

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

**First Time and Repeat Visitors:  
A Comparison**

*Prepared by*



June 2014

# Introduction and Methodology



# Introduction

- 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.

# Methodology

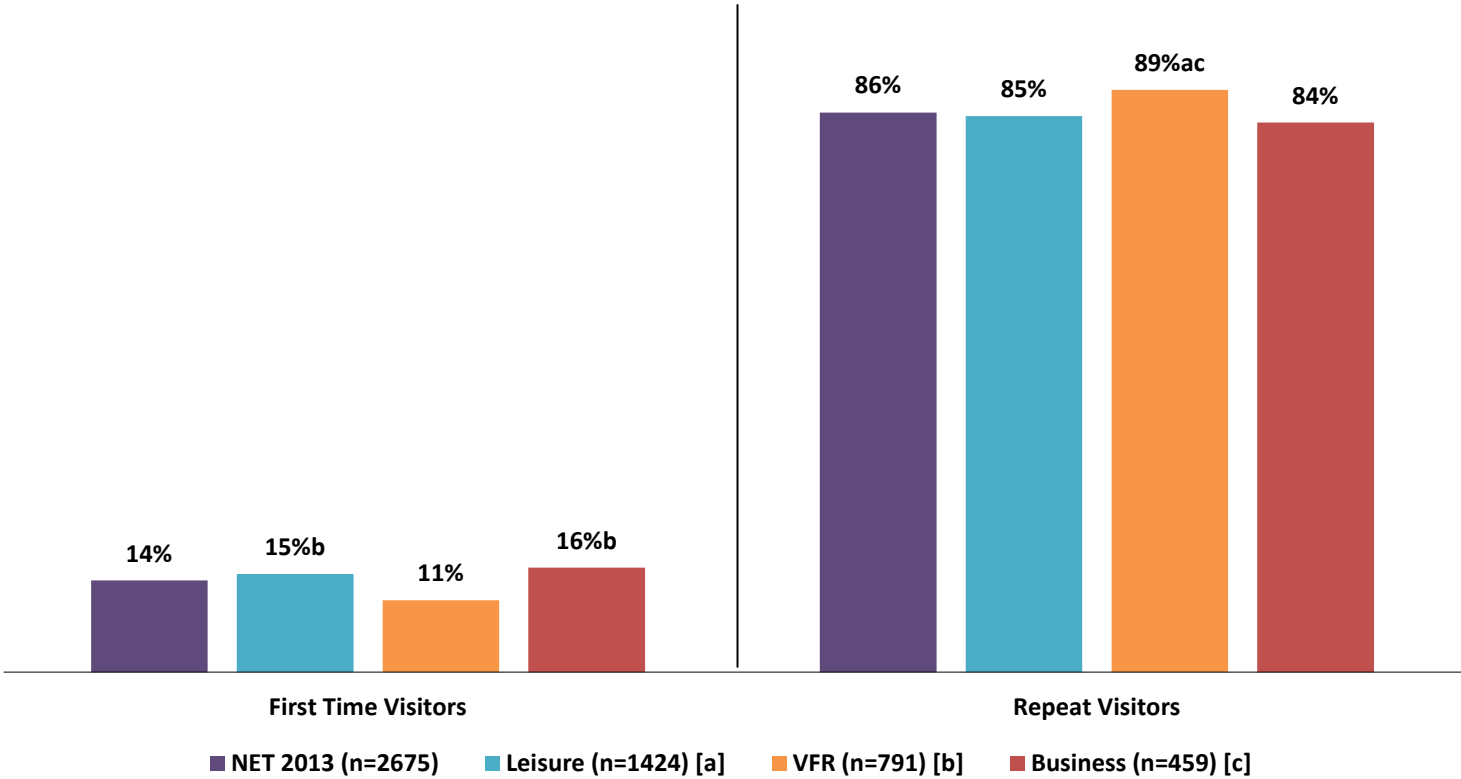
- This report outlines results from calendar year 2013, with travel occurring between January 2013 and December 2013, and highlights data on the differences between first-time and repeat visitors to Maine.
- Data was collected between January 1<sup>st</sup> and December 15<sup>th</sup> 2013. The number 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

# Overnight Visitors: *Traveler Description*



# Maine's high visitor loyalty is evident in the high proportion of repeat visitors.

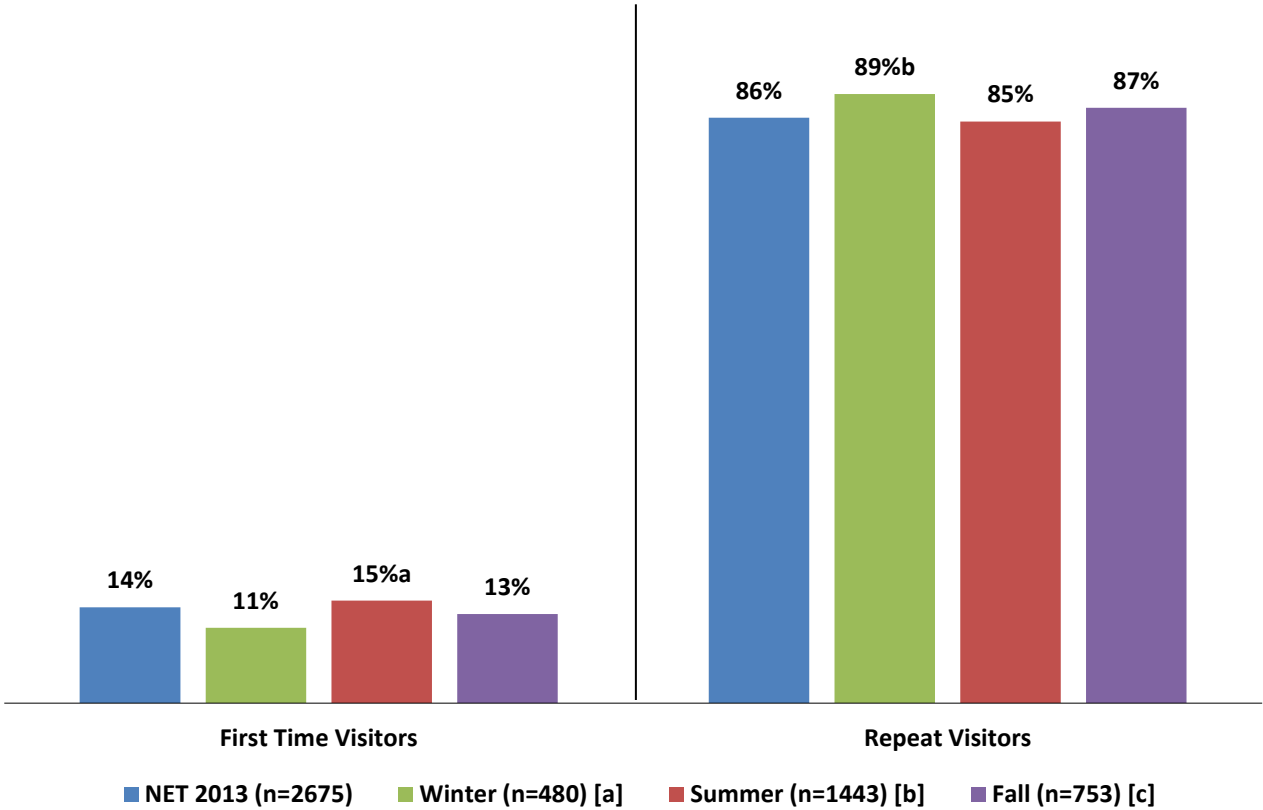
- Similar to prior years, business travelers are more likely to be visiting Maine for the first time, while those visiting friends and relatives are more likely to be repeat visitors of the state.



Regional Q9. Was this your first visit in Maine?  
a, b, c indicates significant difference 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.

# Differences can be seen in the proportion of first-time and repeat visitors in the various seasons.

- The winter and summer seasons illustrate a modest contrast in the proportion of first-time and repeat visitors, with first-time visitors being slightly more prevalent during the summer months and repeat visitors being more prevalent during the winter.



Regional Q9. Was this your first visit in Maine?  
a, b, c indicates significant difference at the 95% confidence level  
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# Overnight Visitor Demographics

- Generally, the demographic profile of first-time and repeat overnight visitors to Maine differs on a few points. First-time visitors are a bit younger, less likely to be married, and more likely to be employed full-time than repeat overnight visitors.

2013 Overnight Visitors	First Time Visitors (n=370)	Repeat Visitors (n=2305)
Age:		
< 35	<51%>	21%
35 - 44	<23%>	17%
45 - 54	15%	<23%>
55 +	11%	<39%>
Mean Age (Years)	37.1	48.7
Income:		
< \$50,000	14%	11%
\$50,000 - \$99,000	38%	32%
\$100,000 +	41%	46%
Mean Income (Thousands)	\$108,090	\$116,660
Female	51%	47%
College Degree or Higher	81%	81%
Married	50%	<61%>
Employed Full Time	<77%>	67%

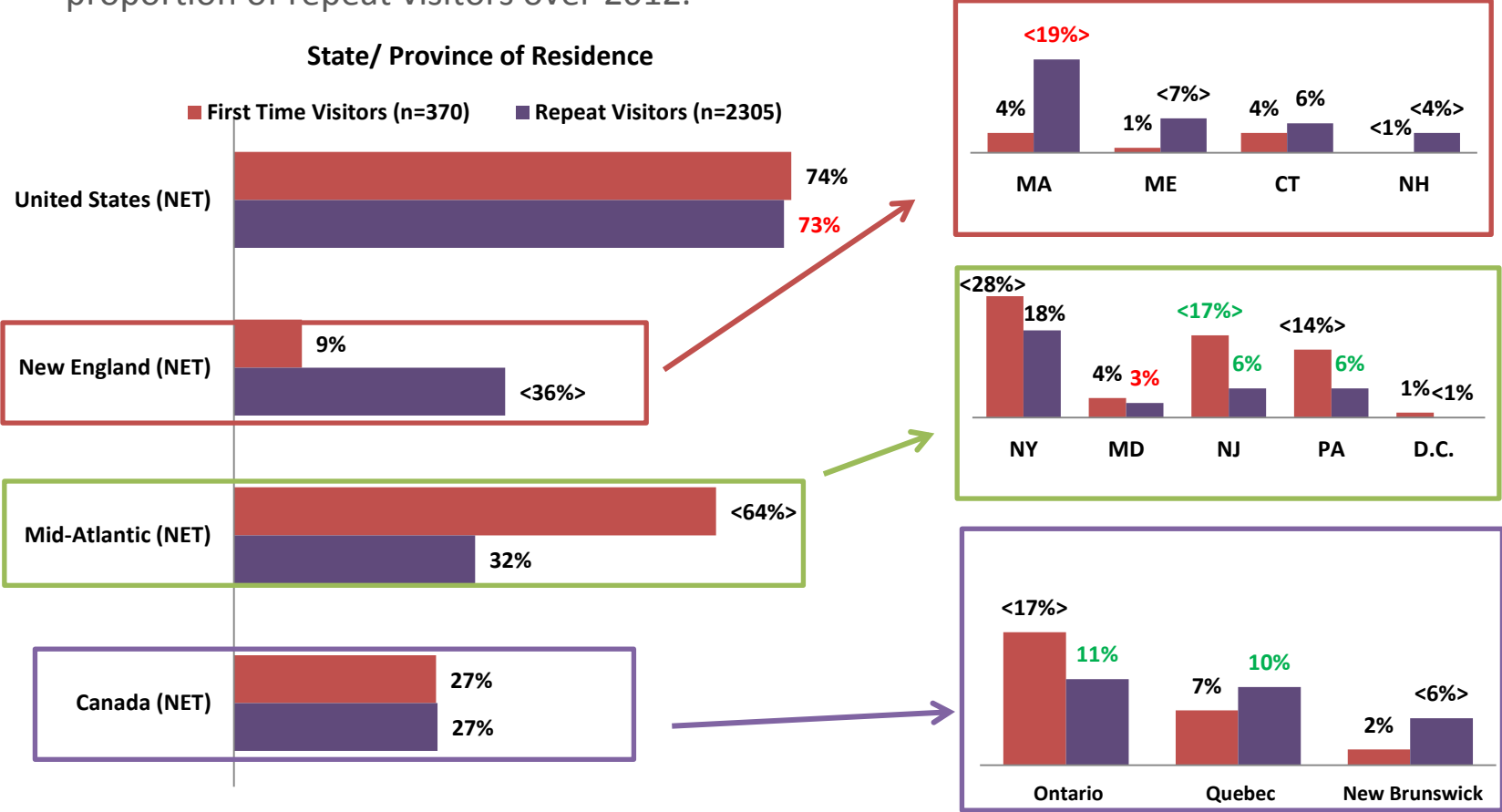
<> indicates a significant difference between subgroups at the 95% confidence level.

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



# First-time visitors are more likely to be from areas further away from Maine.

- The New England states are more likely to send repeat visitors to Maine, while the Mid-Atlantic states are more likely to send first-time visitors.
- While only a quarter of visitors are from Canada, Ontario and Quebec saw an increase in the proportion of repeat visitors 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.

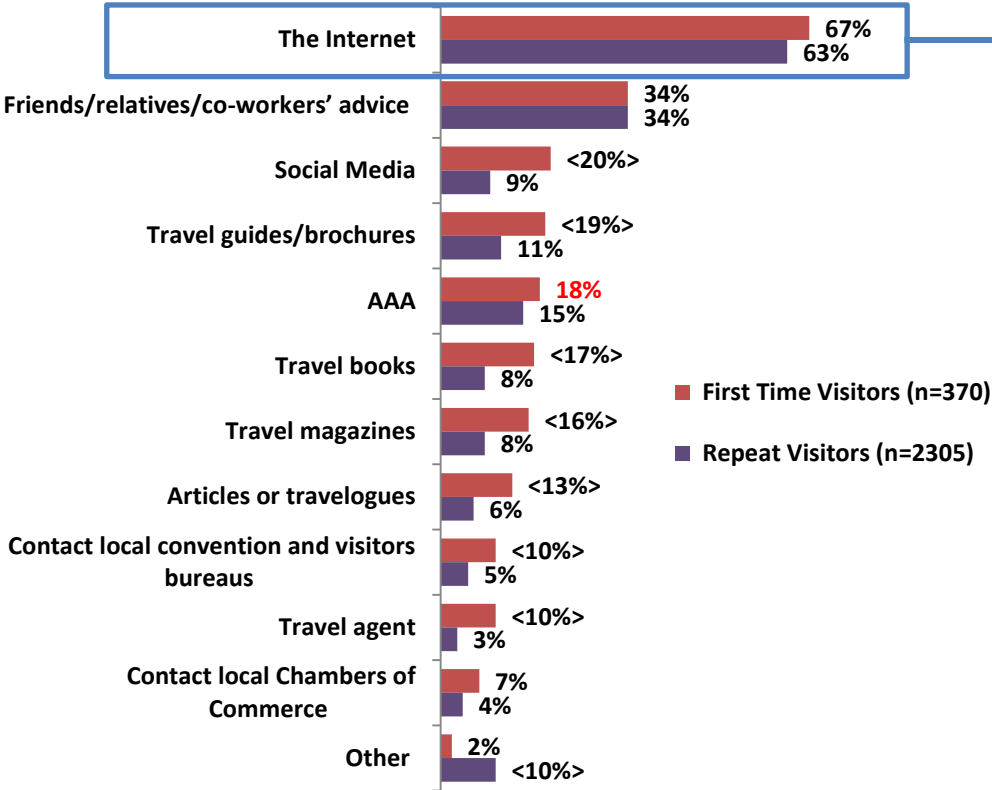
# Overnight Trip Planning



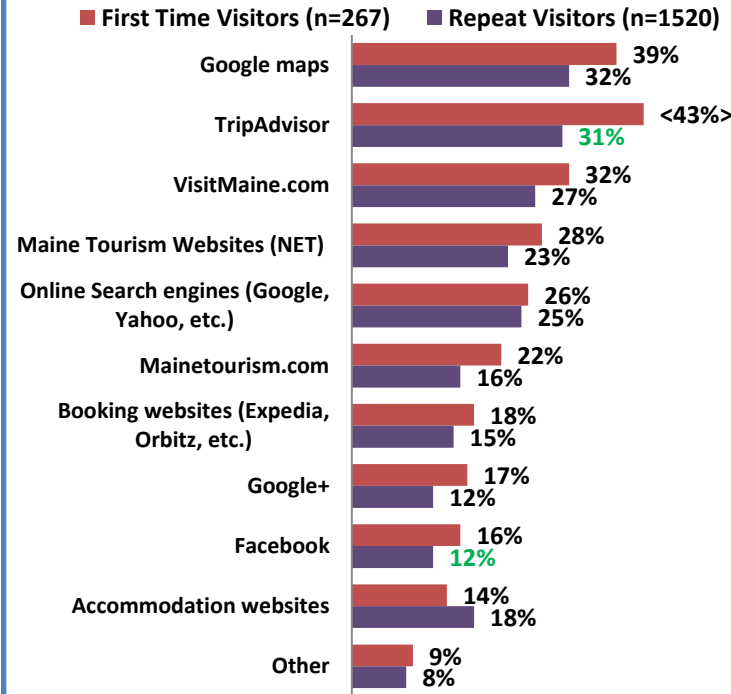
# Internet resources remain the most popular trip planning resource for both first-time and repeat visitors.

- Other than the Internet and the advice of friends/relatives, most of the remaining trip planning resources are more likely to be used by first-time visitors than by repeat visitors.

**Trip Planning Sources**



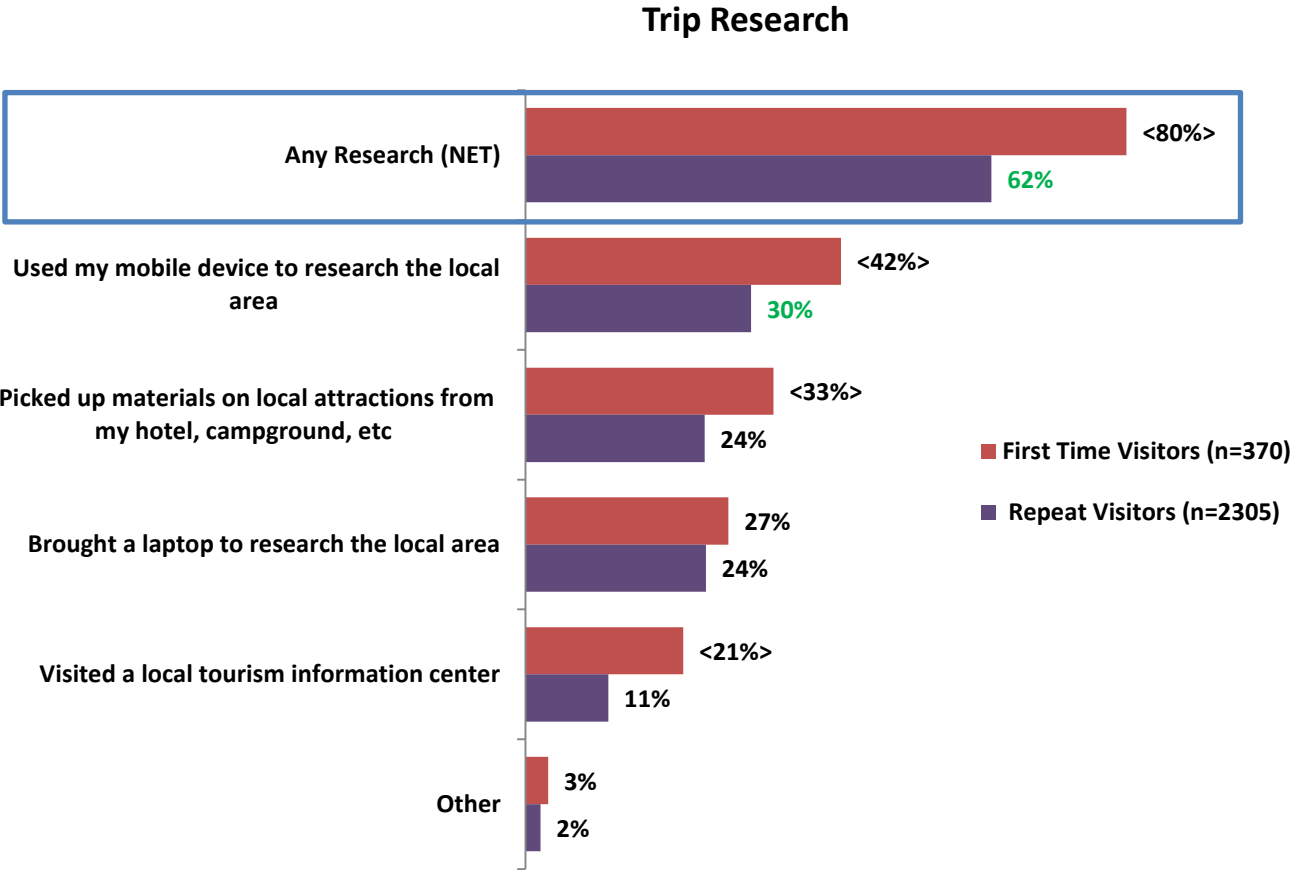
**Top Online Sources**



Regional Q17. When you were planning this recent trip in Maine, which of the following sources did you use? *Please check all that apply.*  
 Regional Q18. Which of the following websites did you visit when planning this 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.

# Four in five first-time visitors continue to research Maine while visiting, a significantly higher proportion than repeat visitors.

- Equal proportions of first-time and repeat visitors used a laptop to research the local area while in Maine, while first-time visitors were more likely to use any other mediums to conduct additional research on Maine (mobile device, picking up materials, etc.)

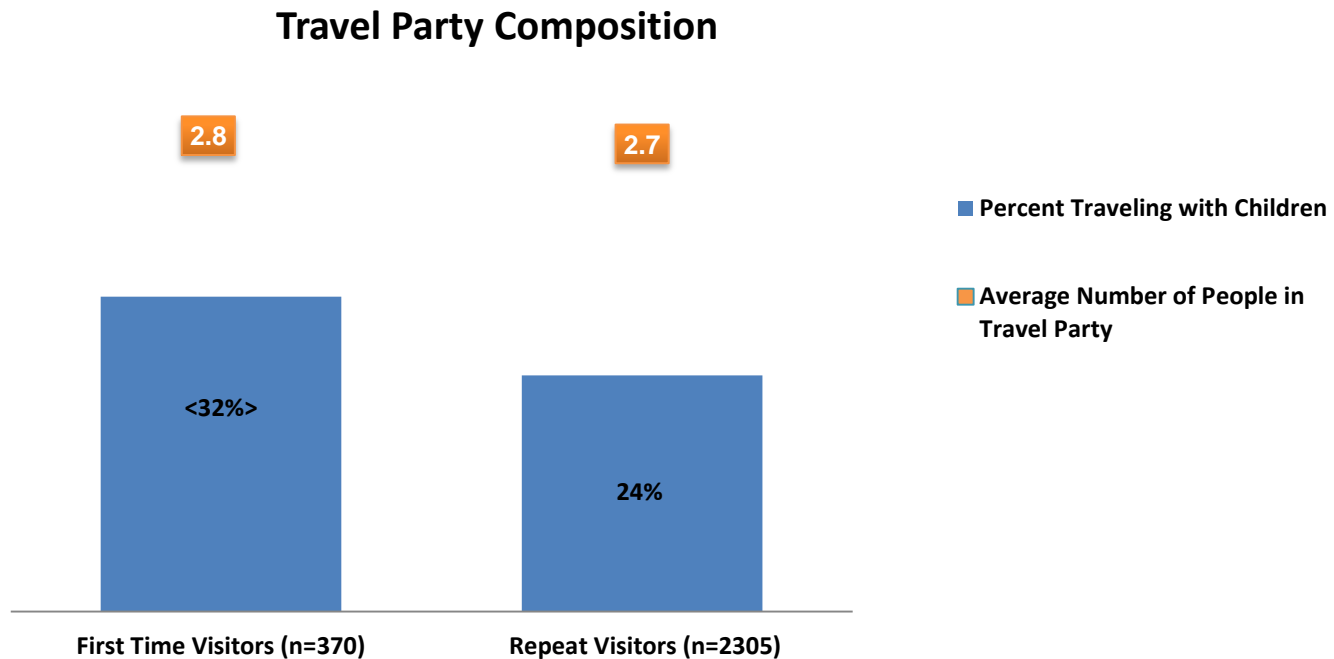


Regional Q31d. Once you arrived in Maine did you continue to research places to go and things to do during your visit using any of the following? . Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Overnight Visitor Travel Logistics



# First-time visitors are more likely than repeat visitors to be traveling with children.

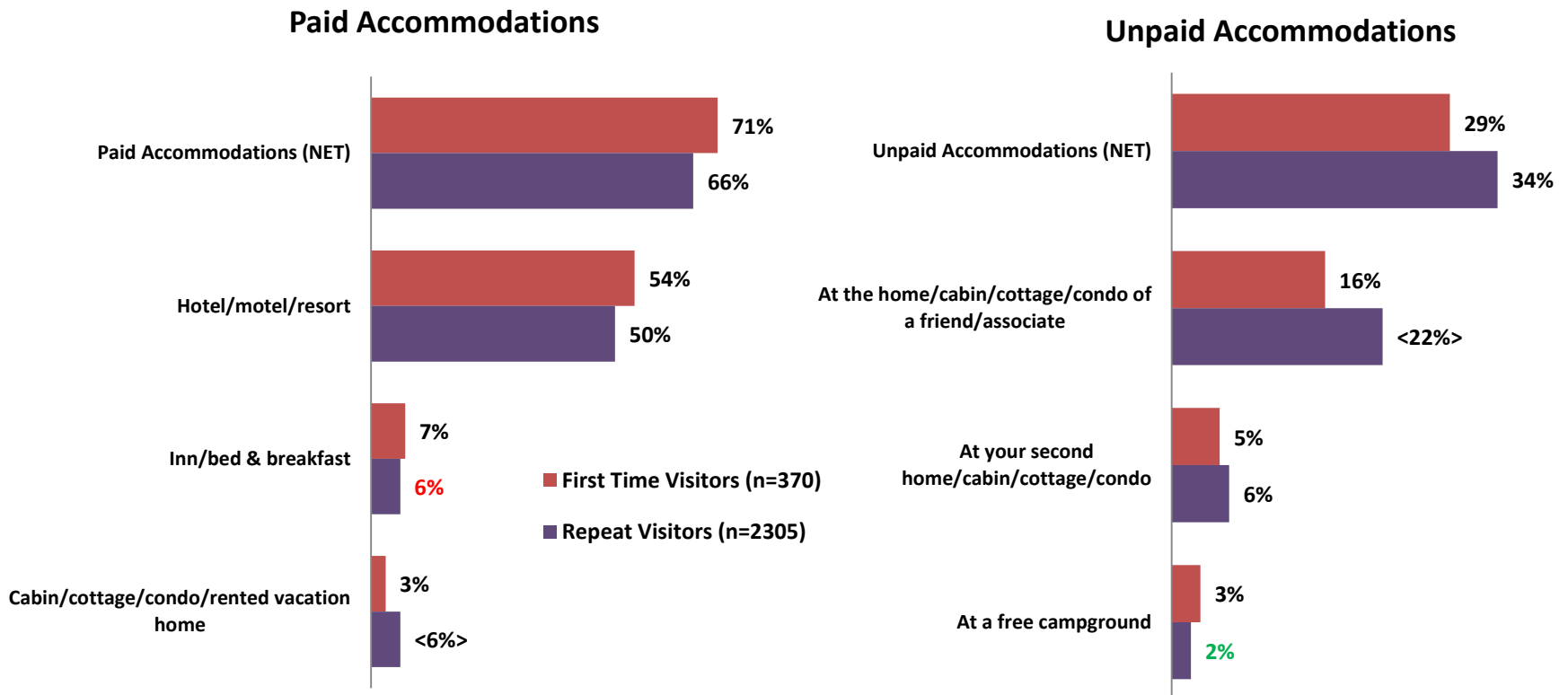


Regional Q24. Including yourself and any children, how many people were in your immediate travel party on this specific trip to Maine?  
Regional Q25. How many of these people were: Children?

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

# Few differences exist between first-time and repeat visitors in the types of lodging accommodations used.

- The one difference can be seen in those visitors staying at the home/cottage/cabin of a friend or associate, where repeat visitors are more likely to be lodging in this manner than are first-time visitors.



Regional Q27. In which of the following types of accommodations did you spend the most nights on this trip in Maine?

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

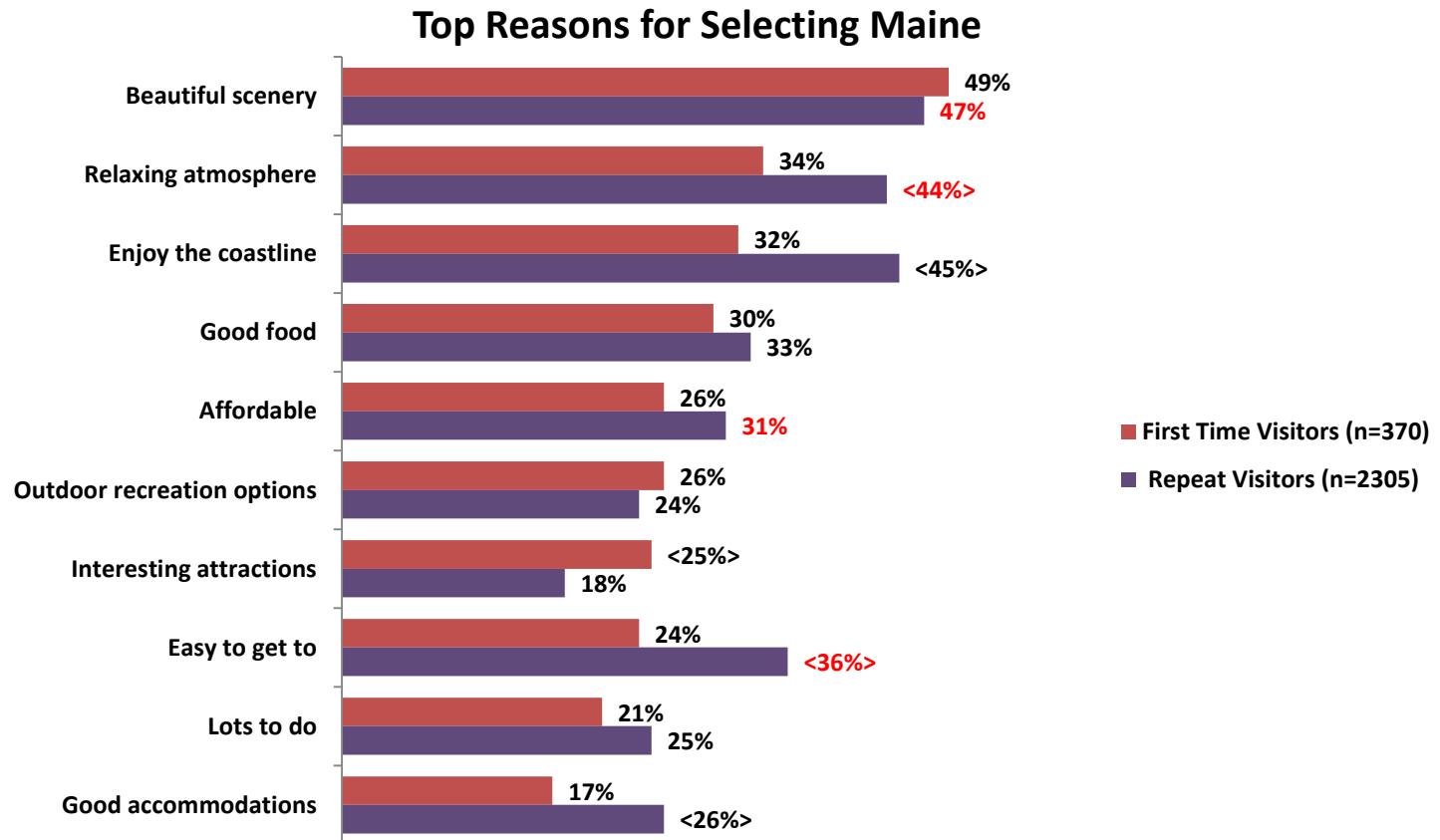
# Overnight Visitors: *Trip Experience*





# The views and relaxing atmosphere are top reasons visitors select Maine for their vacation.

- First-time visitors are more likely to select Maine for its *interesting attractions* and less likely to select Maine for its *relaxing atmosphere*, *to enjoy the coastline*, or *because it's easy to get to*.



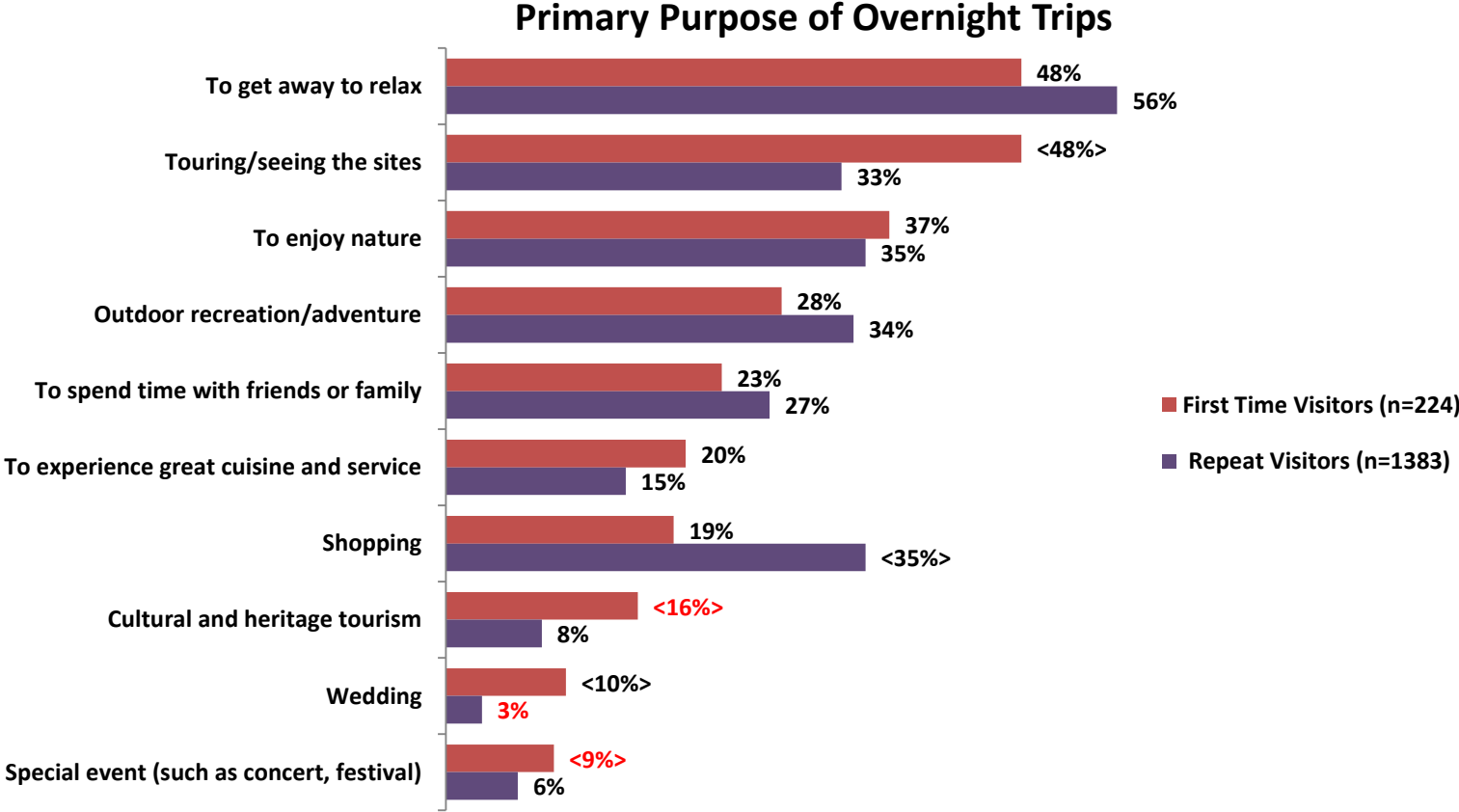
Regional Q16. Thinking about all the places you could have chosen to visit on this trip, why did you chose Maine?

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.

# First-time and repeat visitors differ in the primary purpose of their overnight trip to Maine.

- First-time visitors are more likely than repeat visitors to come to Maine primarily to *tour/see the sites, for cultural/heritage tourism, or for a wedding or other special event.*
- Repeat visitors are more likely than first-time visitors to come to Maine to *shop.*



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

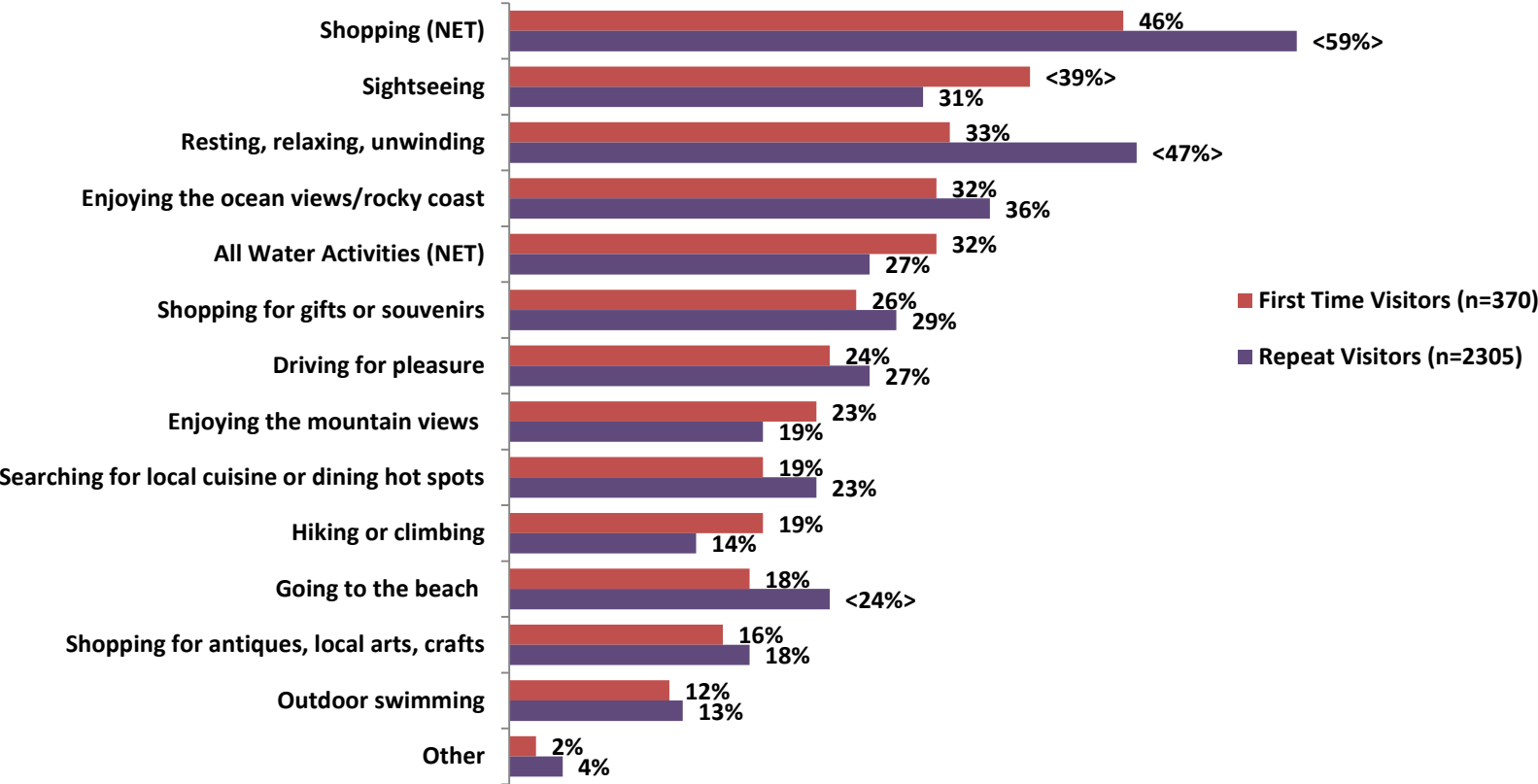
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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# Though first-time and repeat visitors take on some different activities while vacationing in Maine, most are similar.

- Overall, shopping is the top overnight leisure activity, especially among repeat visitors.
- Additionally, first time visitors are more likely to enjoy *sightseeing* while repeat visitors are more likely to be *resting, relaxing, and unwinding* or *going to the beach*.

**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.

# First-time visitors are less likely to shop while visiting Maine.

## Shopping Activities



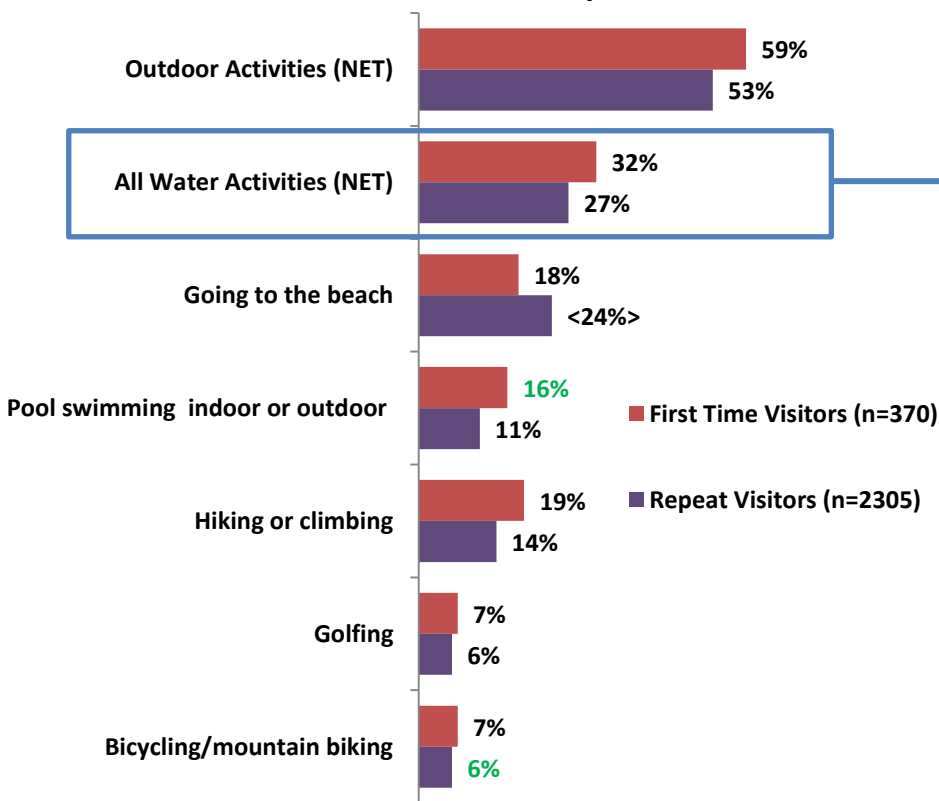
Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply).

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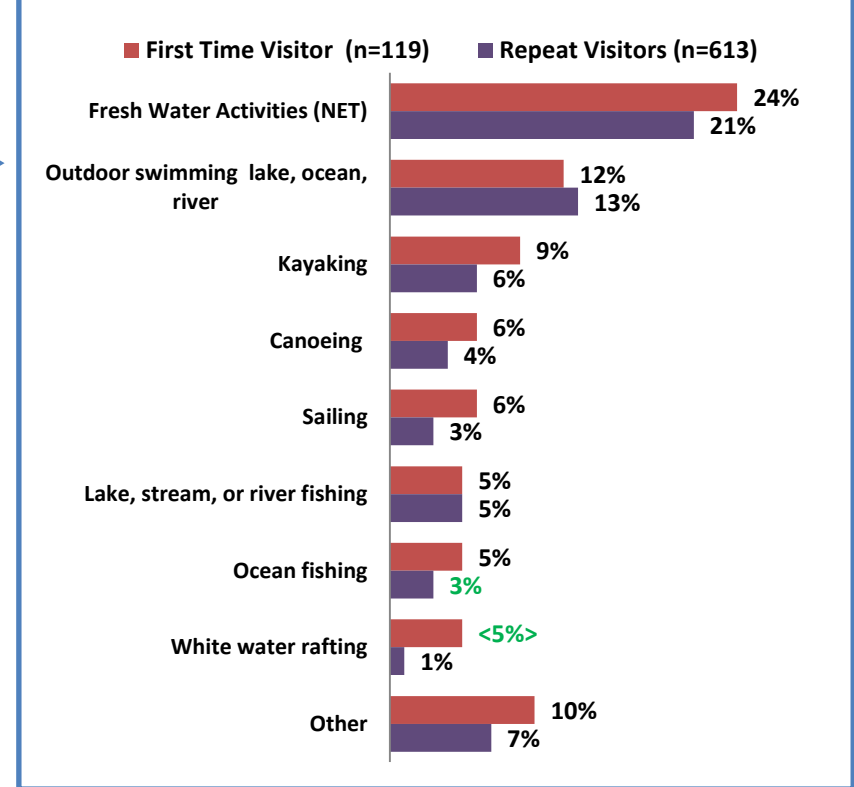
# Outdoor activities and water activities are equally popular among both first-time and repeat visitors.

- One exception is *going to the beach*, which is more popular among repeat visitors.

## Outdoor Trip Activities



## Water Activities

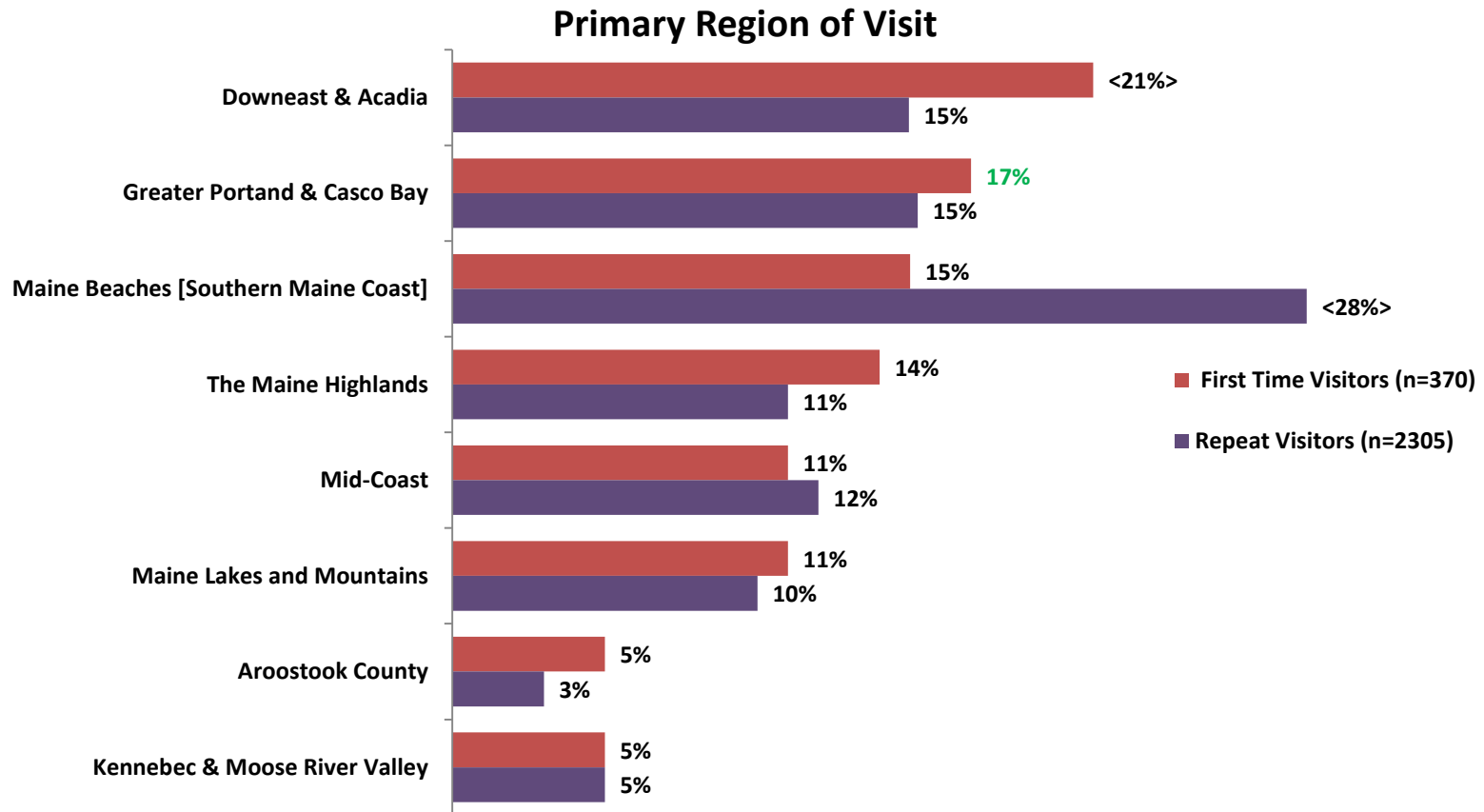


Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply).

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

# The Downeast & Acadia region attracts a higher proportion of first-time visitors.

- Conversely, those returning to Maine are more likely to visit the *Maine Beaches* region.



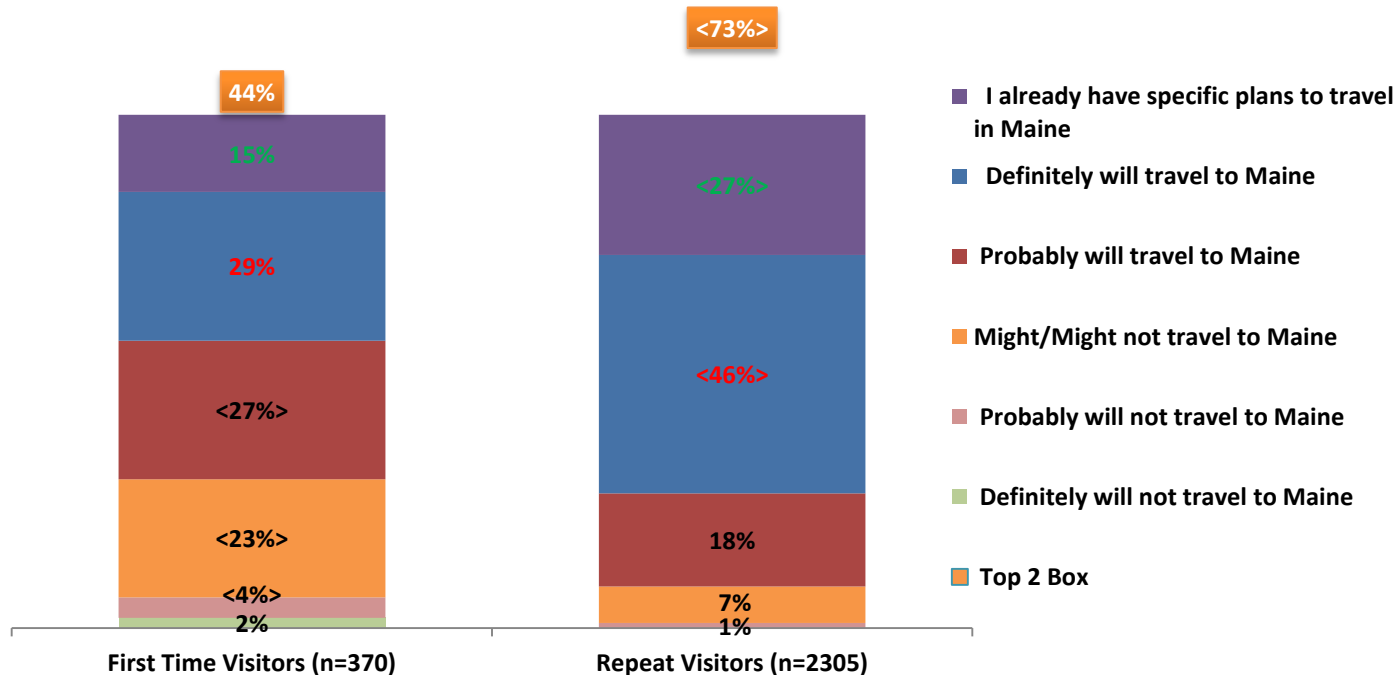
Regional Q28. What region in Maine was your primary destination? (Please check all that apply).

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

# First-time visitors are less likely than repeat visitors to have plans to visit Maine again.

- Repeat visitors are more likely to indicate that they *already have specific plans to travel in Maine* or that they *definitely will travel to Maine*. First-time visitors are less committal, being more likely to state that they *probably will travel to Maine* or that they *might or might not travel to Maine*.

## 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*





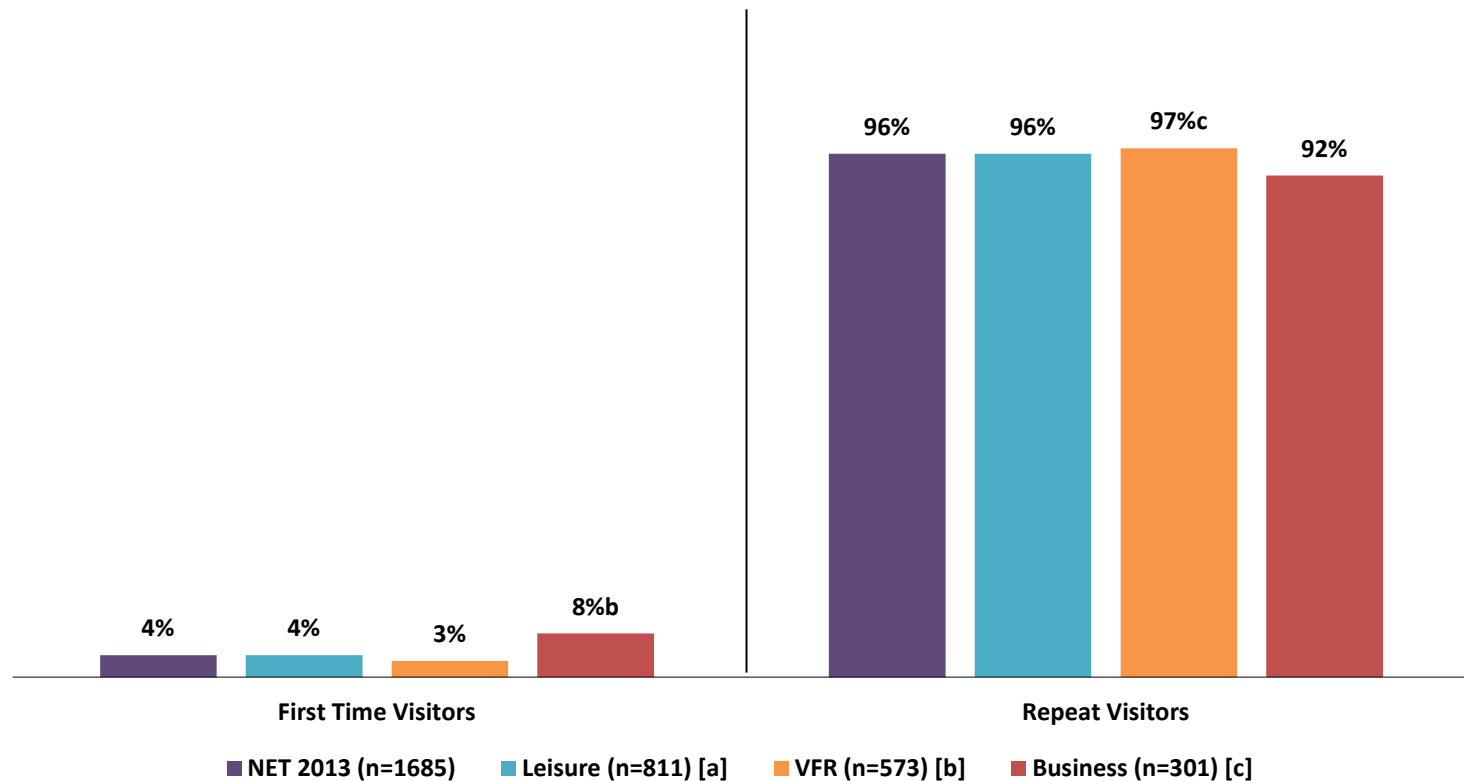
## Sample Size Caution:

*Please note the small sample size of first time day visitors to Maine (73) and first time leisure day visitors to Maine (50). Data on the following pages pertaining to these sub-groups should be used for directional purposes only.*



# Maine's continuing high visitor loyalty is even more pronounced among its day visitors.

- Day visitors are much more likely than overnight visitors to be repeat visitors to Maine, with nearly all day visitors indicating that they have previously been to Maine.

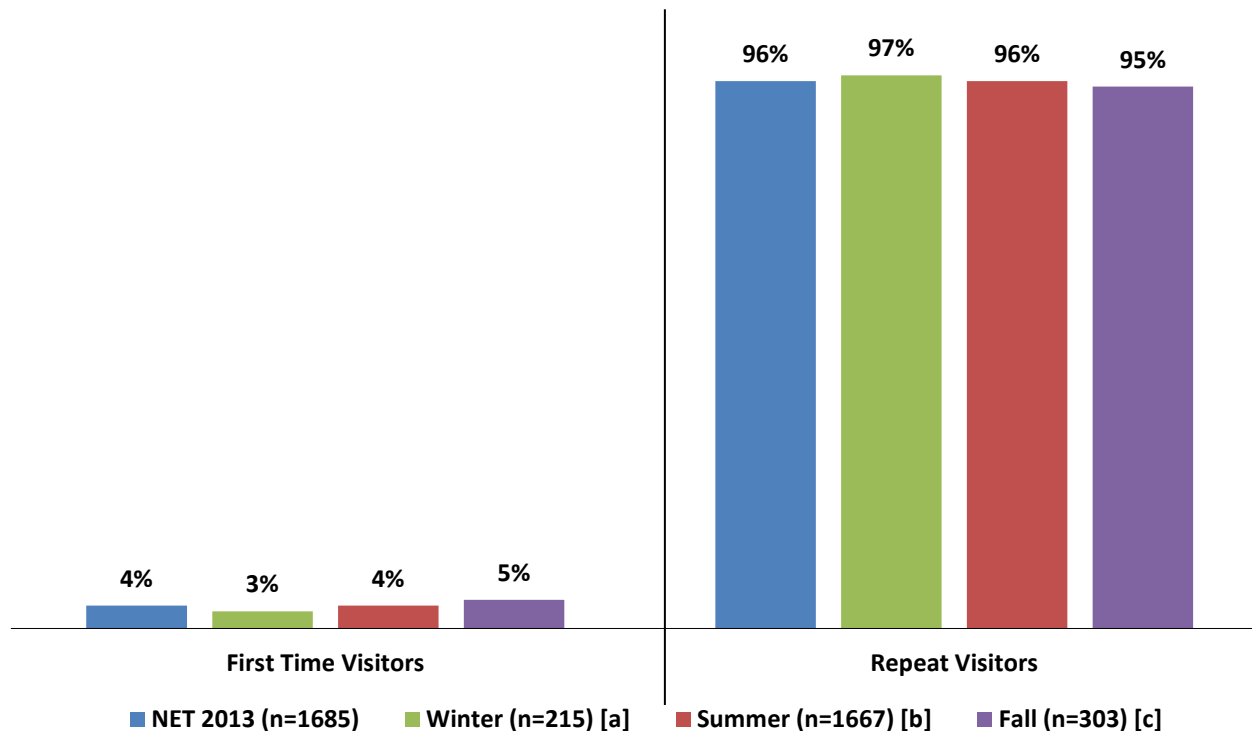


Day Q4. Was this your first trip to Maine?

a, b, c indicates significant difference 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.

# There isn't any seasonal fluctuation in the proportion of first-time and repeat visitors to Maine.



Day Q4. Was this your first trip to Maine?

a, b, c indicates significant difference 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.

# Day Visitor Demographics

- While there was a slight decrease in day visitors under the age of 35 when compared to last year, first time visitors have seen an increase in visitation by those 55 years of age or older.

2013 Day Visitors	First Time Visitors (n=73*)	Repeat Visitors (n=142)
Age:		
< 35	<43%>	19%
35 - 44	12%	15%
45 - 54	13%	<25%>
55 +	32%	41%
Mean Age (Years)	42.1	49.3
Income:		
< \$50,000	24%	19%
\$50,000 - \$99,000	45%	42%
\$100,000 +	31%	39%
Mean Income (Thousands)	\$89,840	\$98,380
Female	57%	54%
College Degree or Higher	77%	72%
Married	58%	66%
Employed Full Time	64%	63%

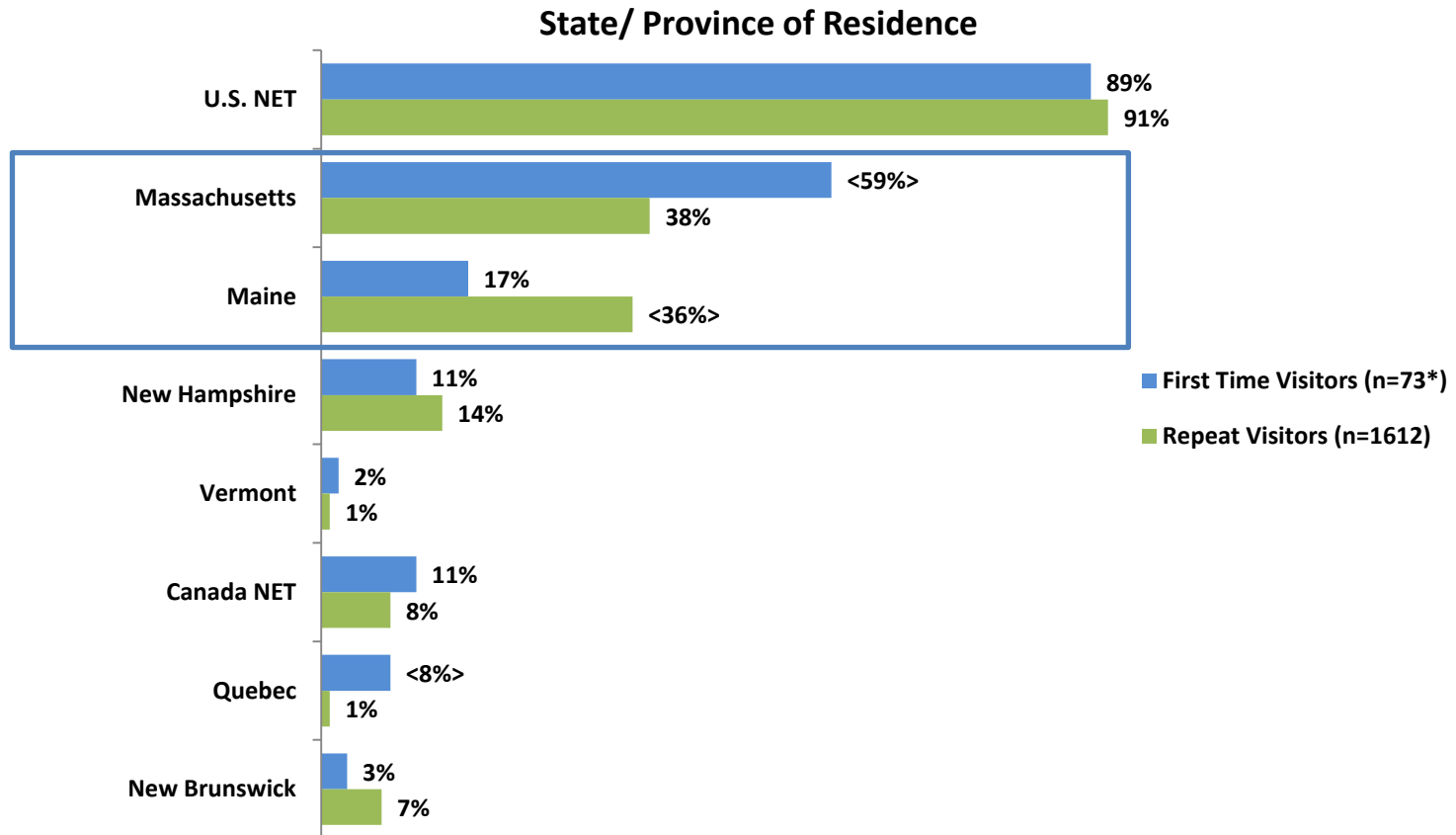
<> indicates a significant difference between subgroups at the 95% confidence level.

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

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

# In-state day visitors are more likely to be repeat visitors.

- Day visitors arriving from Massachusetts and Quebec are more likely to be visiting Maine for the first time.



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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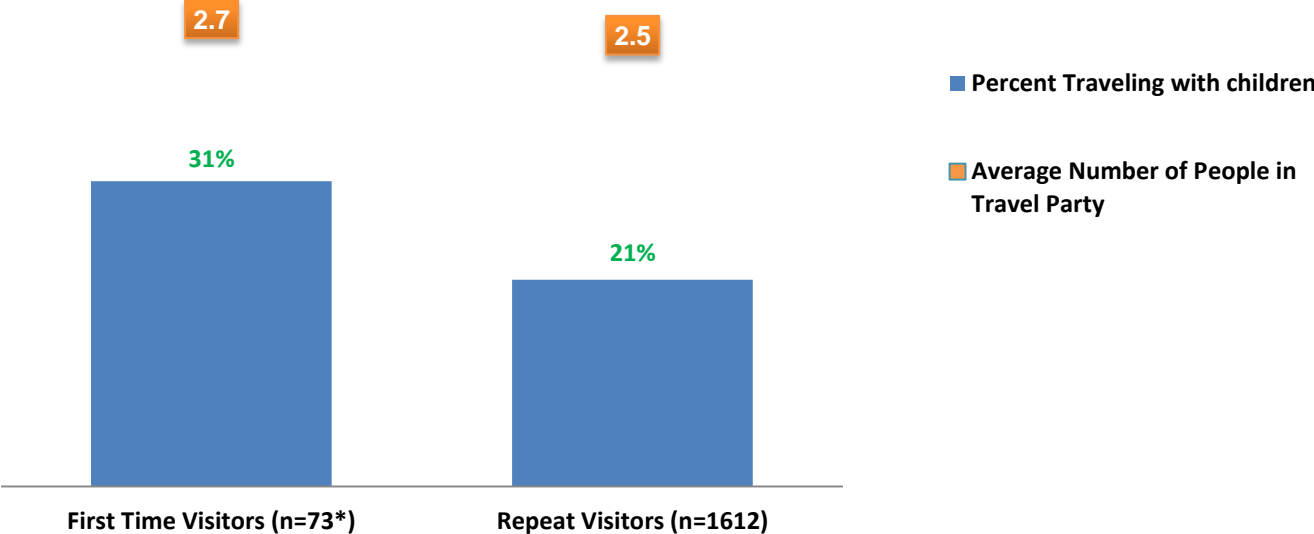
# Day Visitor Travel Logistics



# The proportion of day visitors traveling with children is similar between first-time and repeat visitors.

- Similar to overnight visitors, travel party size is rather small, however visitors traveling with children have seen a significant increase from last year.

## 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.

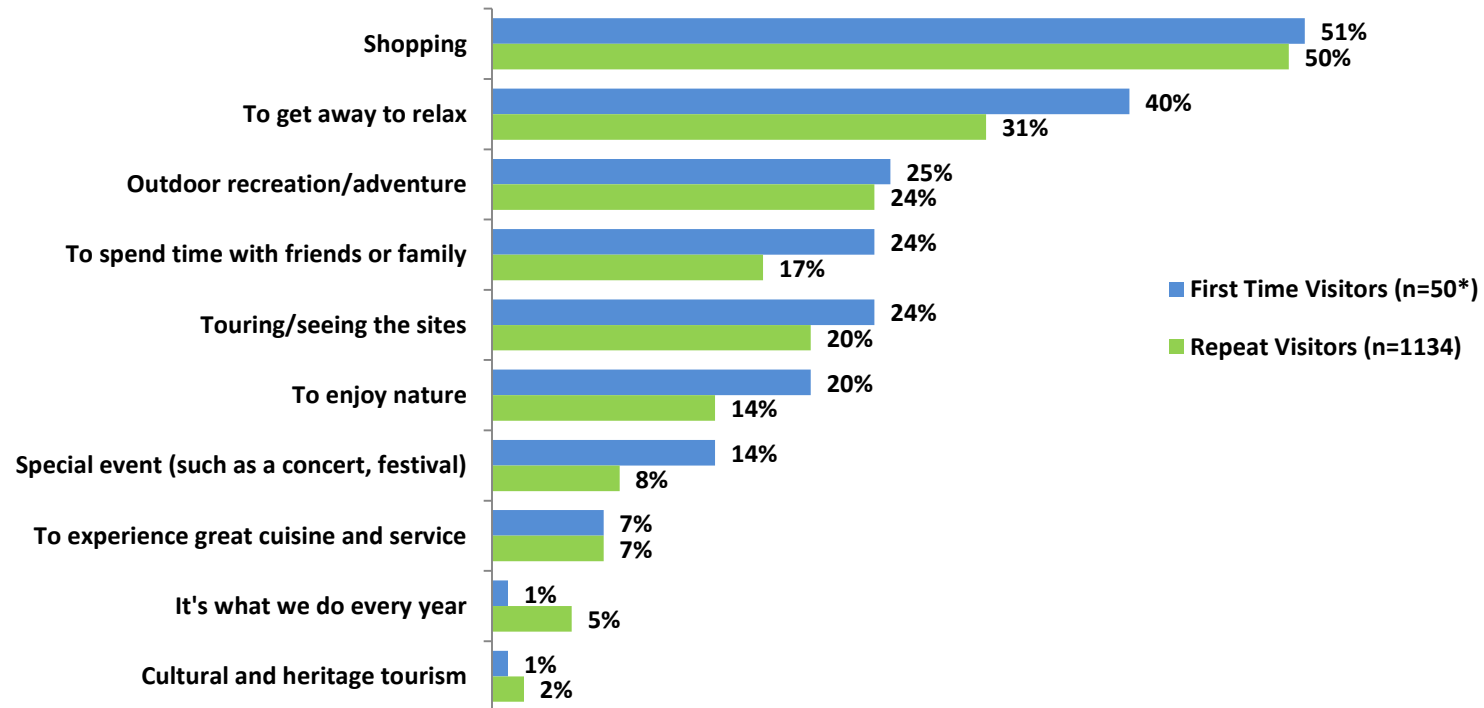
# Day Visitors: *Trip Experience*





# For both first-time and repeat day leisure visitors, the primary purpose of their trip is to shop.

**Primary Purpose of Day Trips**  
Base: First Time & Repeat Leisure Visitors



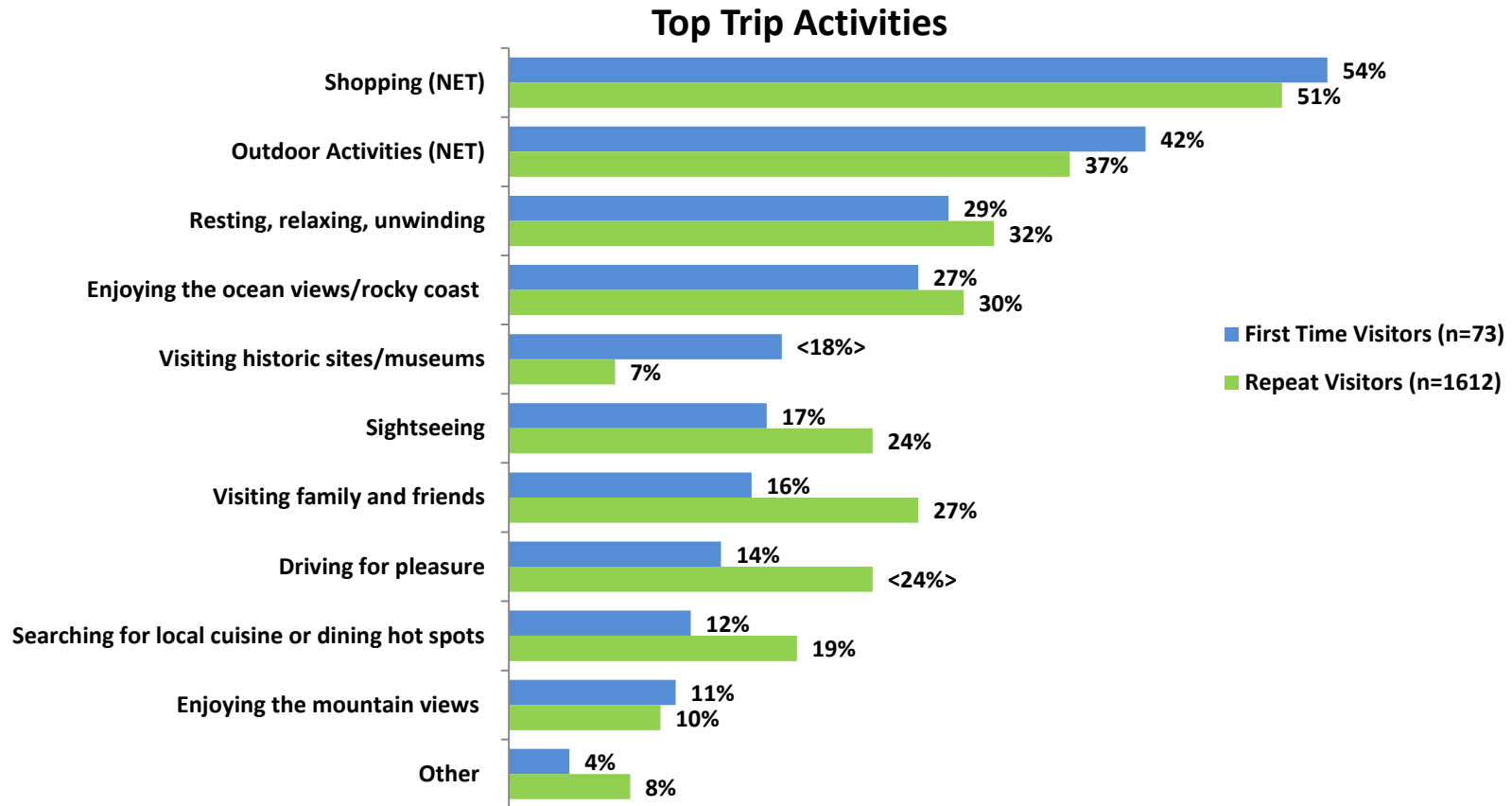
Day Q3. What was the primary purpose of your most recent trip in Maine?

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

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

# Shopping also remains the top day trip activity for both first-time and repeat visitors.

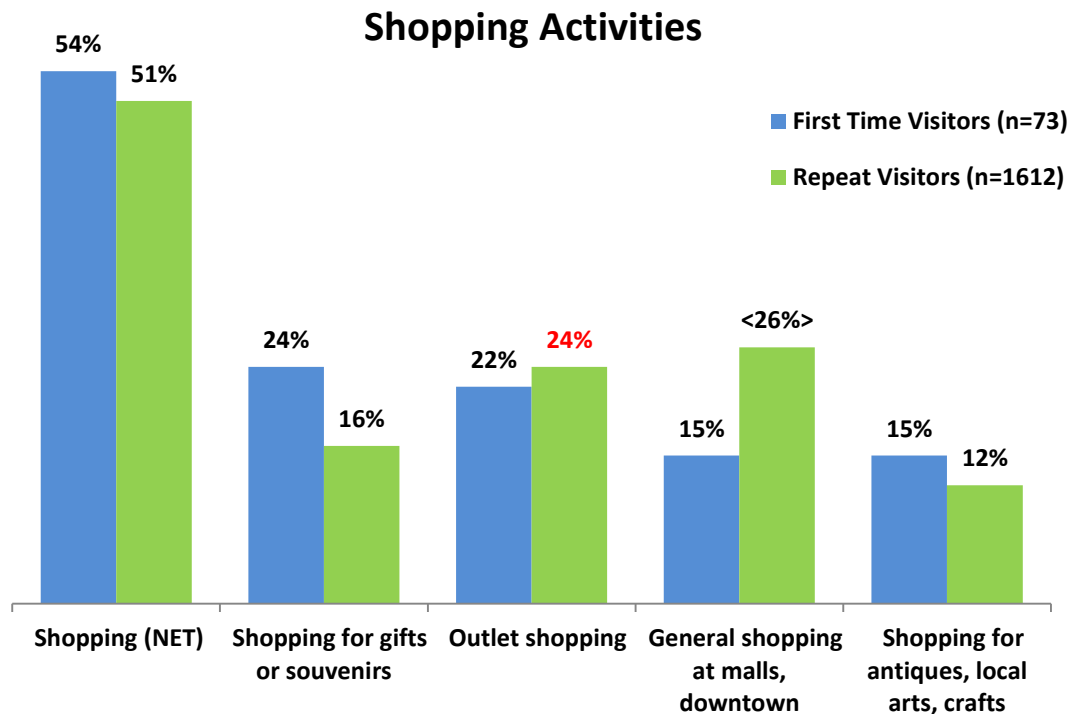
- First-time visitors are more likely than repeat day visitors to be *visiting historic sites/museums* and less likely to be *driving for pleasure*.



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

# For those who do shop, the specific types of shopping are mostly similar between first-time and repeat visitors.

- Repeat visitors are more likely than first-time visitors to do some *general mall/downtown shopping*.

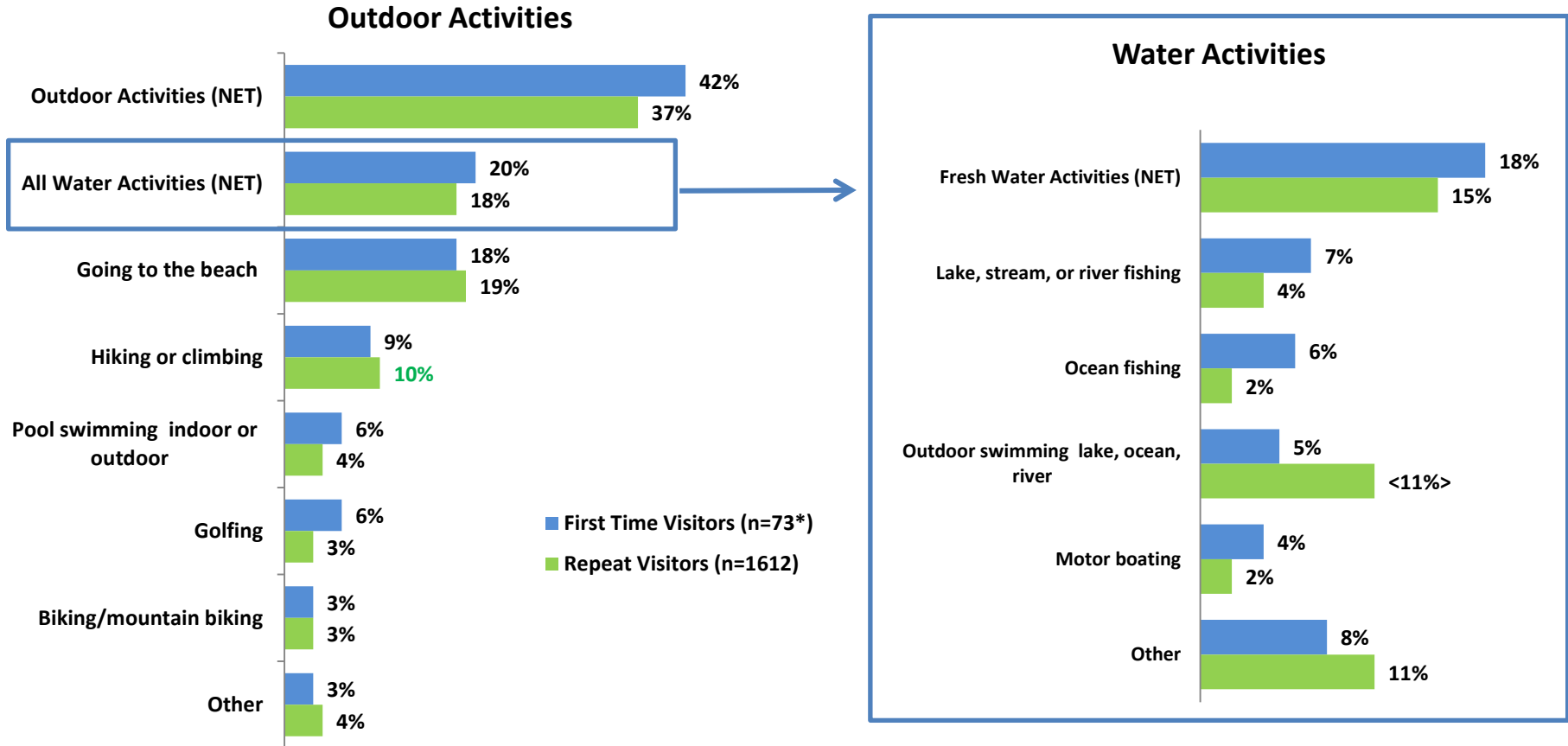


Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).

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

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

# Similar to overnight visitors, outdoor and water activities are equally popular among first-time and repeat day visitors.

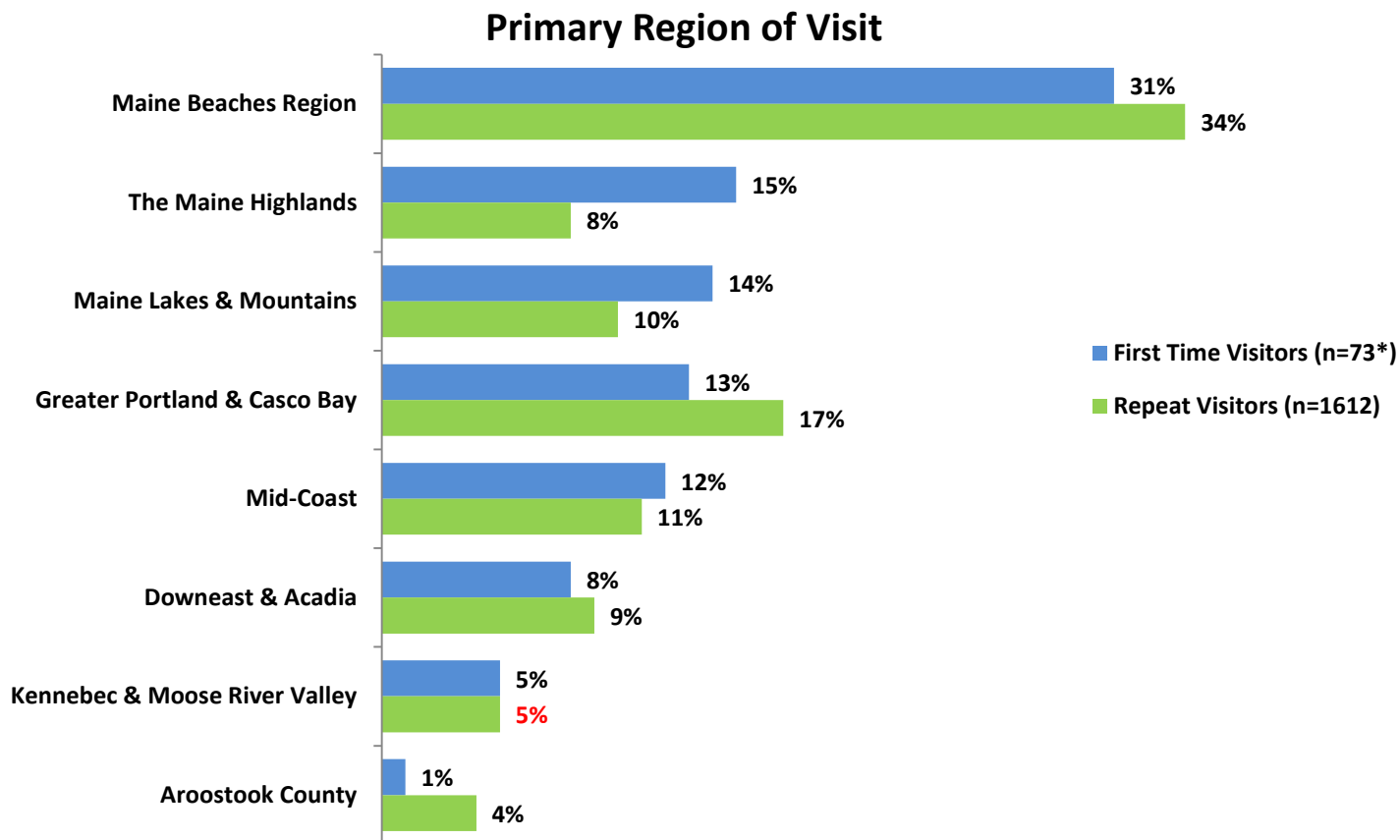


Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).

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

# The Maine Beaches Region is the main destination for both first-time and repeat day visitors.



Regional Q11. What region in Maine was your primary destination on your most recent trip?

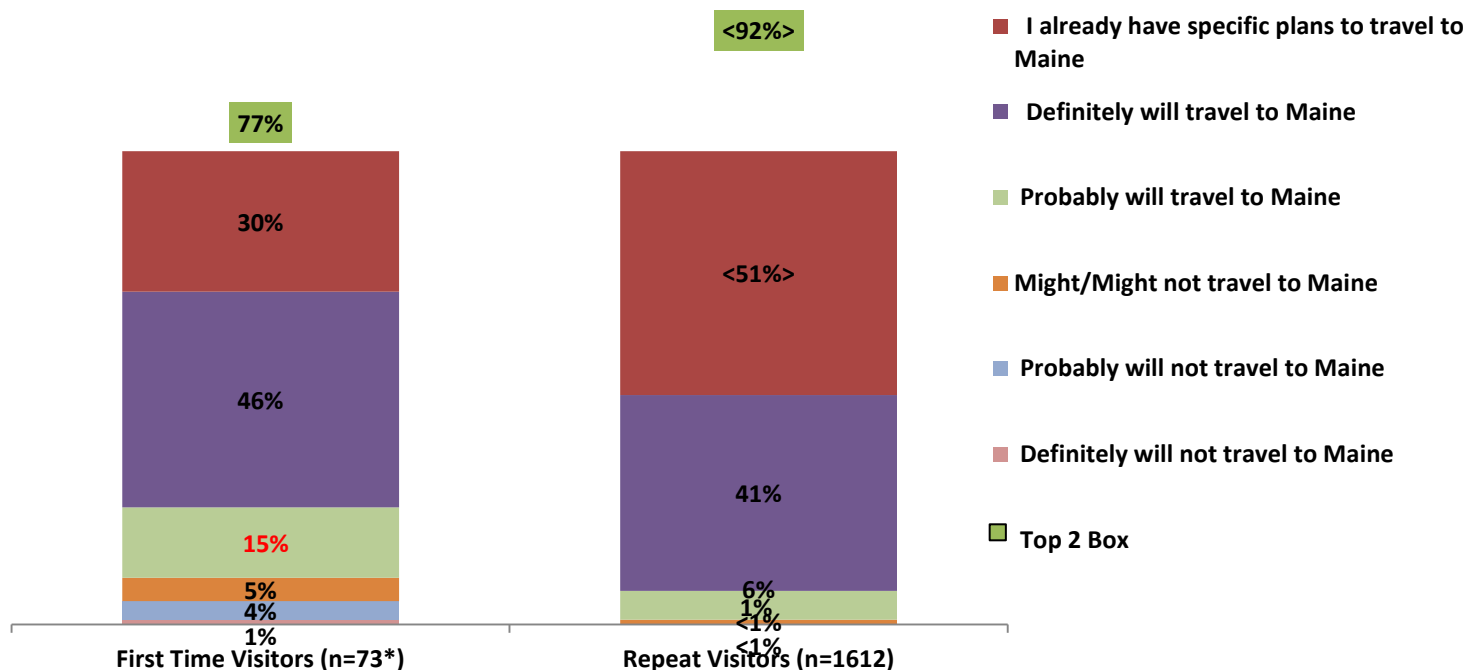
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

# Repeat day visitors are more likely to be planning future visits to Maine.

- While nearly half of first time visitors indicate that they *definitely will travel to Maine*, half of repeat visitors *have already made specific plans to return*.

## 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.



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