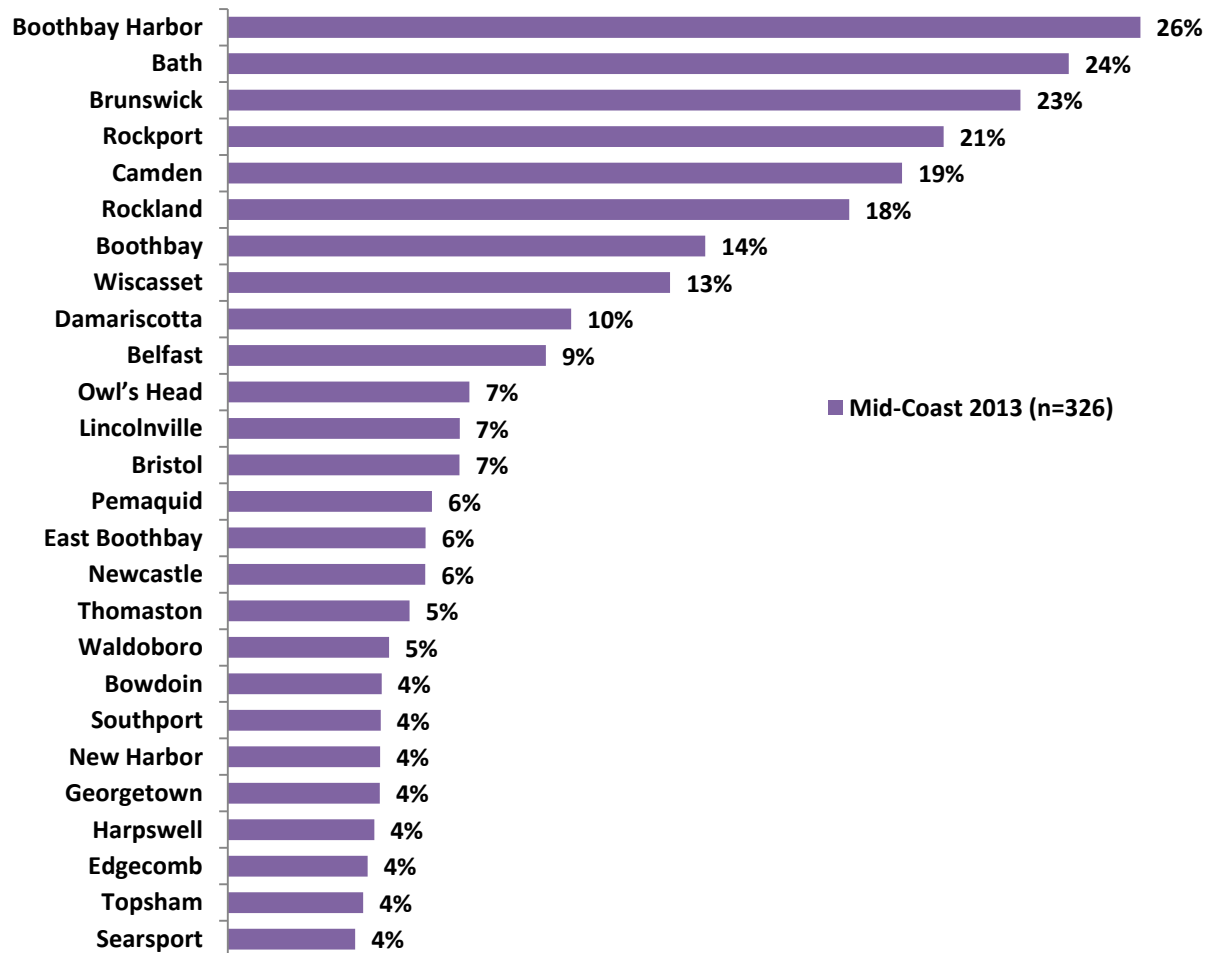


Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply).

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

Boothbay Harbor, Bath, and Brunswick were the most frequently visited towns among overnight visitors to this region.

Top Towns/Cities Visited

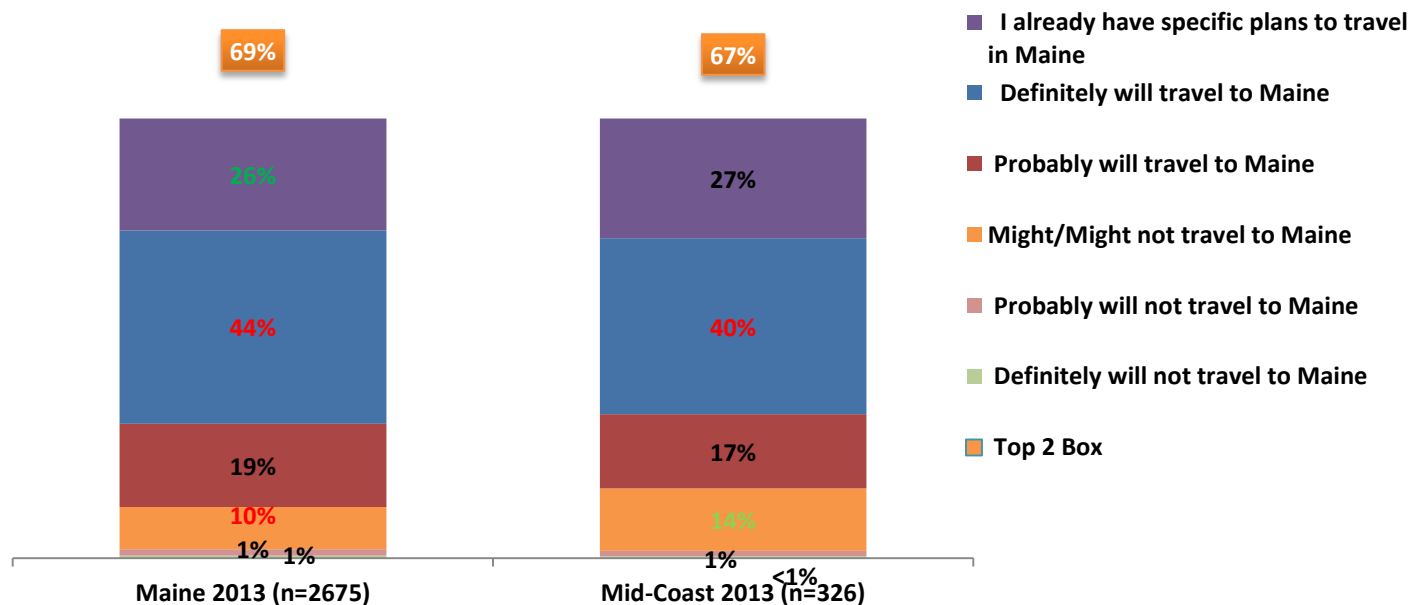


Regional Q31: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

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

Two-thirds of overnight visitors to the Mid-Coast 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

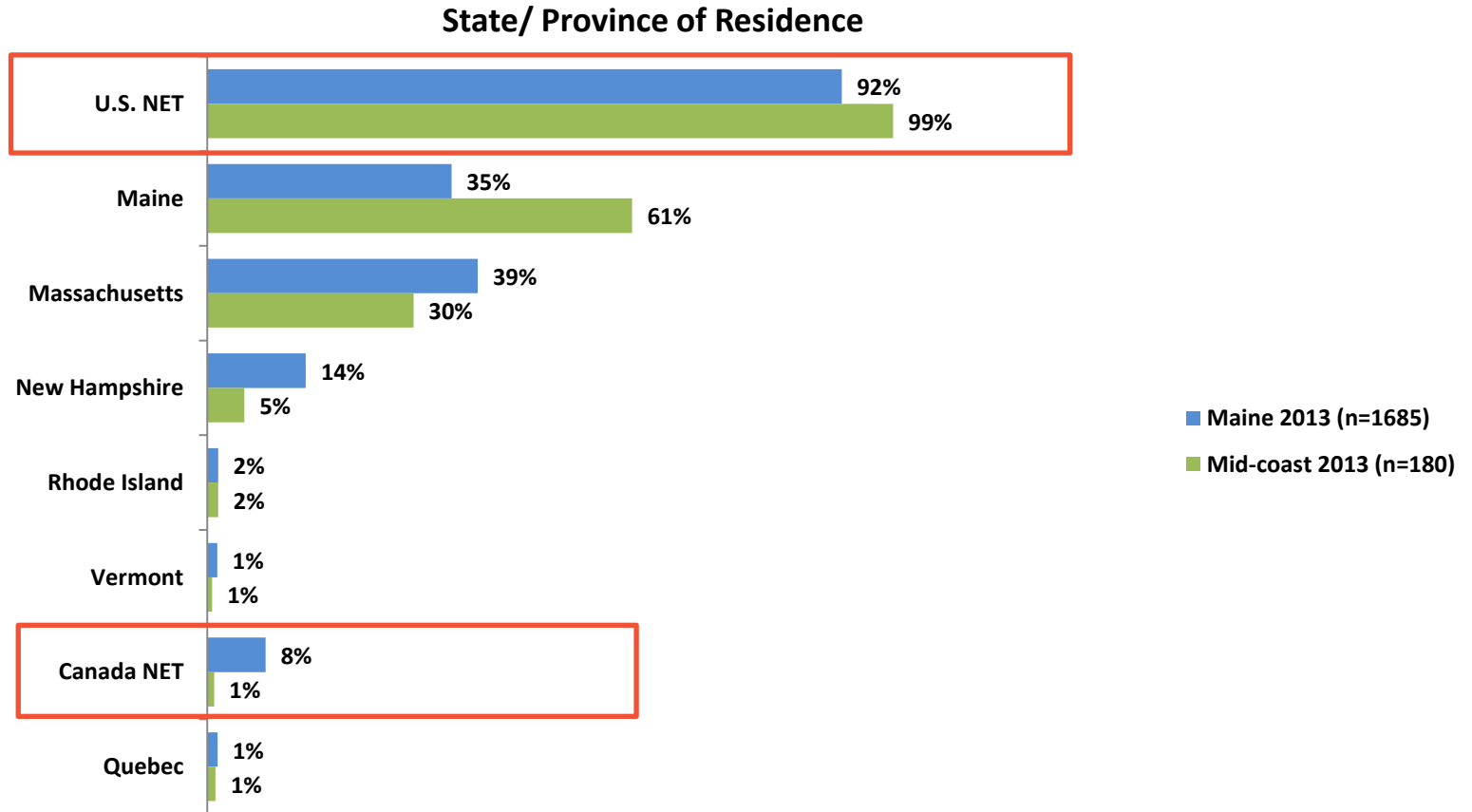
Day Visitors	Maine 2013 (n=1685)	Mid-Coast 2013 (n=180)
Age:		
< 35	20%	18%
35 - 44	15%	17%
45 - 54	25%	23%
55 +	40%	43%
Mean Age (Years)	49.0	49.8
Income:		
< \$50,000	19%	20%
\$50,000 - \$99,000	42%	39%
\$100,000 +	38%	41%
Mean Income (Thousands)	\$98,010	\$94,500
Female	54%	48%
College Degree or Higher	71%	75%
Married	66%	65%
Employed Full Time	63%	60%

<> 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.

U.S. visitors make up nearly all the Mid-Coast region's day visitors.

- Almost two-thirds of day visitors to the Mid-Coast region are in-state visitors, with an additional one-third coming from Massachusetts.

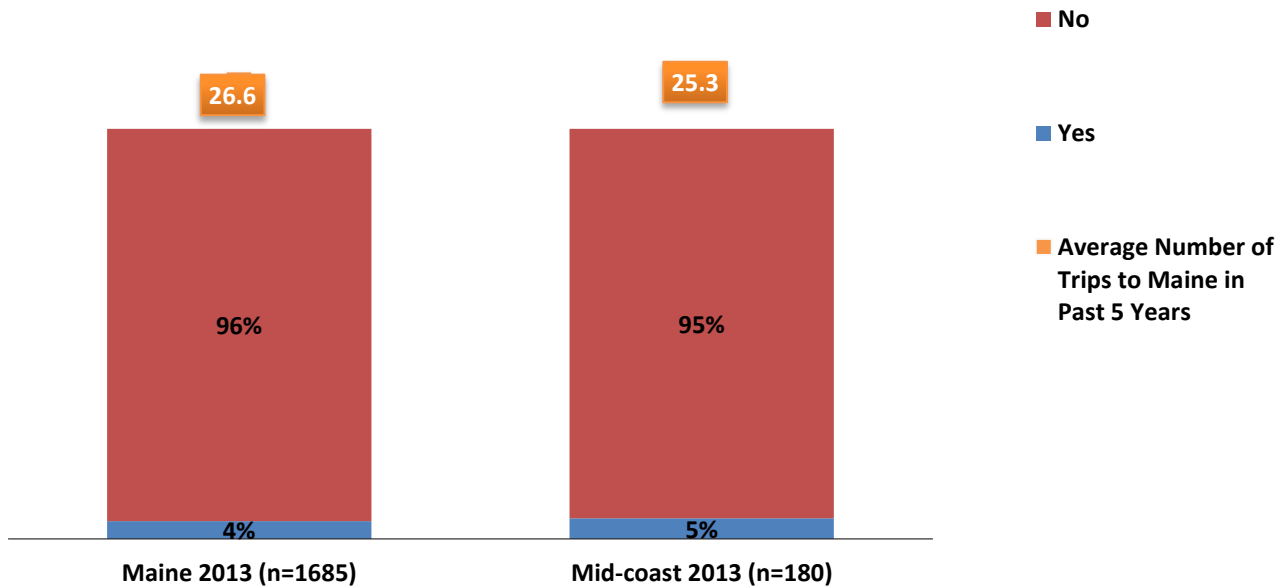


Day Q1A. In what State or Province do you reside?

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

Strong visitor loyalty is evident in the 95% of day visitors to the Mid-Coast region that are repeat visitors.

Repeat vs. First Time Visitors



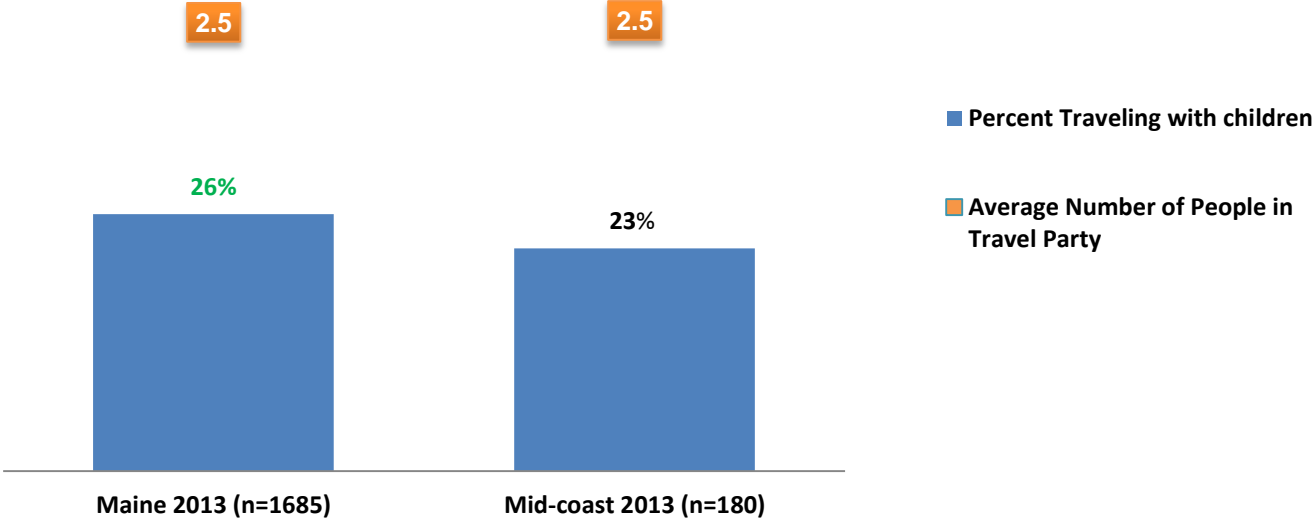
Day Q4. Was this your first trip to Maine?

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 the Mid-Coast region's 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?

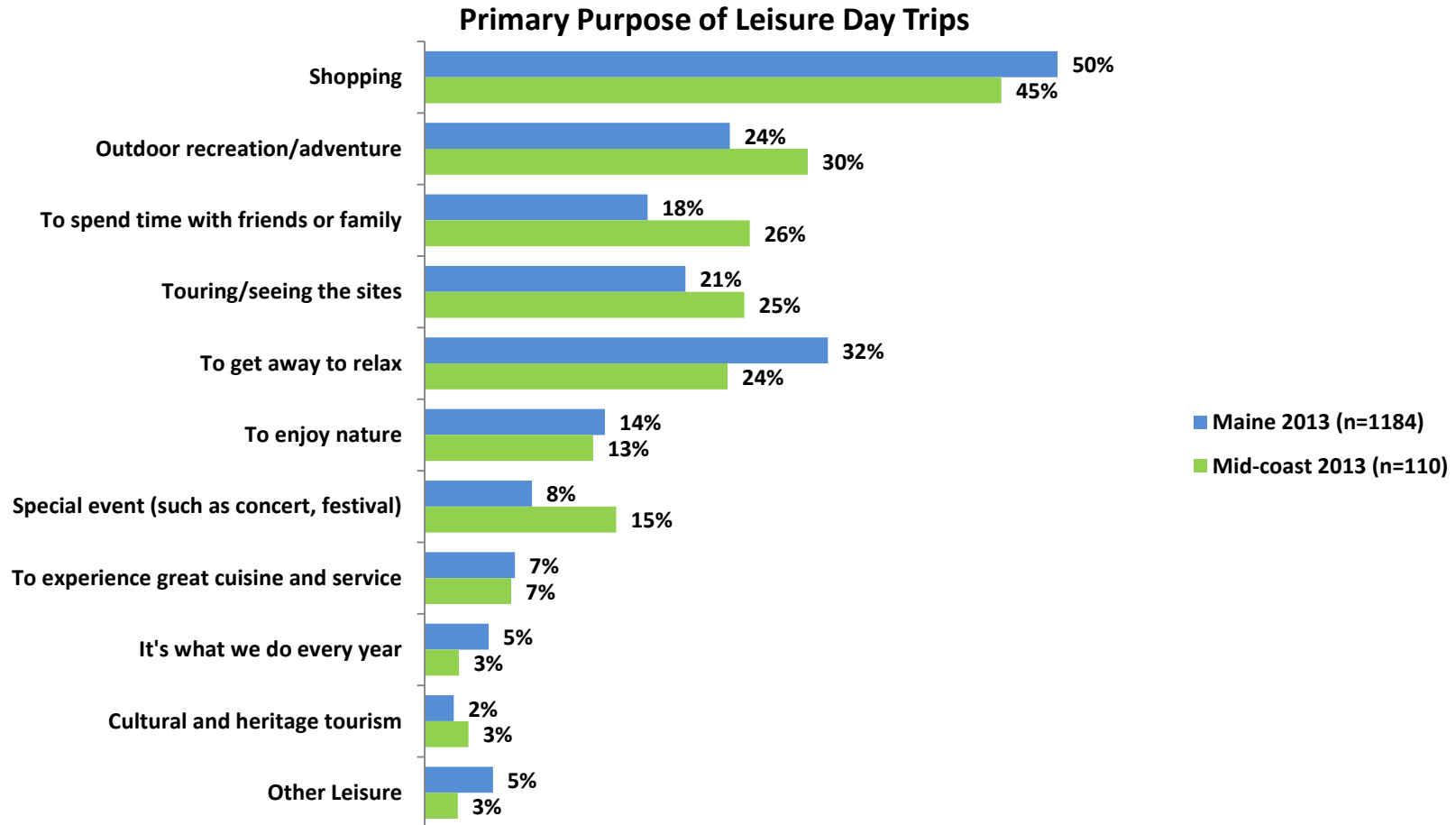
Q8. How many of these people were: Children

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

Day Visitors: *Trip Experience*



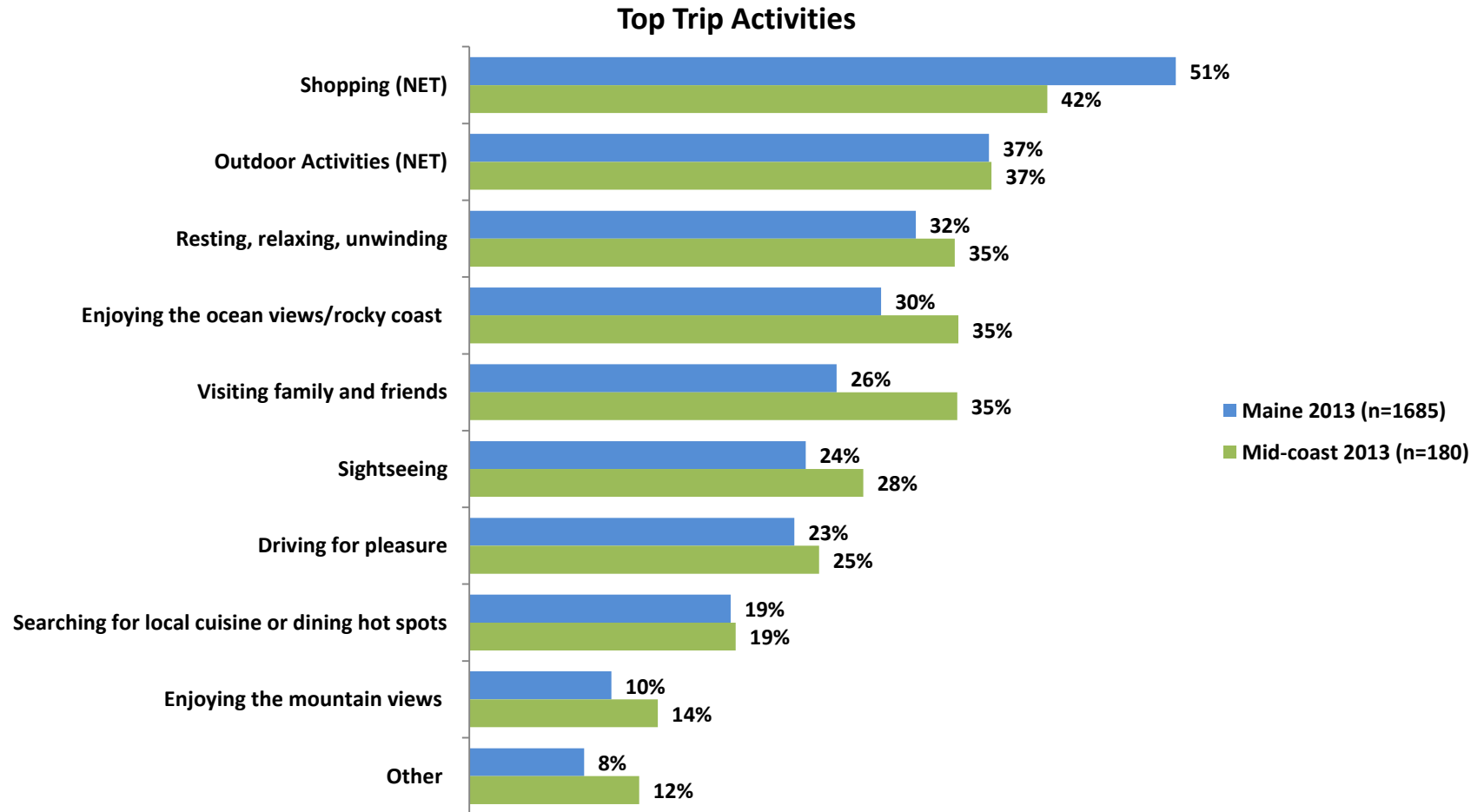
Shopping, outdoor recreation, and spending time with family/friends are the top trip purposes for Mid-Coast day visitors.



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 and outdoor activities top the list of activities that day visitors participate in while visiting the Mid-Coast region.



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.

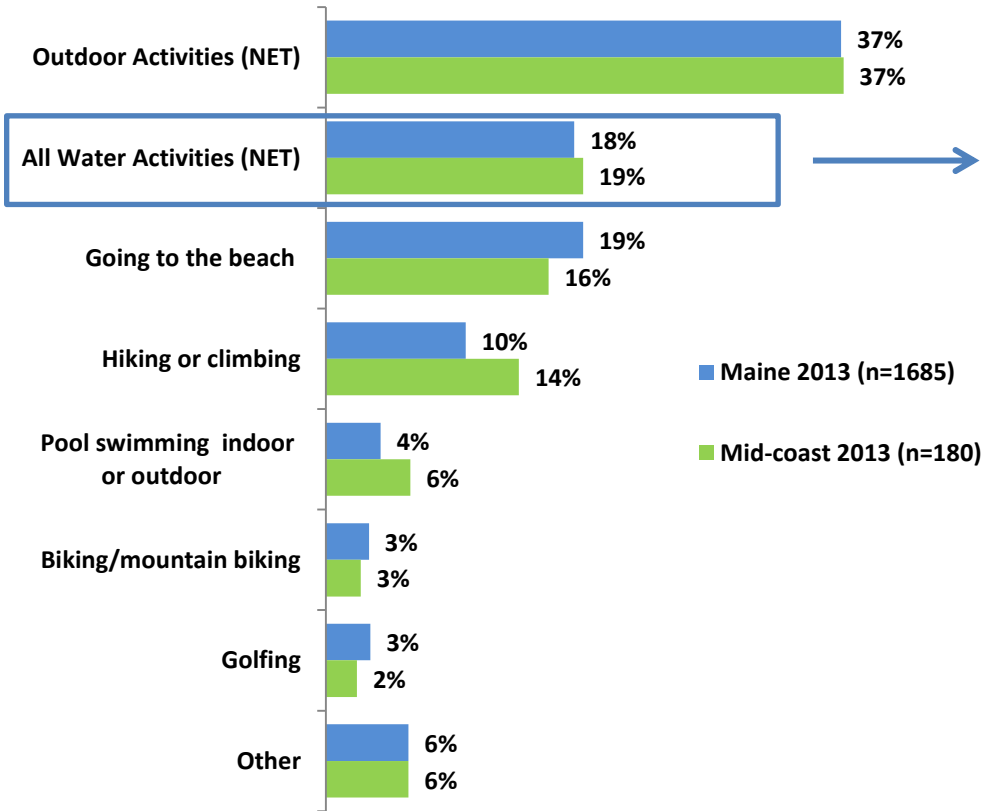
Shopping among day visitors to this region mostly consists of outlet and general mall/downtown shopping.



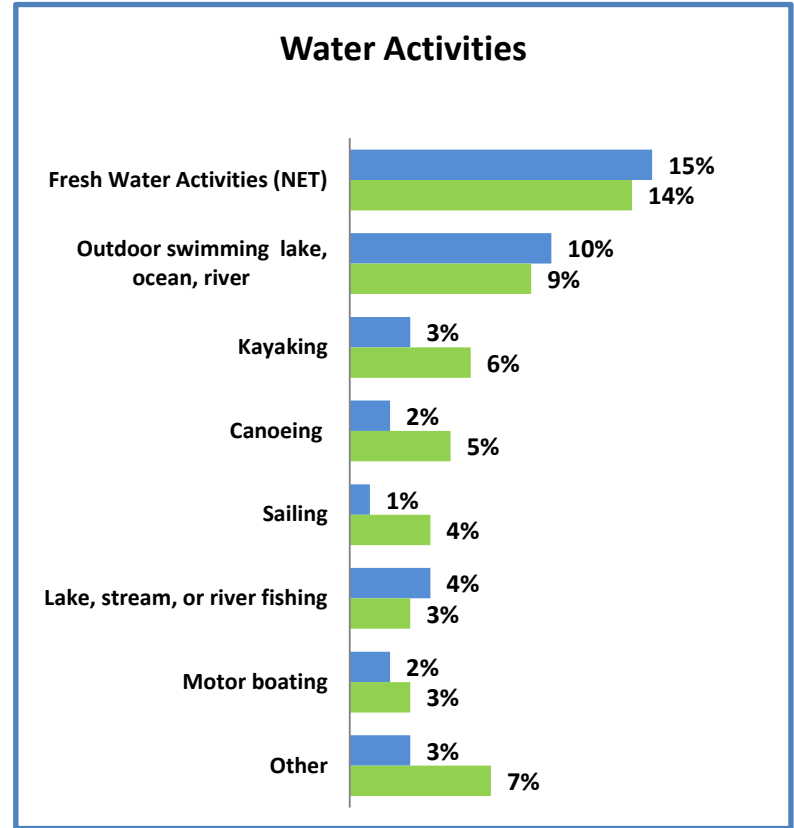
Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Outdoor activities in the Mid-Coast region center on various water activities, going to the beach, and hiking/climbing.

Outdoor Activities



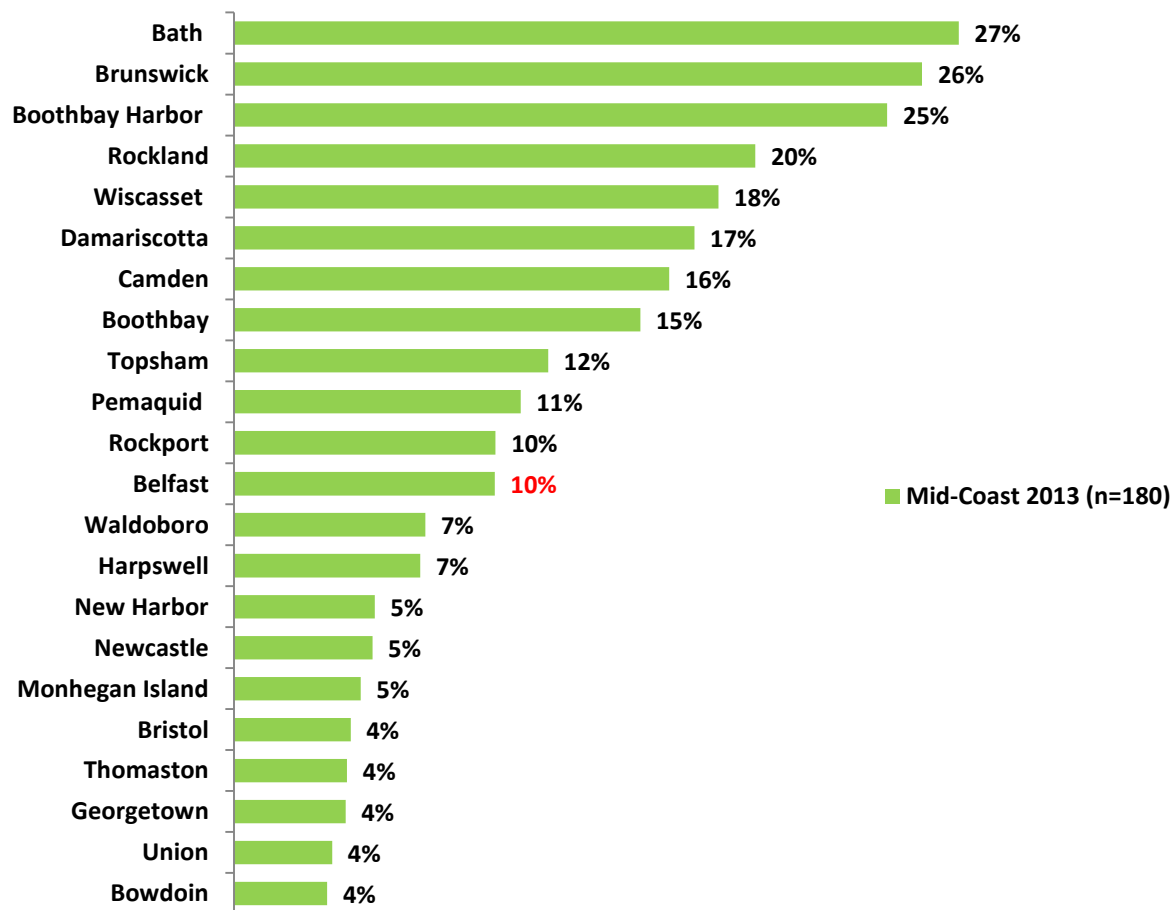
Water Activities



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.

Like overnight visitors, day visitors to the Mid-Coast region are most likely to visit Bath, Brunswick, and Boothbay Harbor.

Top Towns/Cities Visited

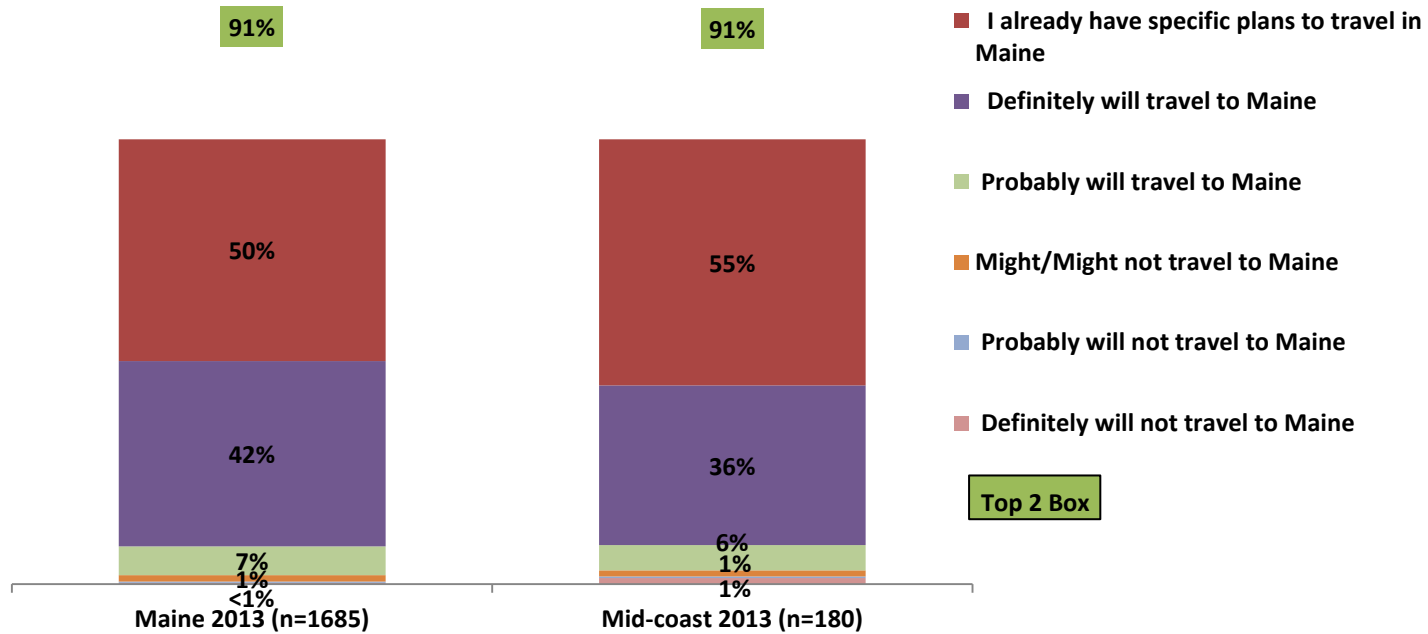


Day Q12: Within the region you visited, what specific towns or cities did you visit?

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

Strong visitor loyalty is evident among day visitors as well, with nine in ten claiming they have plans to visit 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 *Mid-Coast* Visitors to Maine Visitors



Comparisons

- Visitors to the Mid-Coast tourism region and visitors to the State of Maine as a whole differ in a number of areas. These variations can be seen in the areas they come from and the activities they participate in while visiting.
- Highlights:
 - **Visitor Origin**
 - A **lesser proportion** of overnight visitors from **Canada, especially Quebec.**
 - A **greater proportion** of overnight visitors from **New York.**
 - A **greater proportion** of day visitors from **Maine.**
 - A **lesser proportion** of day visitors from **Massachusetts, New Hampshire, and Canada.**
 - A **lesser proportion** of overnight visitors traveling with children.
 - **Primary Purpose of Trip**
 - Overnight visitors **more** likely to be traveling for a **wedding.**
 - Overnight visitors **less** likely to be traveling for a **special event (concert, festival, etc.)**
 - Day visitors **more** likely to be traveling for a **special event.**

Comparisons

- Highlights Continued:
 - **Trip Activities – Overnight Visitors**
 - **More likely to be:**
 - Enjoying the ocean views/rocky coast
 - Visiting historic sites/museums
 - Spending time with family and friends
 - Searching for local cuisine
 - Sailing
 - **Less likely to be going to the beach.**
 - **Trip Activities – Day Visitors**
 - **More likely to be:**
 - Spending time with family and friends
 - Sailing
 - **Less likely to be shopping.**



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