

Maine Office of Tourism Visitor Tracking Research 2014 Calendar Year Annual Report

Regional Insights: Aroostook County

Prepared by



May 2015

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Research Objectives and Methodology

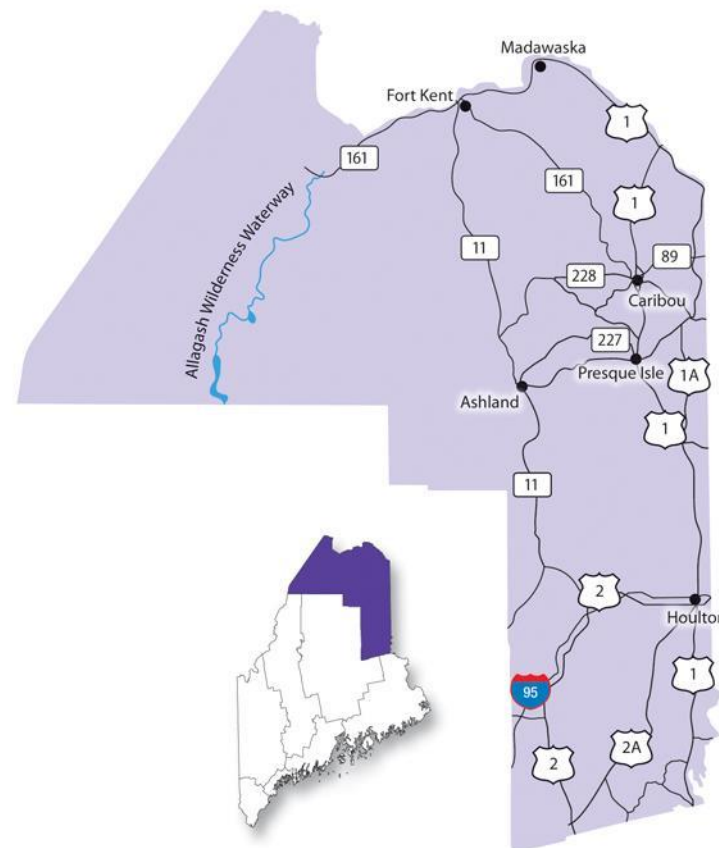


Research Objectives and Methodology

- 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 two national online panels – Research Now and Instantly (formerly Usamp).
- Information is gathered on an ongoing basis through three surveys:
 - **Maine Overnight Visitor Survey**
 - Includes travelers living in New England, NJ, NY, PA, DE, MD, DC, and Eastern Canada
 - Have taken an overnight trip to Maine in the past four weeks
 - **Maine Day Visitor Survey**
 - Includes travelers living within Maine or within a 100-mile radius of Maine’s borders
 - 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
 - To determine the incidence of travel nationwide and Maine’s share of that travel
- Survey results were collected during calendar year 2014 for travel to Maine occurring from December 2013 through November 2014. The number of respondents participating in each survey is:
 - Maine Overnight Visitor Survey – 2,930
 - Maine Day Visitor – 1,733
 - National Omnibus Survey – 17,675

Research Objectives and Methodology

- The following report summarizes the results among visitors to the Aroostook County tourism region during 2014, including:
 - 85 overnight visitors, and
 - 61 day visitors.
- Throughout this report, data for the Aroostook County tourism region will be presented alongside data for the State of Maine as a whole. Statistically significant differences between the tourism region and the State were calculated at the 95% confidence level and are noted throughout by < >.
- Statistically significant differences between 2013 and 2014 are also highlighted for both the Aroostook County region and the State of Maine. A statistically 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 to Aroostook County are about 40 years old, on average, and have annual household incomes that average around \$80,000. Half have at least a college degree and 62% are married. Two-thirds are employed full-time.
- Overnight visitors to Aroostook County on average are younger, have lower household incomes, and are less likely to have a college degree than visitors to Maine overall.

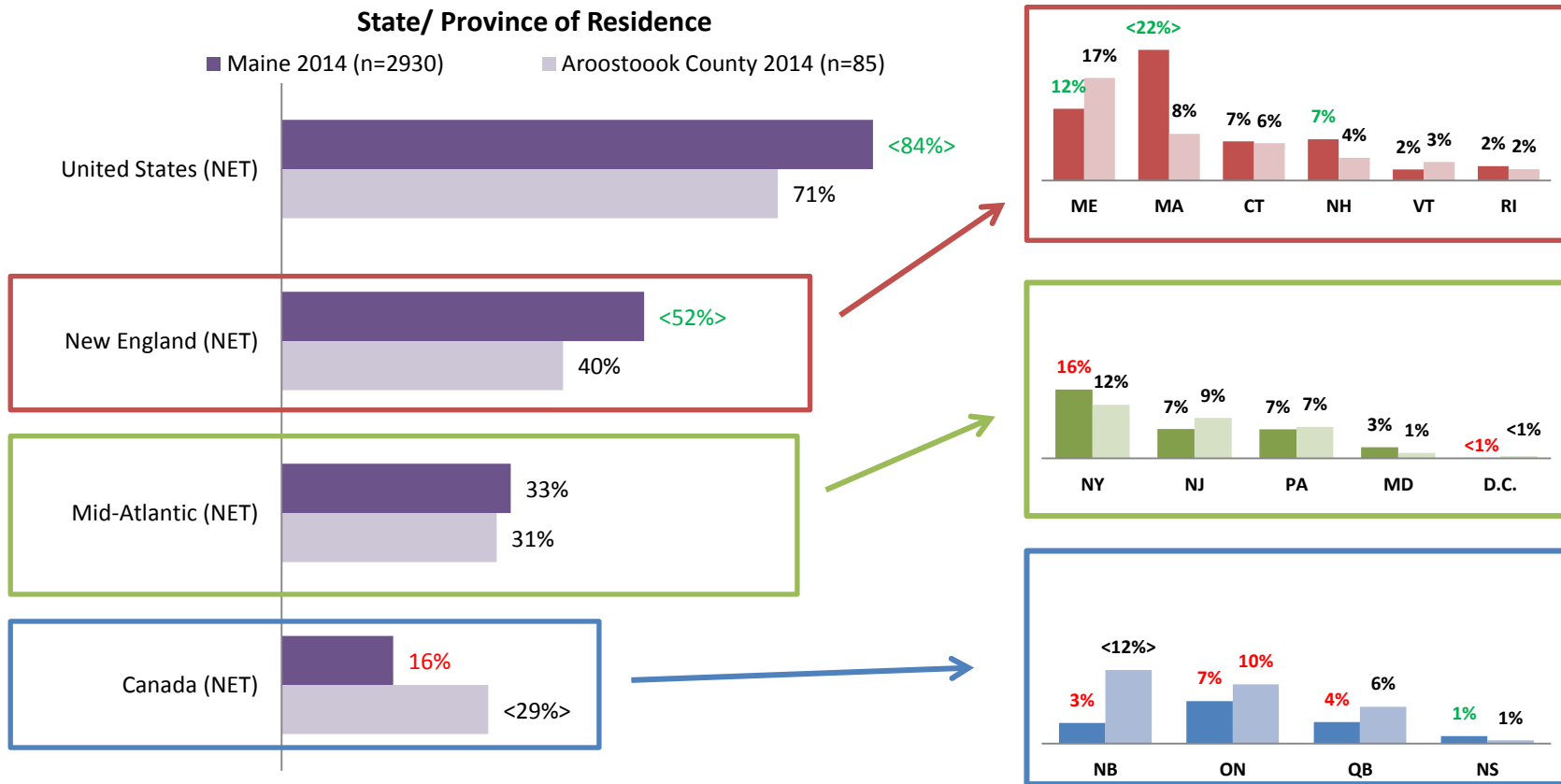
Overnight Visitors	Maine 2014 (n=2930)	Aroostook County 2014 (n=85)
Age:		
< 35	29%	41%
35 - 44	19%	17%
45 - 54	20%	26%
55 +	<32%>	16%
Mean Age (Years)	<45.4>	40.0
Income:		
< \$50,000	16%	32%
\$50,000 - \$99,999	40%	42%
\$100,000 +	44%	26%
Mean Income (Thousands)	\$106,260	\$80,560
Female	54%	60%
College Degree or Higher	<74%>	51%
Married	66%	62%
Employed Full Time	62%	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.

Seven in ten overnight visitors to Aroostook County are from the U.S., with most arriving from New England.

- A logical result of its location, Aroostook County is more likely to attract visitors from Canada (especially New Brunswick) than the rest of the State. Overnight visitors from Massachusetts are less likely to visit Aroostook County than they are to visit other regions in Maine.



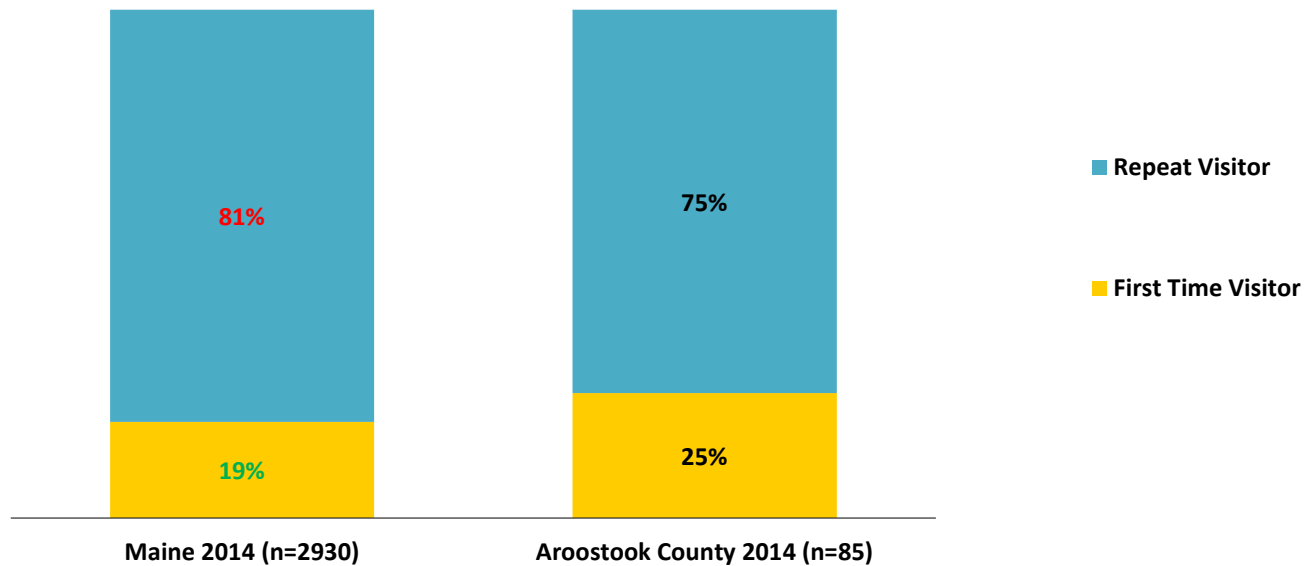
State/ Province of Residence

<> 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.

One in four visitors to Aroostook county are visiting for the first time.

Repeat vs. First Time Visitors

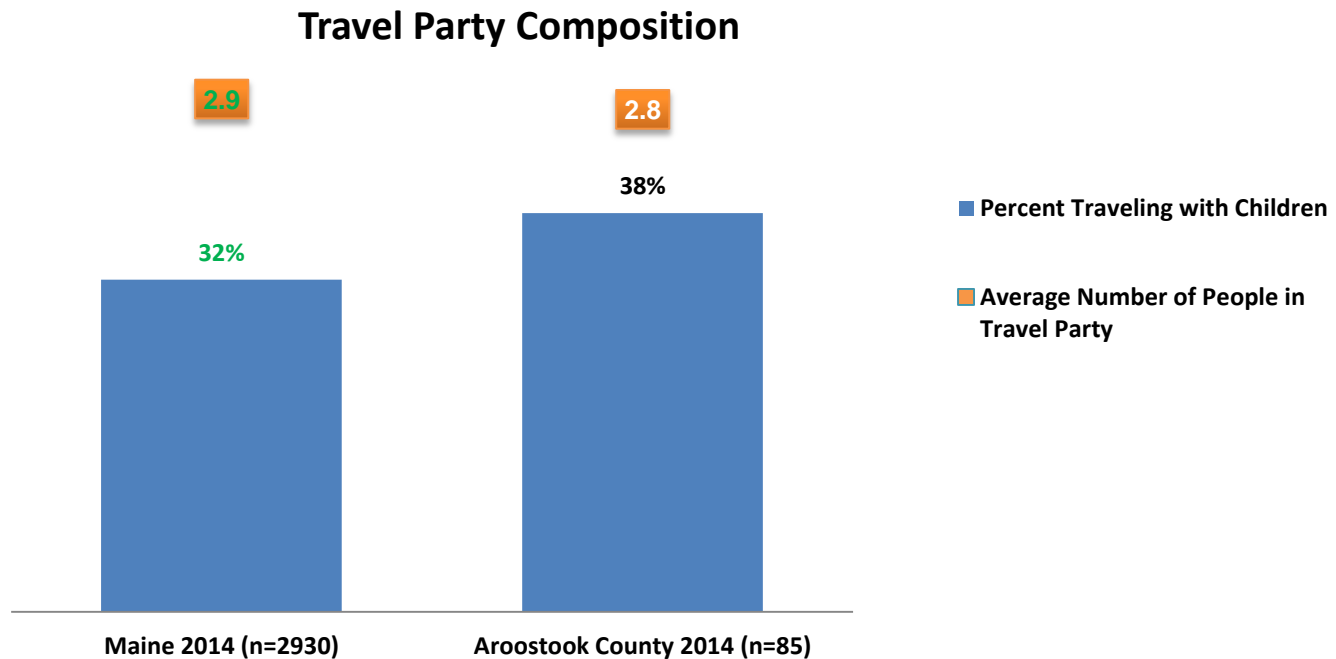


Q11. Was this your first visit in Maine?

Q12. 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.

Two in five overnight visitors to Aroostook County are traveling with children.



Q18. Including yourself and any children, how many people were in your immediate travel party on this specific trip to Maine?

Q19. 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.

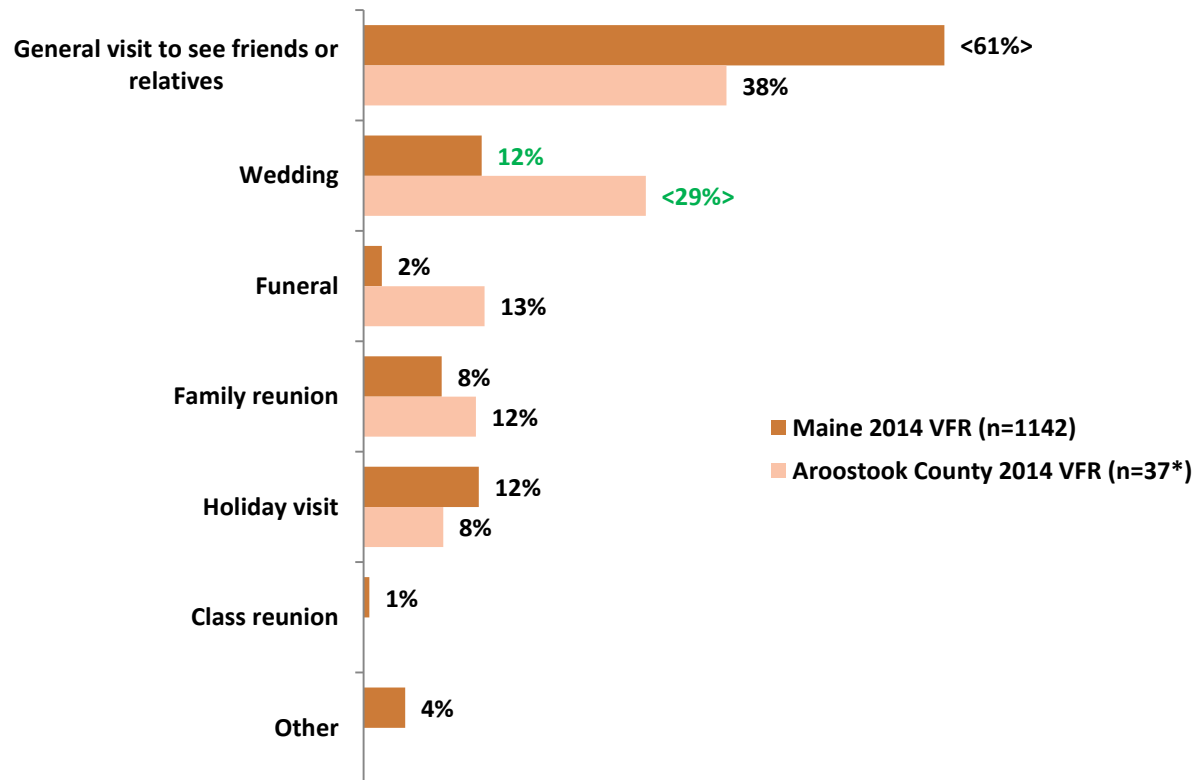
Overnight Visitors: *Trip Experience*



The most common reasons for an overnight VFR trip to this region are a *general visit to see friends/relatives* and a *wedding*.

- Compared to Maine visitors in general, visitors to Aroostook County are much less likely to cite a *general visit to friends and relatives*, and significantly more likely to cite a *wedding* as the primary purpose of their overnight trip.

Primary Purpose of Overnight VFR Trips



Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

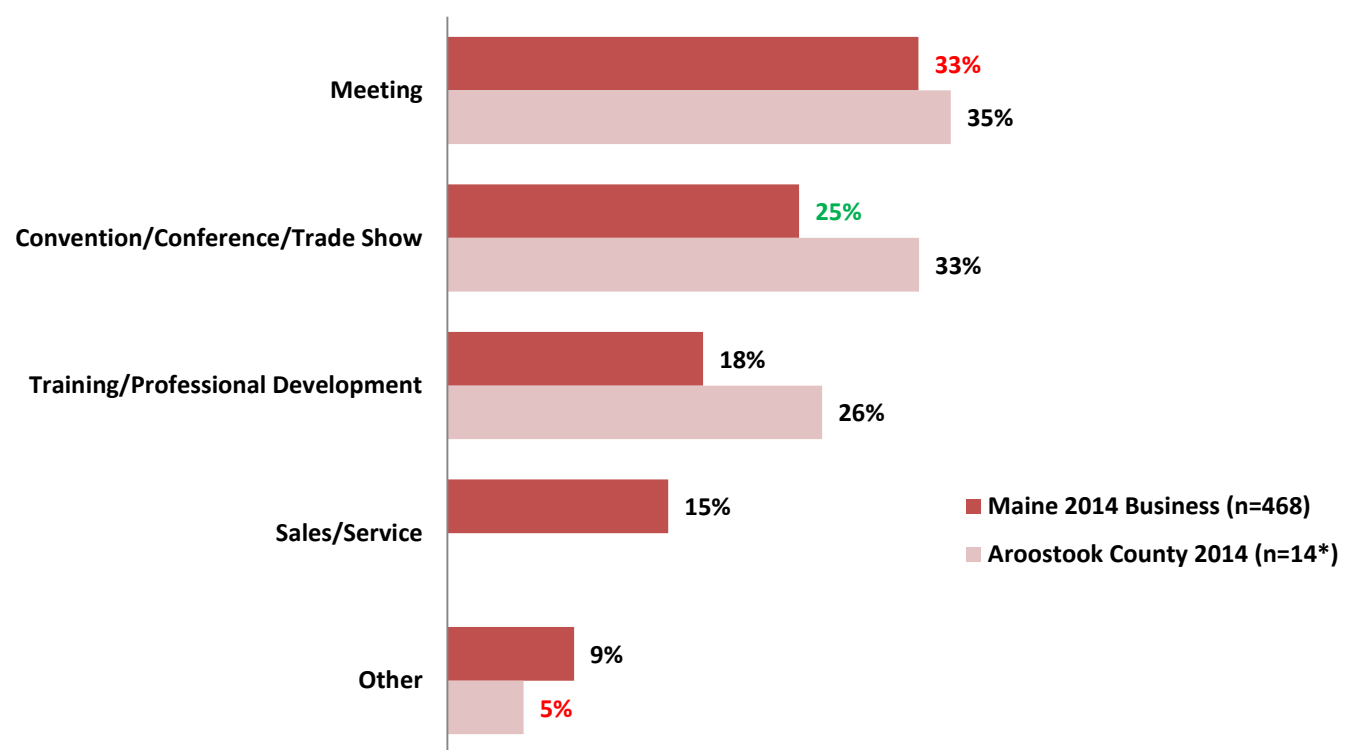
<> indicates a significant difference between subgroups at the 95% confidence level.

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

*Please note extremely small sample size.

Business visitors to Aroostook County are most likely to cite a *meeting*, closely followed by a *convention/conference/tradeshow*, as the primary purpose of their overnight business trip.

Primary Purpose of Overnight Business Trips

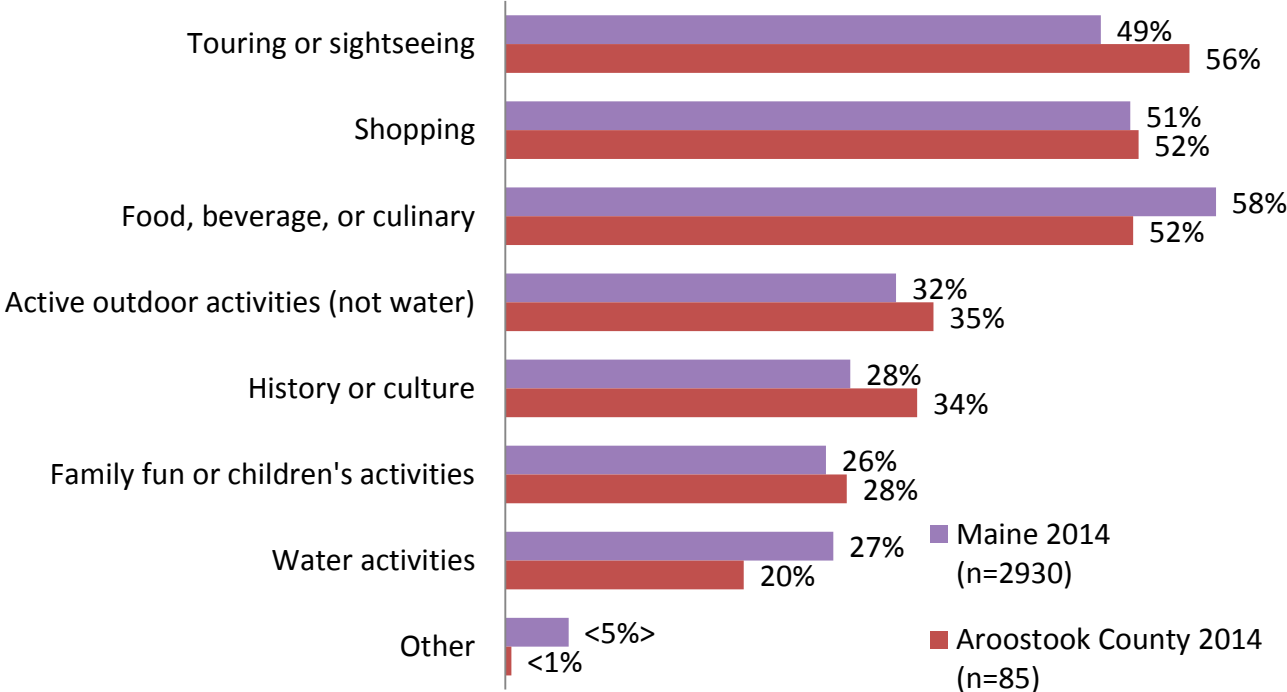


Q8. What was the primary purpose of your most recent business trip in Maine?
 <> indicates a significant difference between subgroups at the 95% confidence level.
 Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.
 *Please note extremely small sample size.

The most commonly pursued interest area by overnight visitors to Aroostook County is *touring or sightseeing*.

- Visitors to Aroostook County are also likely to pursue *shopping* and *food/beverage/culinary* interests.

2014 Interest Areas*



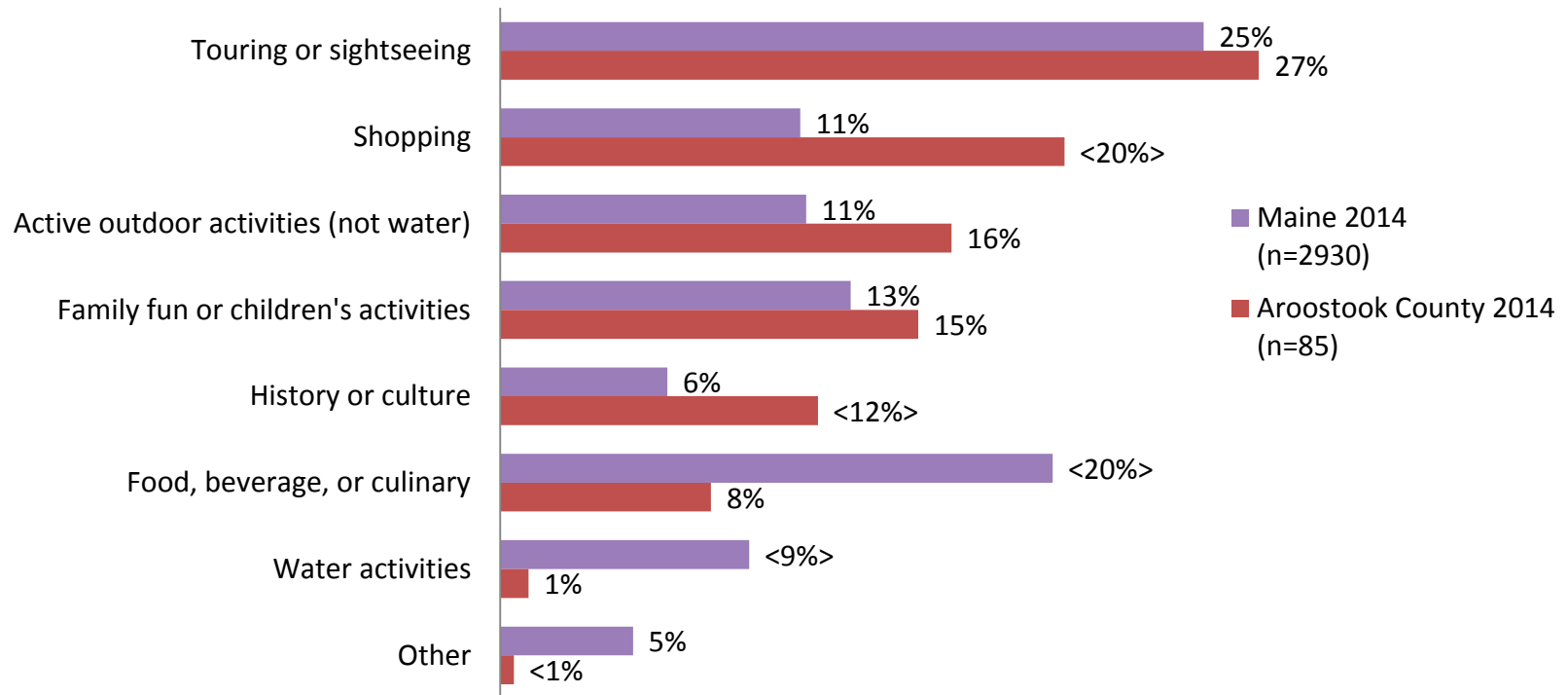
Most Important Interest Area Aroostook County	
Touring or sightseeing	49%
Shopping	39%
Food, beverage, or culinary	15%
Active outdoor activities (not water)	46%
History or culture	34%
Family fun or children's activities	54%
Water activities	5%
Other	100%

Q29. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*
 Q30. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 14
 <> indicates a significant difference between subgroups at the 95% confidence level.

*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

When analyzing both interest and importance in deciding to visit, touring or sightseeing and shopping rank highest among overnight visitors.

2014 Interest Areas*
Importance Index



Importance Index = percentage selecting category as interest area X percentage ranking same interest area as #1 most important

Q29. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

Q30. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 15

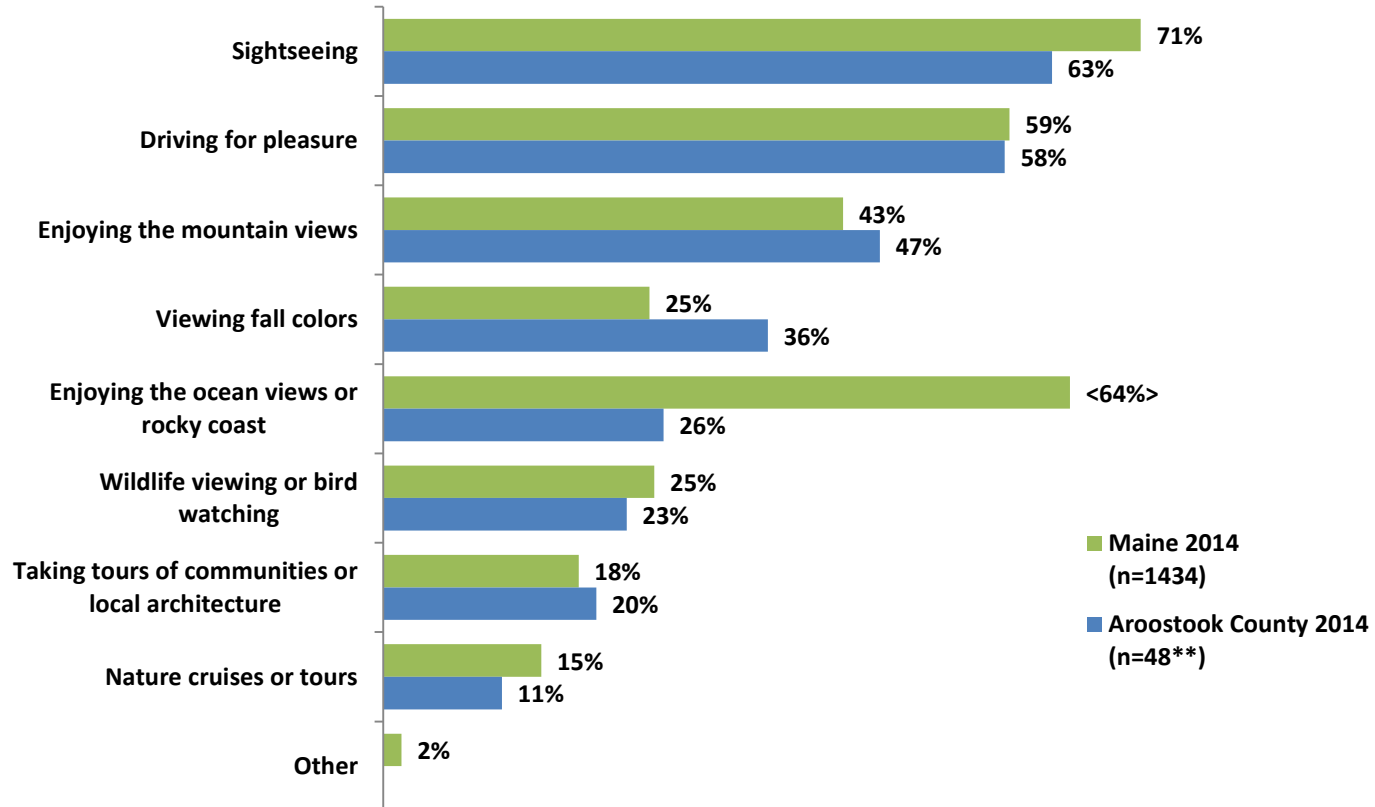
<> indicates a significant difference between subgroups at the 95% confidence level.

*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

Aroostook County visitors interested in touring or sightseeing were most likely to do some *general sightseeing* and *drive for pleasure*.

Touring or Sightseeing Activities*

Base: Those who report touring or sightseeing as an interest area for this Maine trip



Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

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

*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

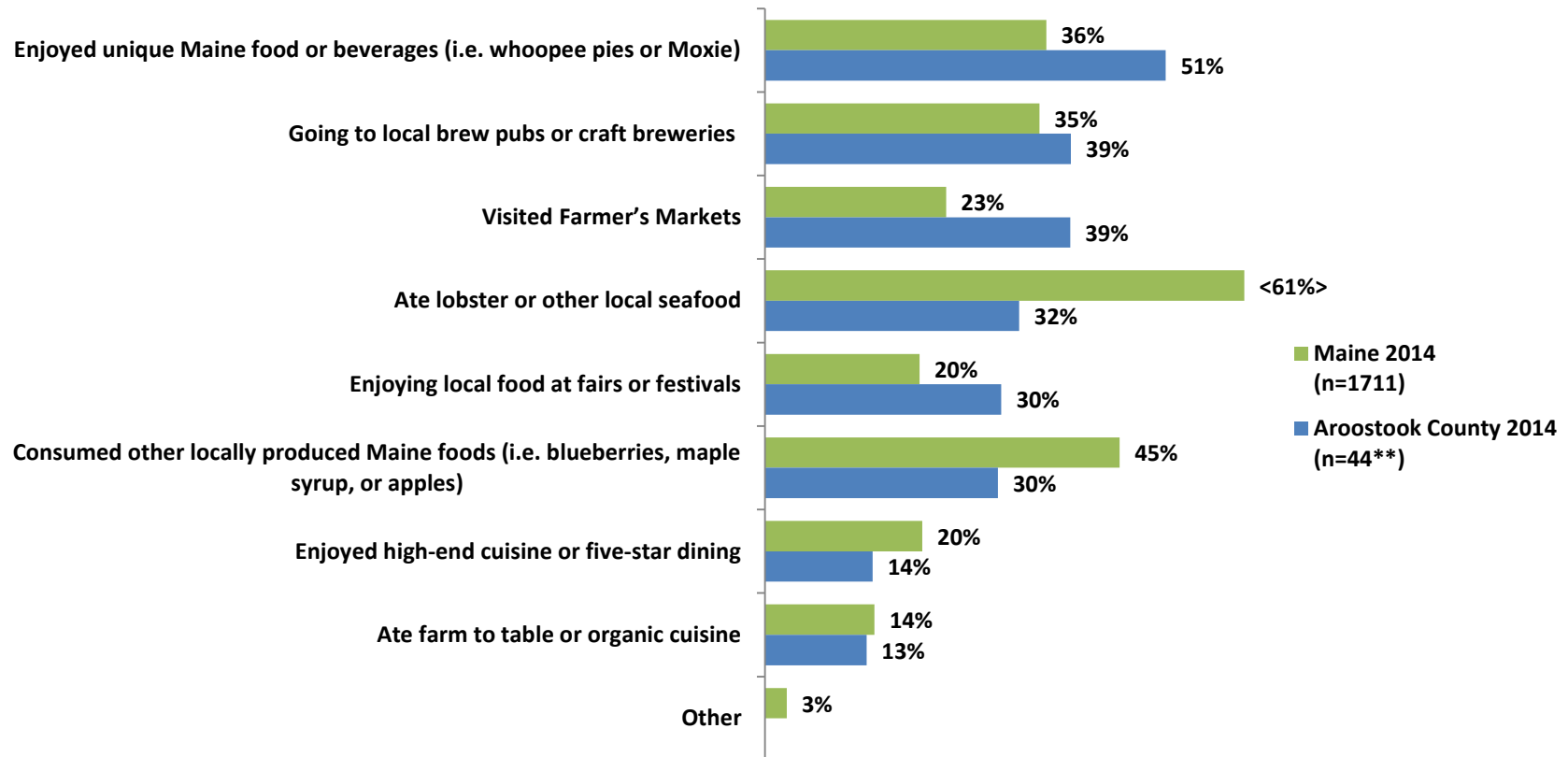
**Please note small sample size.

Half of visitors to this region interested in food/beverage/culinary activities *enjoyed unique Maine food or beverages while visiting.*

- *Eating lobster or other local seafood* is not as popular among Aroostook County overnight visitors as it is among visitors to the State of Maine as a whole.

Food, Beverage, or Culinary Activities*

Base: Those who report food, beverage, or culinary as an interest area for this Maine trip



Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

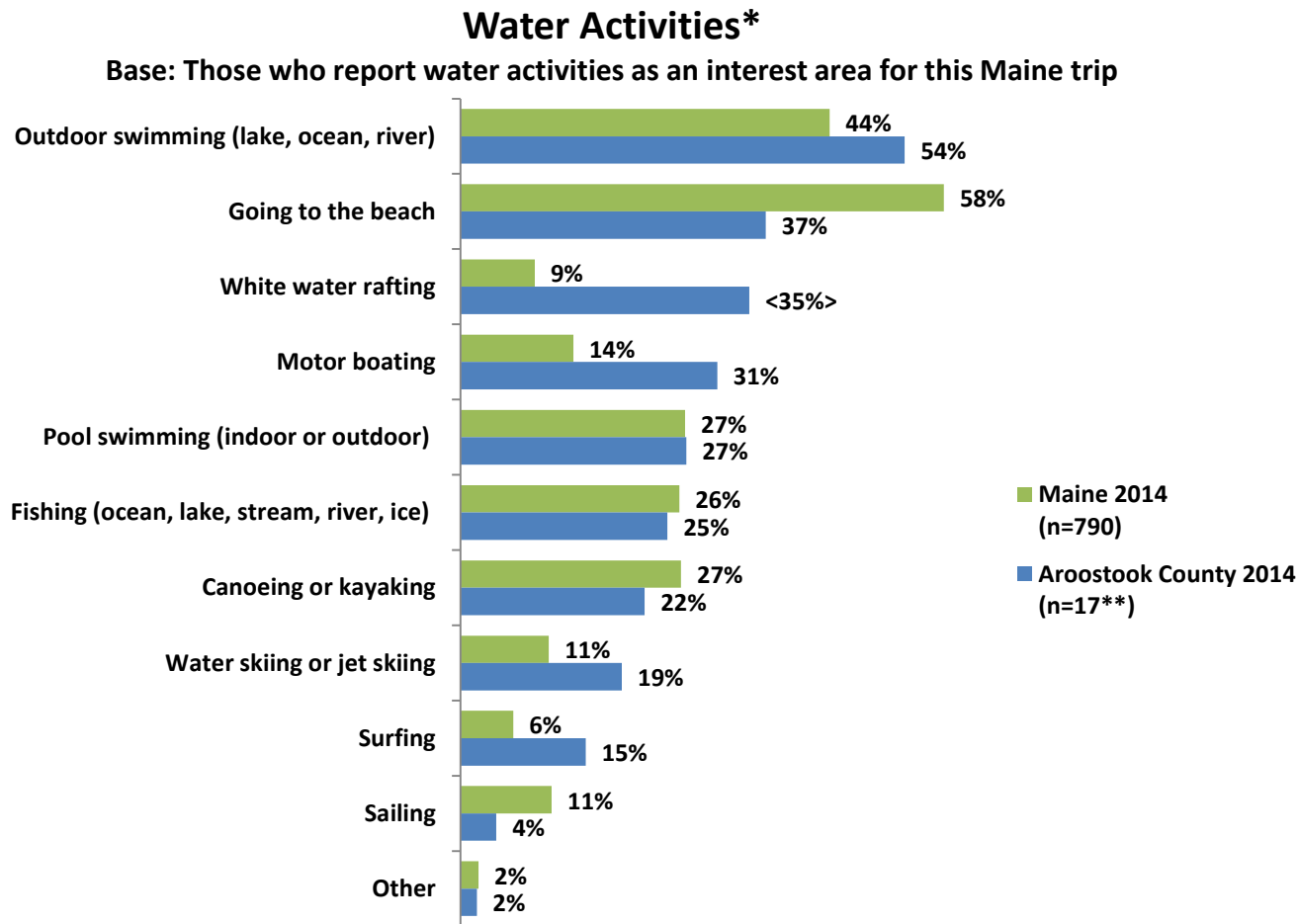
<> indicates a significant difference between subgroups at the 95% confidence level.

*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

**Please note small sample size.

Outdoor swimming is the most common water activity pursued by overnight visitors to Aroostook County.

- Among overnight visitors interested in water activities, one in three Aroostook County visitors participated in white water rafting compared to just one in ten overnight visitors to Maine overall.



Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

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

*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

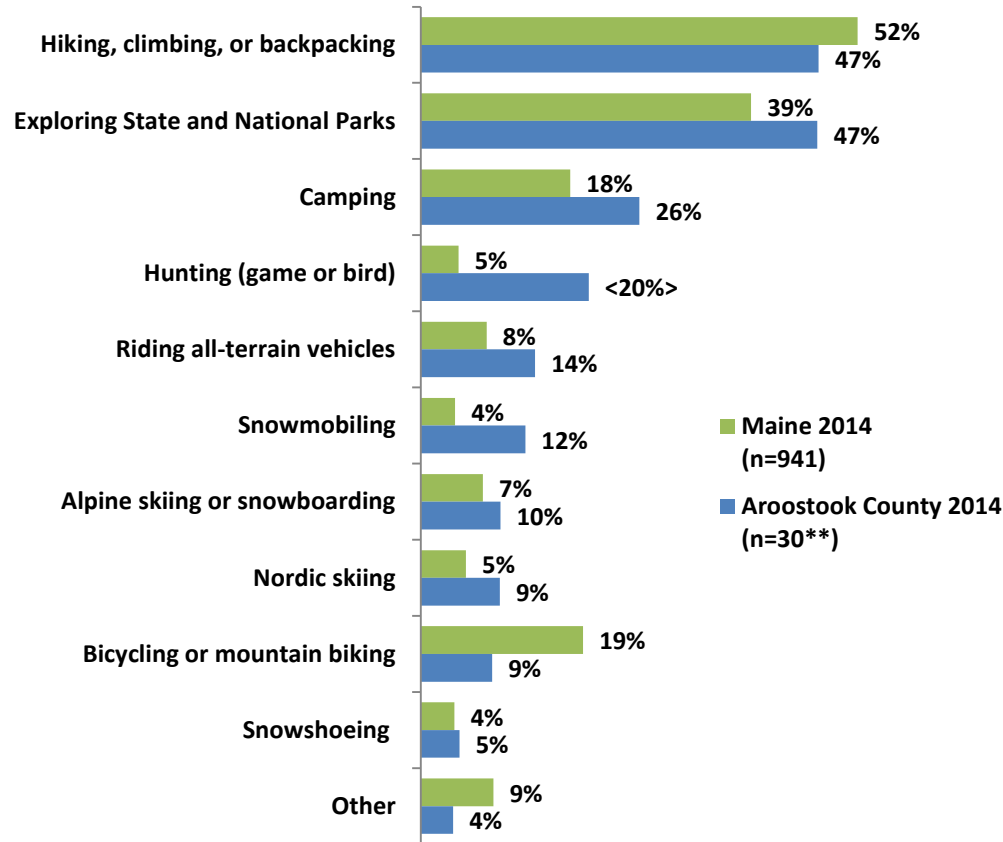
**Please note very small sample size.

Hiking/climbing/backpacking and exploring State and National parks are the most common active outdoor activities among Aroostook County overnight visitors.

- Twenty percent of Aroostook County visitors interested in active outdoor activities did some *hunting* while in the region, as compared to just 5% of overnight visitors to Maine as a whole.

Active Outdoor Activities – Non-Water*

Base: Those who report outdoor activities as an interest area for this Maine trip



Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

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

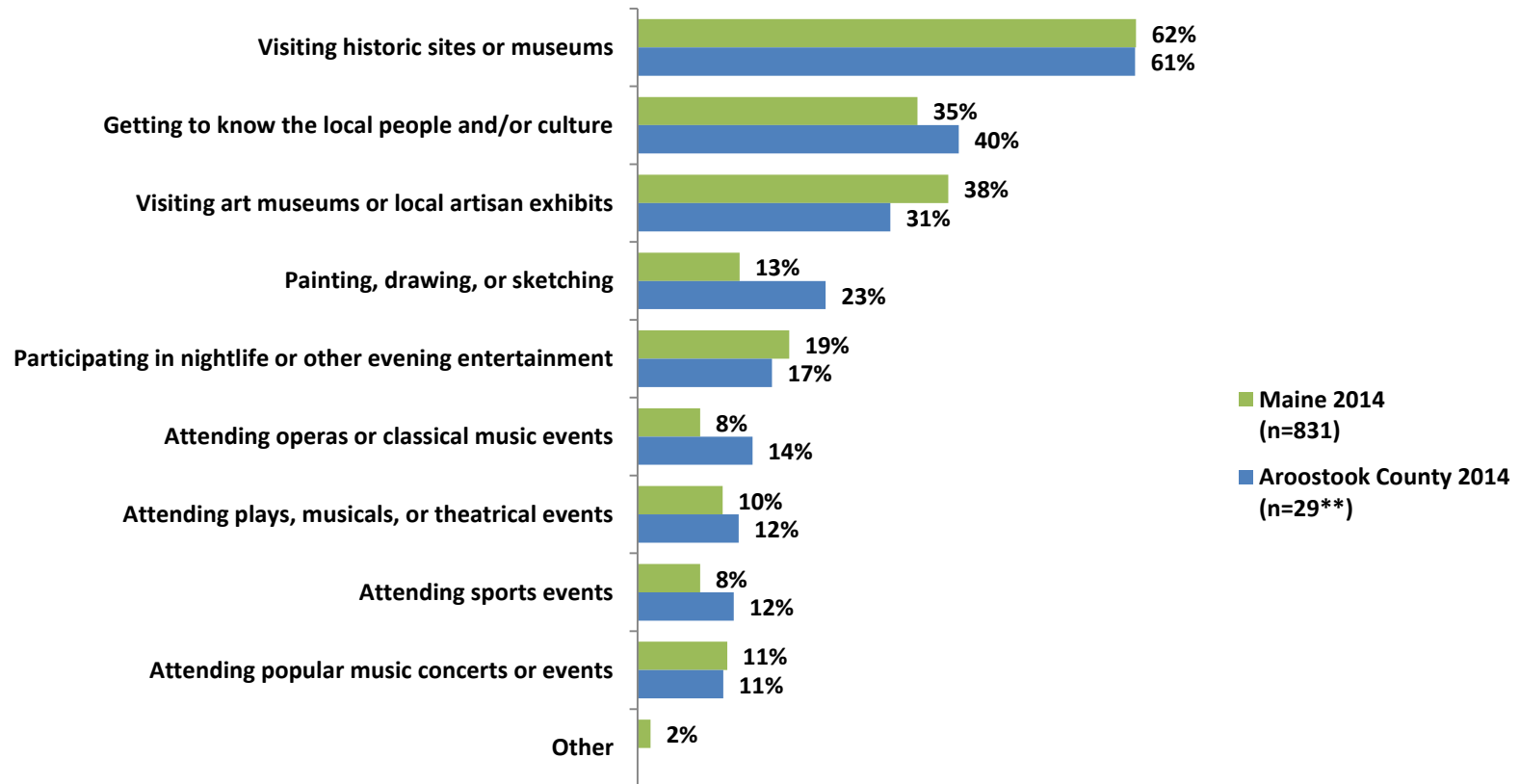
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

**Please note small sample size.

Visiting historic sites or museums is the most common history/culture activity pursued among overnight visitors to this region.

History or Culture Activities*

Base: Those who report history or culture as an interest area for this Maine trip



Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

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

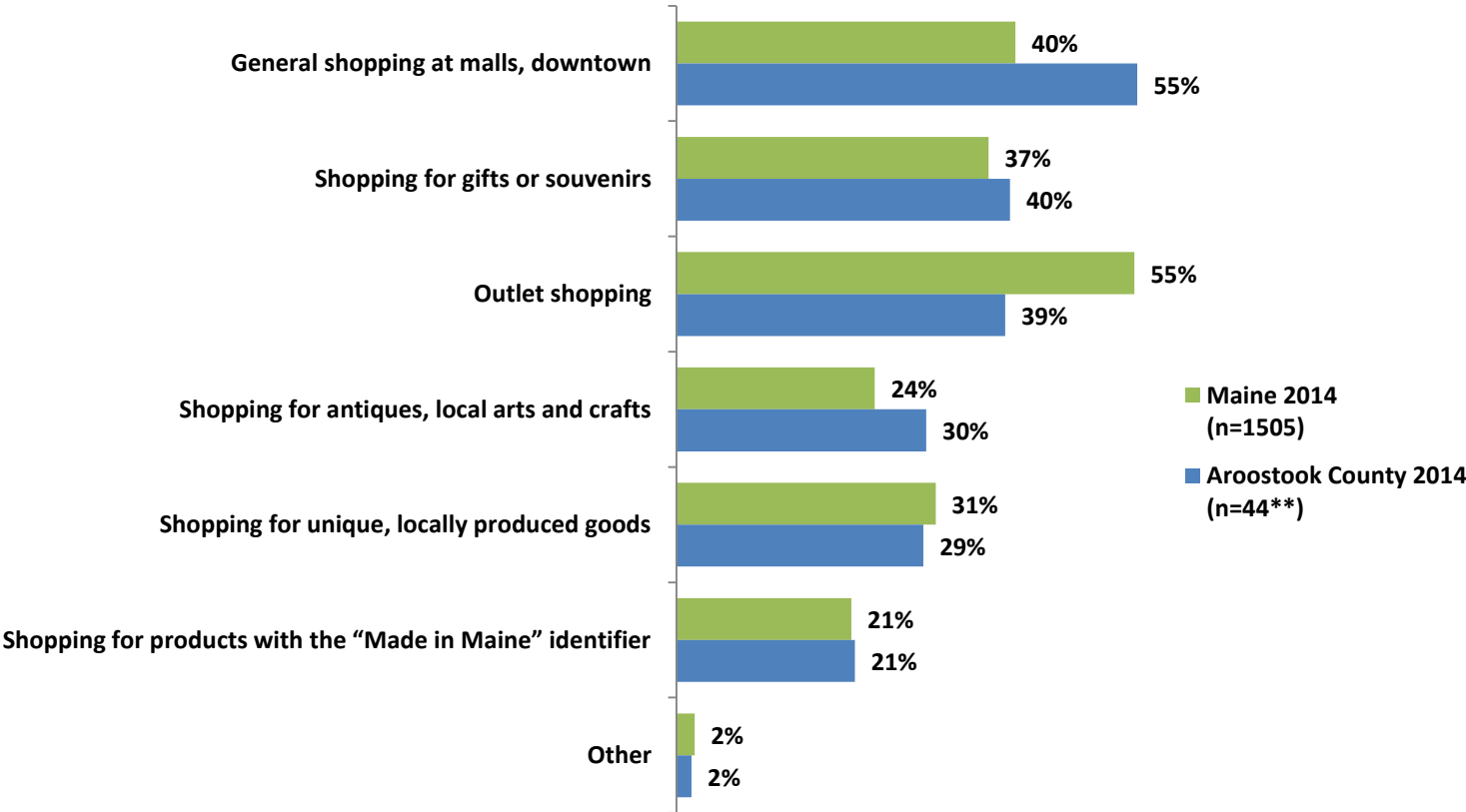
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

**Please note small sample size.

A majority of overnight visitors shopping in Aroostook County participated in *general shopping at malls or downtown*, more so than for the State of Maine as a whole.

Shopping Activities*

Base: Those who report shopping as an interest area for this Maine trip



Q31. In which of the following activities did you participate during this trip? Please check all that apply.

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

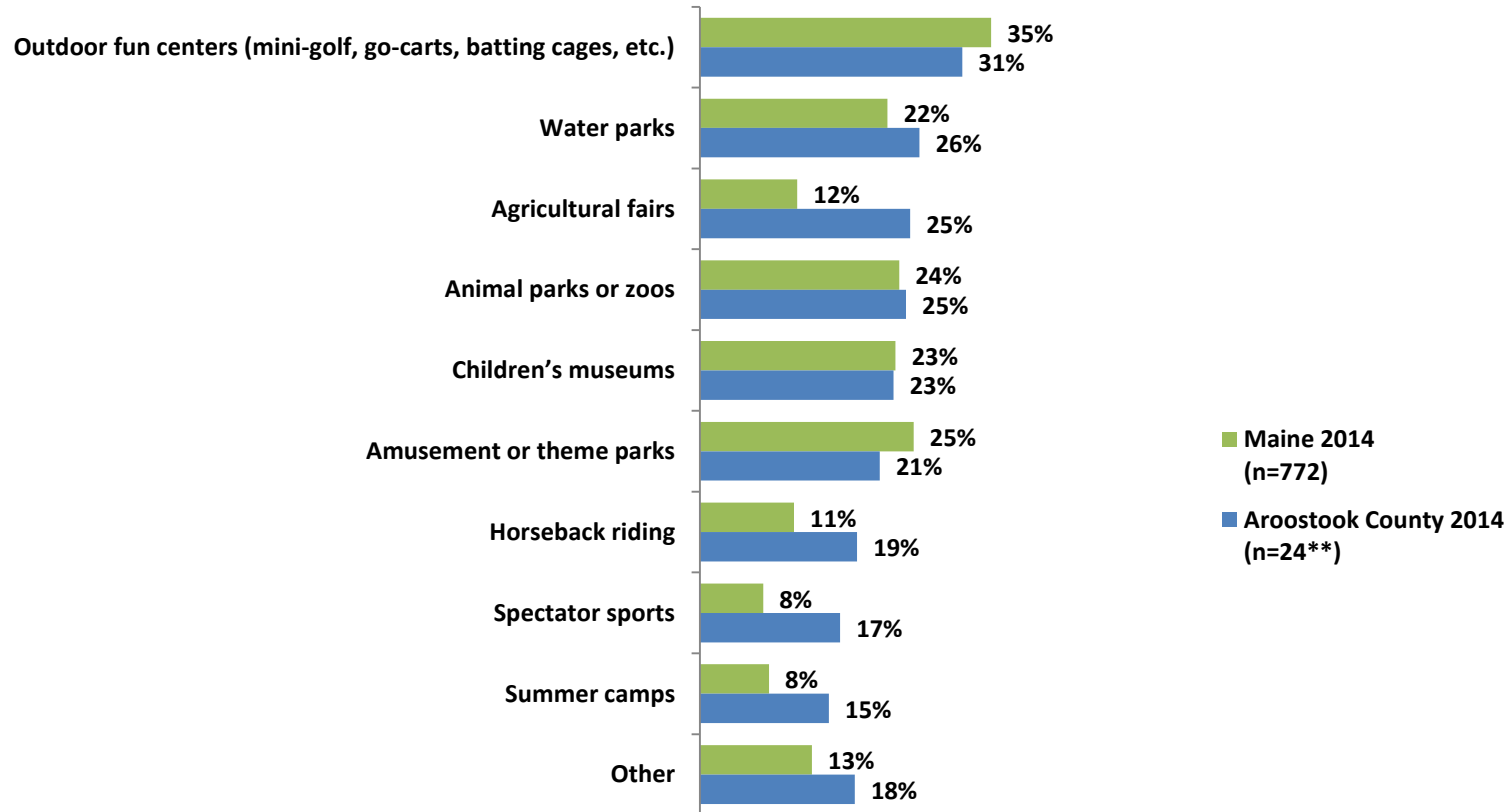
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

**Please note small sample size.

Visitors to Aroostook County participate in a variety of family fun/children's activities.

Family Fun/Children's Activities*

Base: Those who report family fun/children's activities as an interest area for this Maine trip



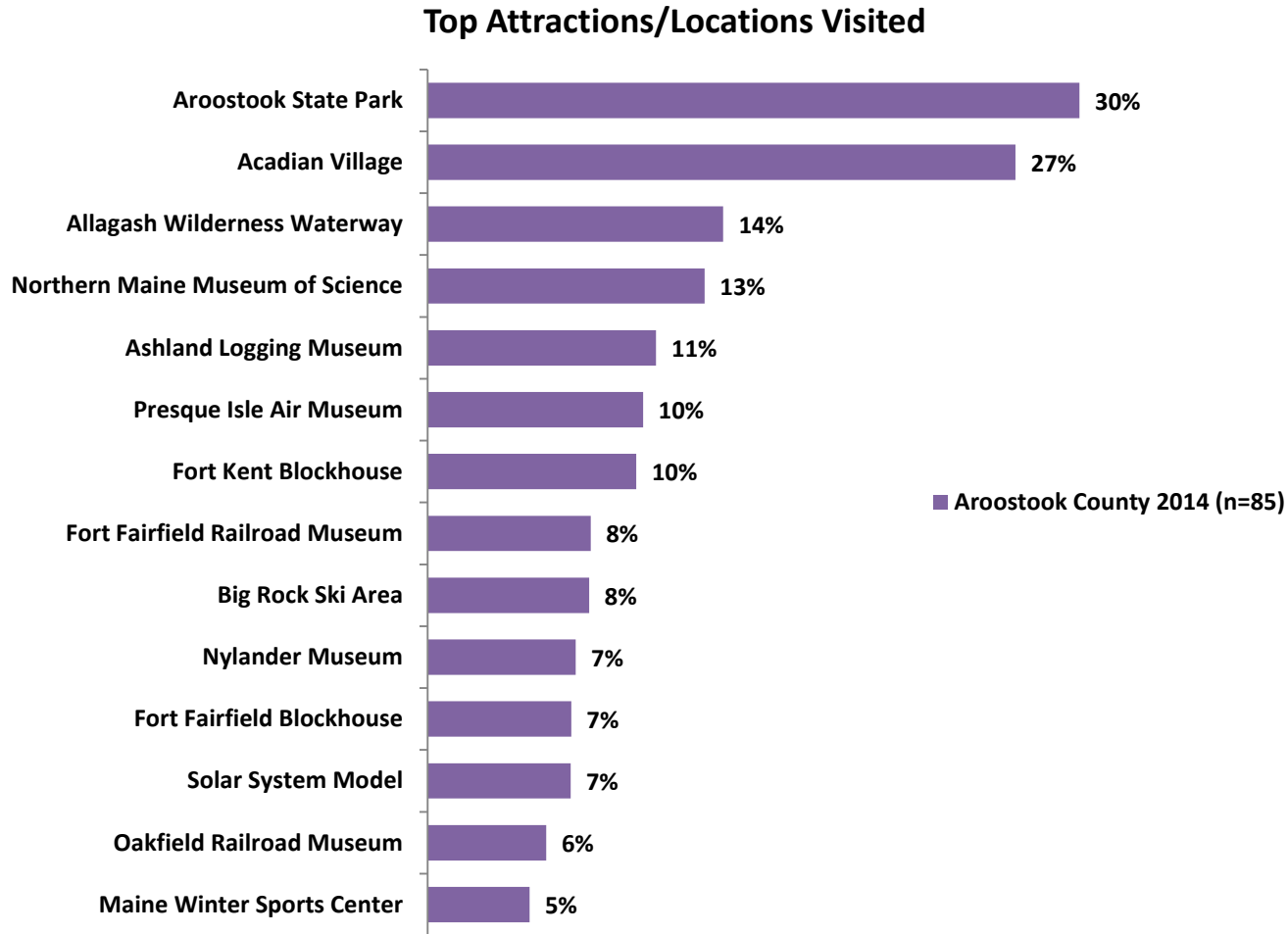
Q31. In which of the following activities did you participate during this trip? Please check all that apply.

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*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

**Please note very small sample size.

Aroostook State Park and the Acadian Village are the most visited attractions/locations by overnight visitors to Aroostook County.

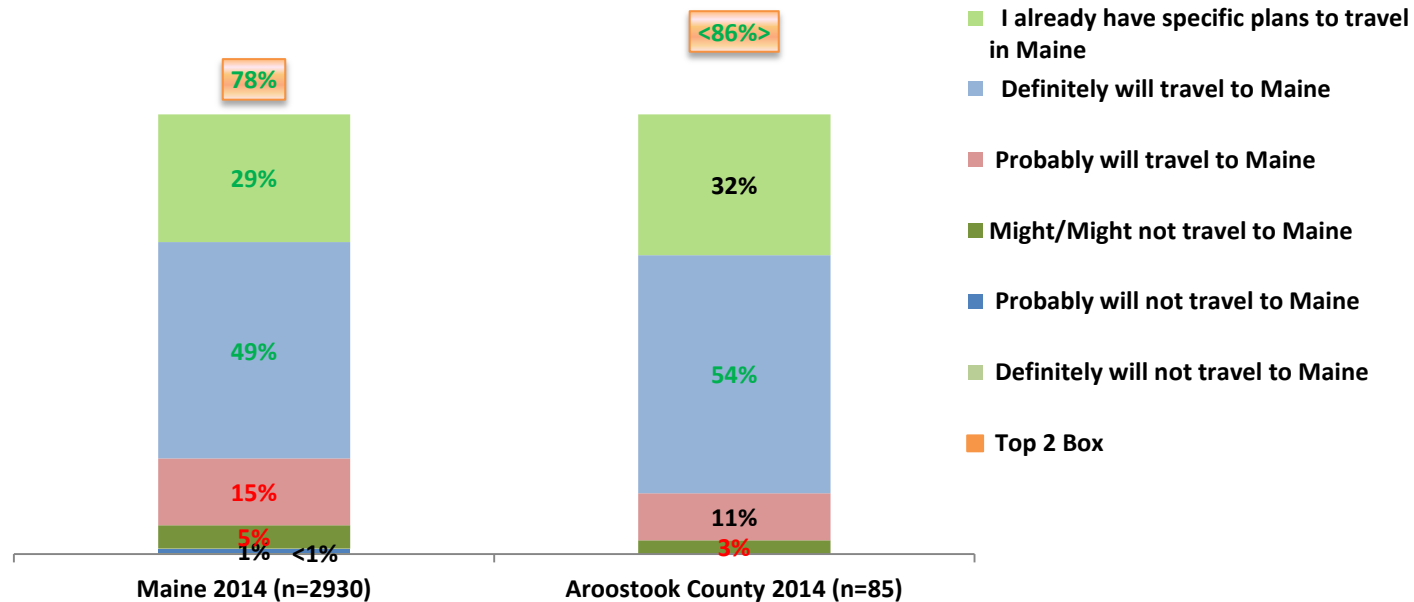


Q26: Within the region(s) you visited, what specific attractions or locations did you visit? Please select all that apply.

Most overnight visitors to Aroostook County intend to visit Maine again.

- A greater proportion of Aroostook County overnight visitors indicate that they either *already have specific plans to travel in Maine* or *definitely will travel in Maine* as compared to overnight visitors to Maine overall.

Future Travel Likelihood



Q38. How likely will you be to travel in Maine in the next two years?

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 day visitors to the Aroostook County region (61). Data on the following pages should be used for directional purposes only.



Day Visitor Demographics

- Day visitors to Aroostook County average around 46 years old, earning about \$83,000 annually. Half have a college degree, and half are employed full-time. Seven in ten are married.
- Similar to overnight visitors, day visitors to Aroostook County have lower incomes on average and are less likely than Maine visitors overall to have a college degree.

Day Visitors	Maine 2014 (n=1733)	Aroostook County 2014 (n=61*)
Age:		
< 35	24%	27%
35 - 44	16%	14%
45 - 54	22%	26%
55 +	38%	33%
Mean Age (Years)	47.9	46.1
Income:		
< \$50,000	22%	<34%>
\$50,000 - \$99,999	43%	40%
\$100,000 +	36%	26%
Mean Income (Thousands)	\$93,610	\$83,530
Female	56%	59%
College Degree or Higher	<69%>	49%
Married	64%	69%
Employed Full Time	54%	50%

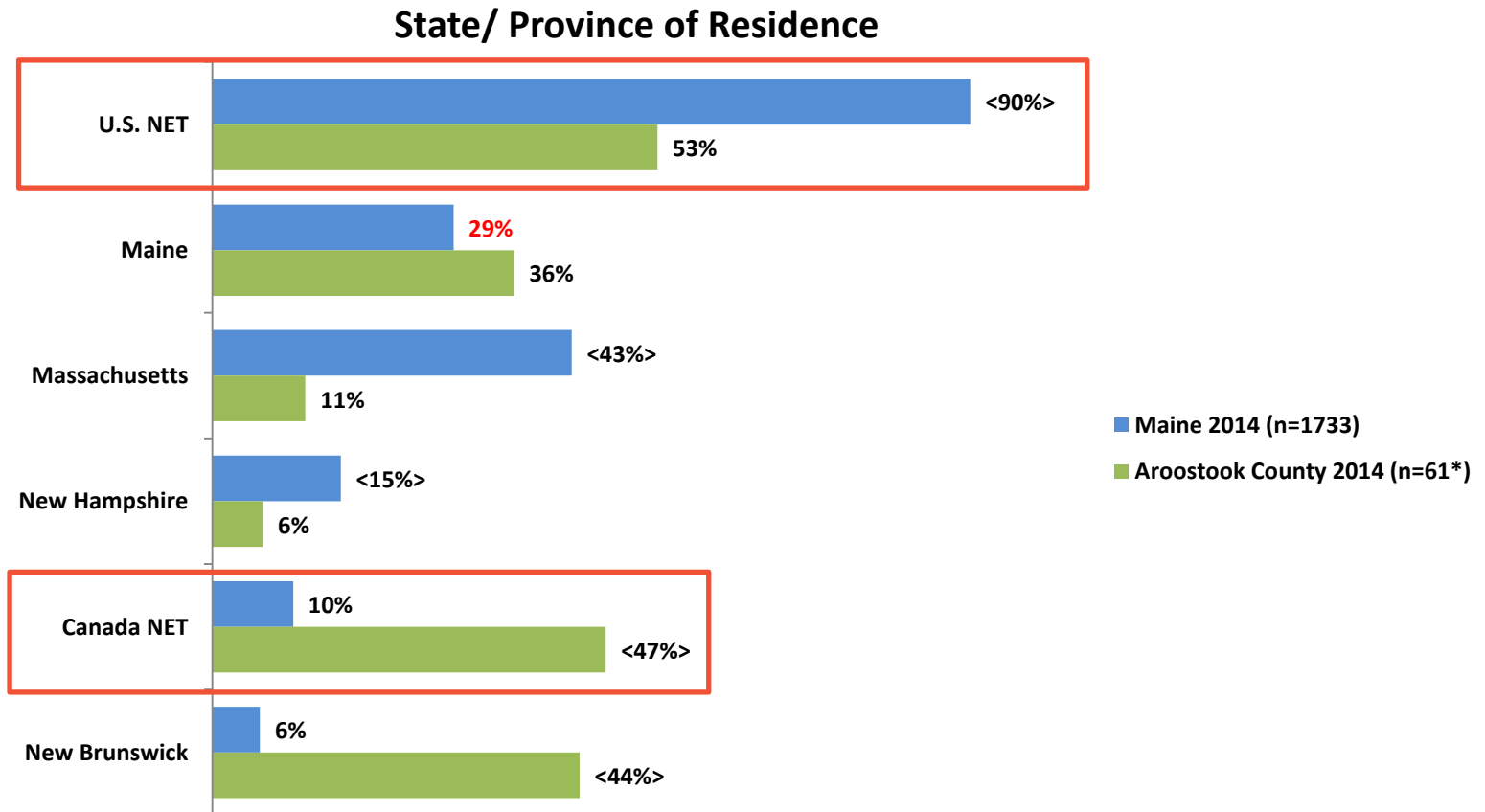
<> indicates a significant difference between subgroups at the 95% confidence level.

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.

Day visitors to Aroostook County arrive in roughly equal proportions from the United States and Canada.

- Aroostook County day visitors are less likely to be from the US and more likely to be from Canada than day visitors to the State as a whole.
- Day visitors from New Brunswick are more apt to be visiting Aroostook County than the rest of the State, while day visitors from Massachusetts and New Hampshire are less apt to be visiting Aroostook County.



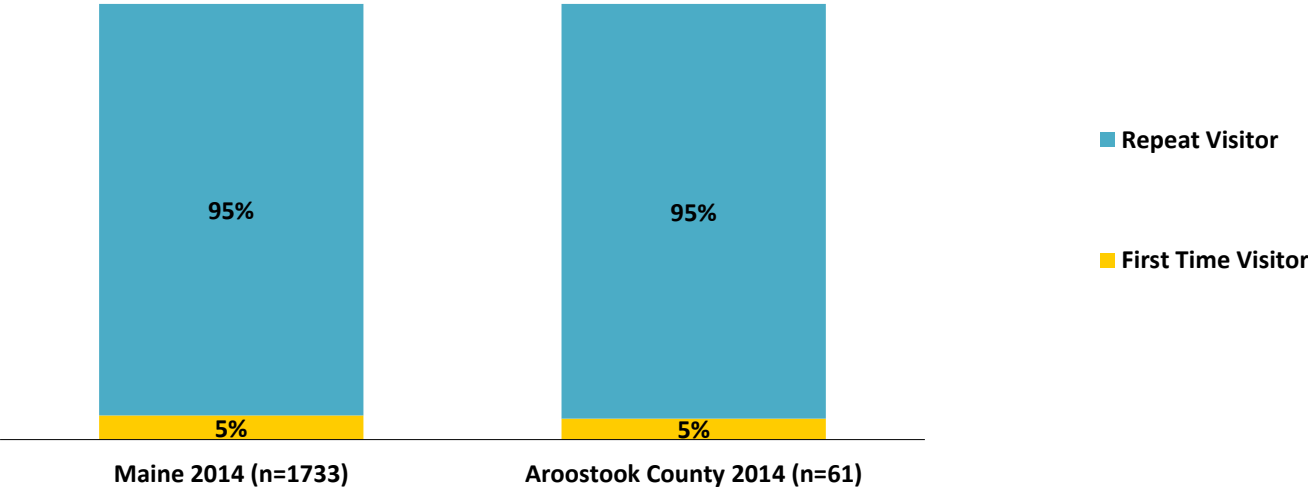
Q2. In what State or Province do you reside?

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

**Please note small sample size.*

Nearly all day visitors to Aroostook County have visited Maine previously.

Repeat vs. First Time Visitors

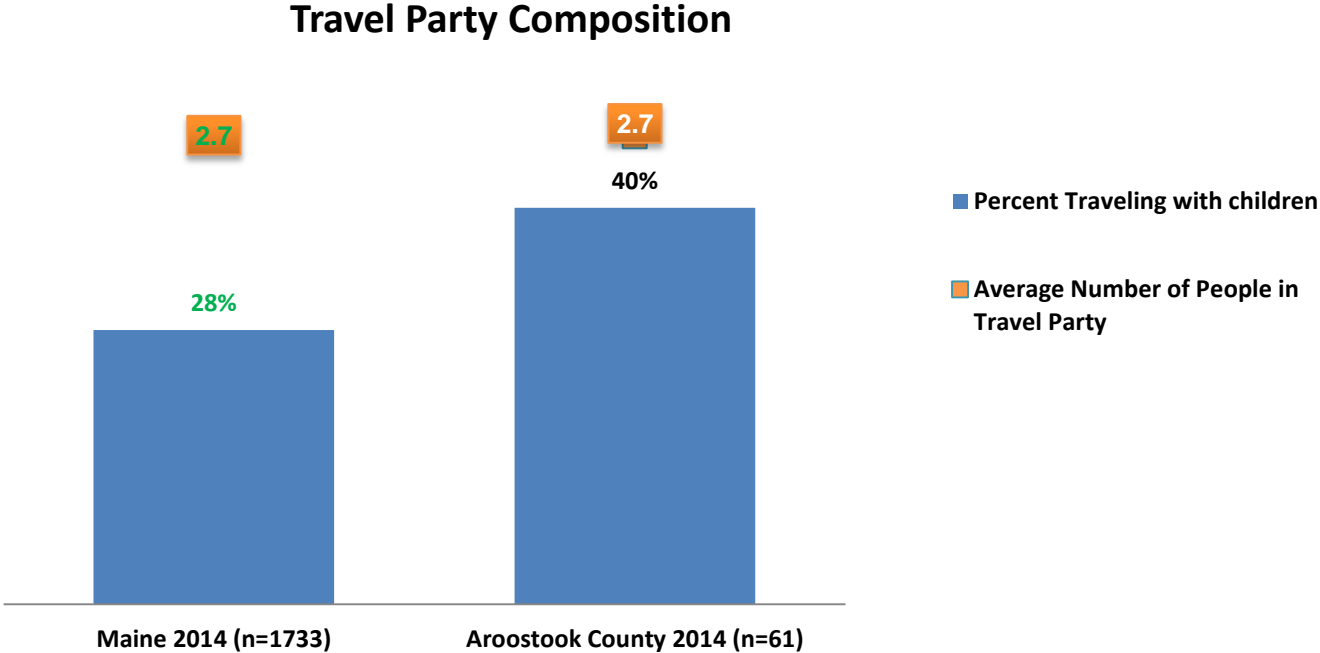


Q10. Was this your first trip to Maine?

Q11. 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.

Two in five day visitors to Aroostook County are traveling with children.



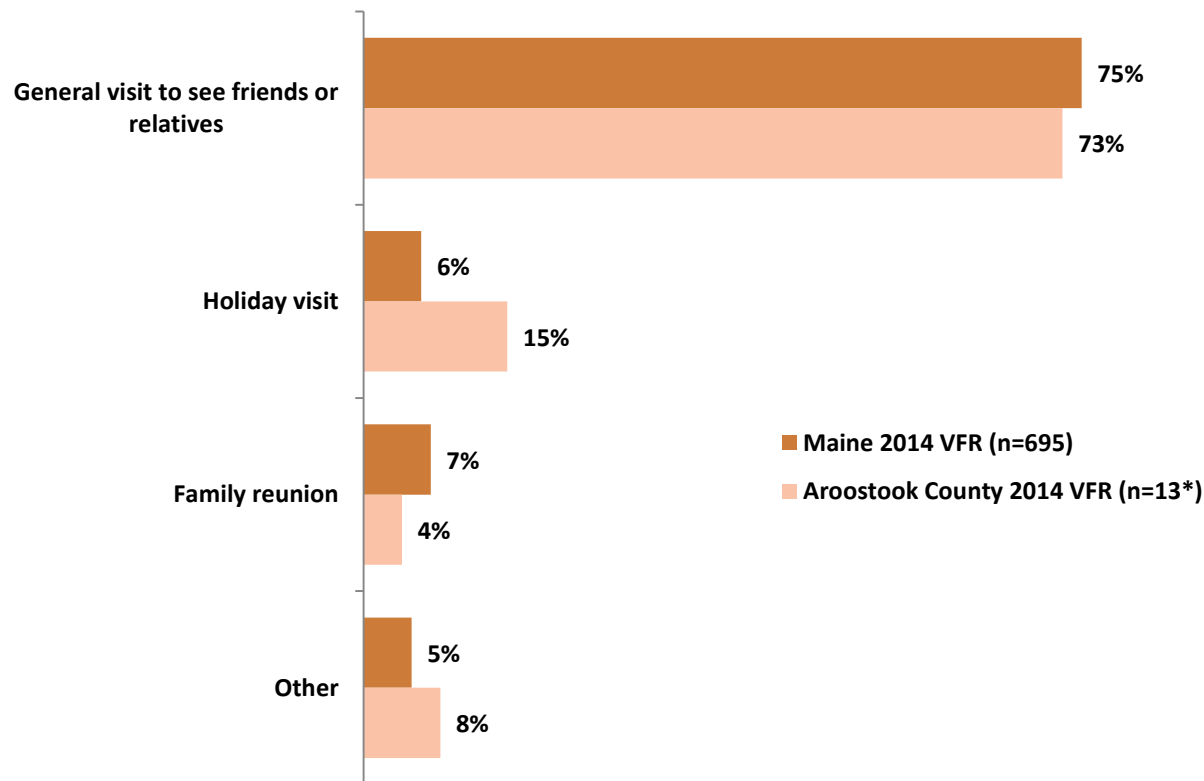
Q14. Including yourself and any children, how many people were in your immediate travel party on this trip?
Q15. How many of these people were: Children
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Day Visitors: *Trip Experience*



Three in four day visitors to Aroostook County cite a *general visit to friends or relatives* as the primary purpose of their VFR trip.

Primary Purpose of Day VFR Trips



Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

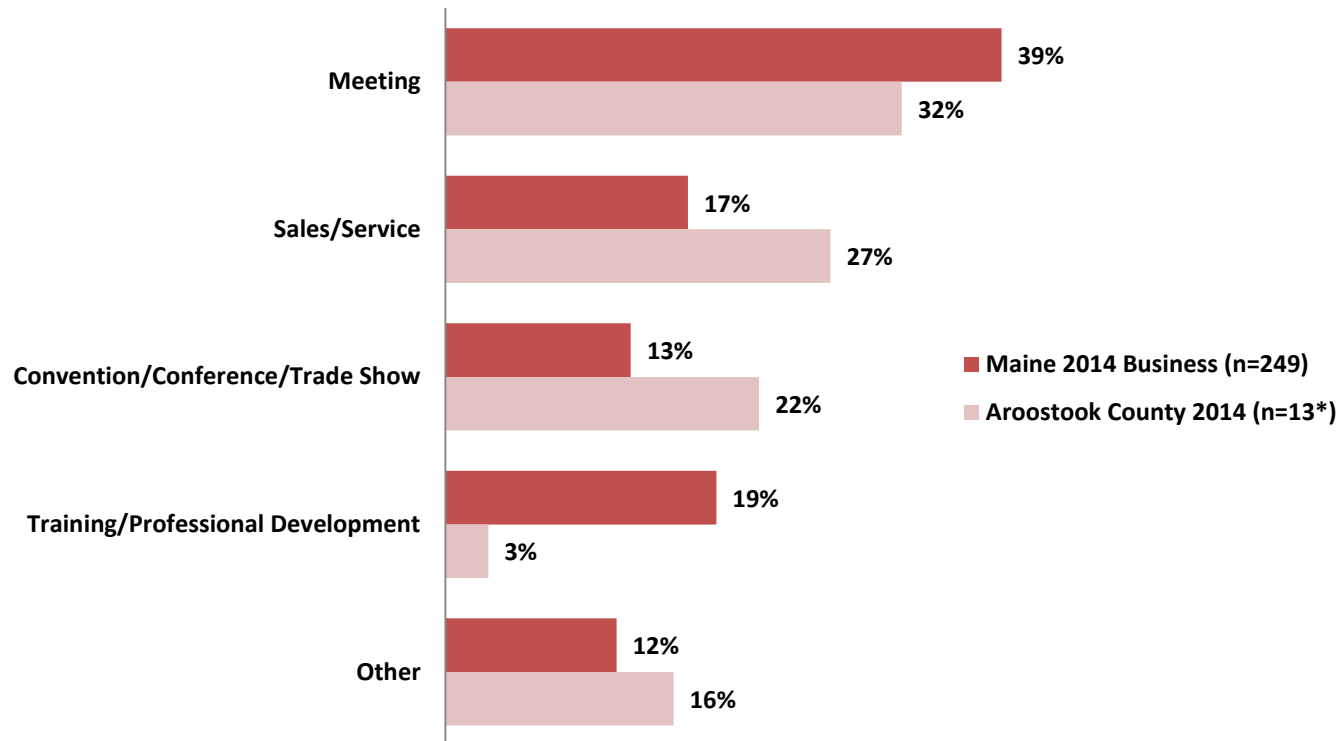
<> indicates a significant difference between subgroups at the 95% confidence level.

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

* Please note very small sample size.

Among business travelers, *meetings* are the most common reason cited for a day trip to Aroostook County.

Primary Purpose of Day Business Trips



Q8. What was the primary purpose of your most recent business trip in Maine?

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

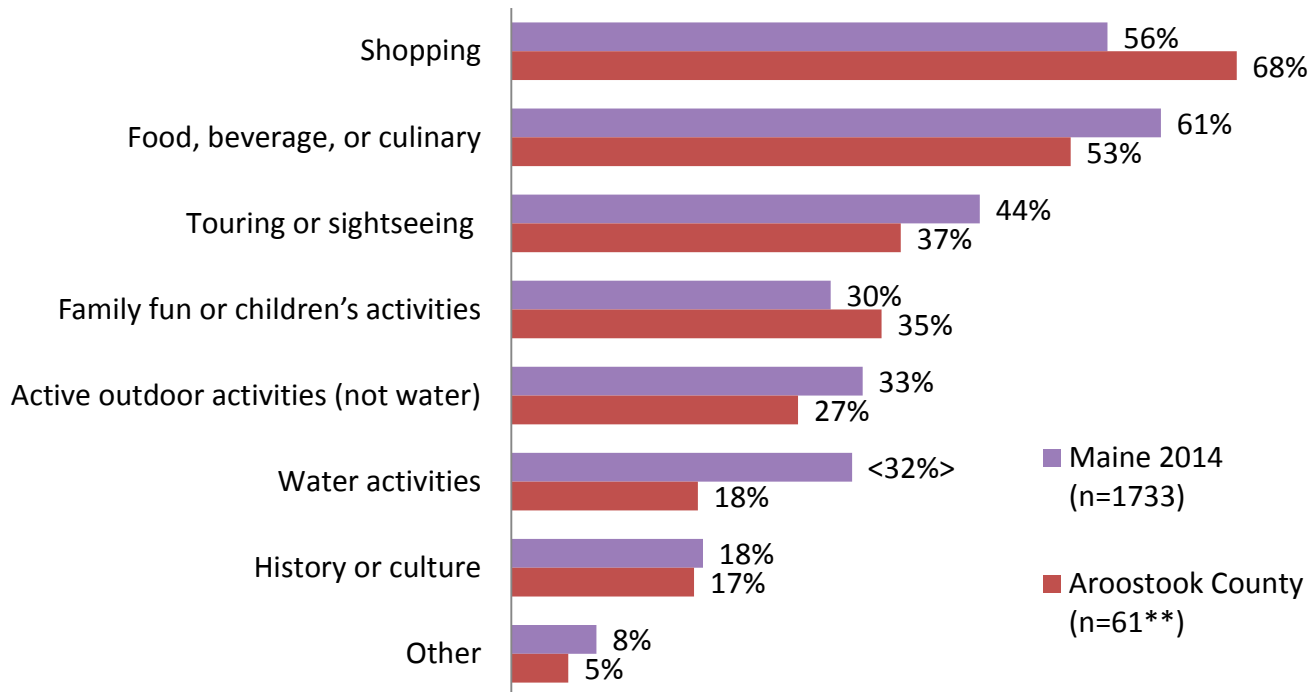
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note very small sample size.

Shopping is the most frequently cited interest area among day visitors to Aroostook County.

- Shopping is a more common interest area among day visitors to Aroostook County than among day visitors to the State of Maine as a whole, while water activities are less common among Aroostook County day visitors.

2014 Interest Areas*



Most Important Interest Area Aroostook County	Percentage
Shopping	53%
Food, beverage, or culinary	26%
Touring or sightseeing	31%
Family fun or children's activities	46%
Active outdoor activities (not water)	29%
Water activities	45%
History or culture	21%
Other	68%

Q17. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

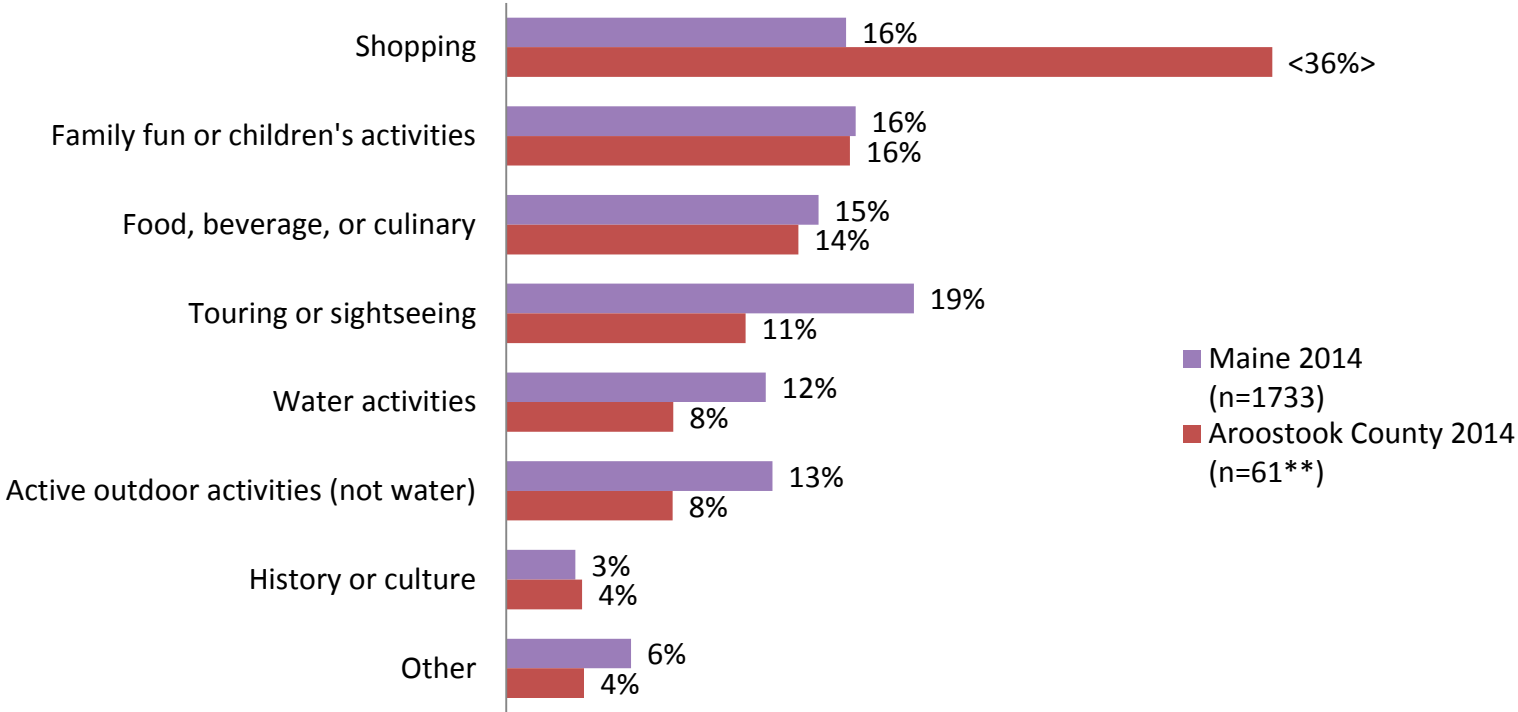
Q18. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 33

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

*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years. **Please note small sample size.

When analyzing both interest and importance in deciding to visit, shopping ranks highest among day visitors to Aroostook County, more so than for visitors to the State as a whole.

2014 Interest Areas*
Importance Index



Importance Index = percentage selecting category as interest area X percentage ranking same interest area as #1 most important

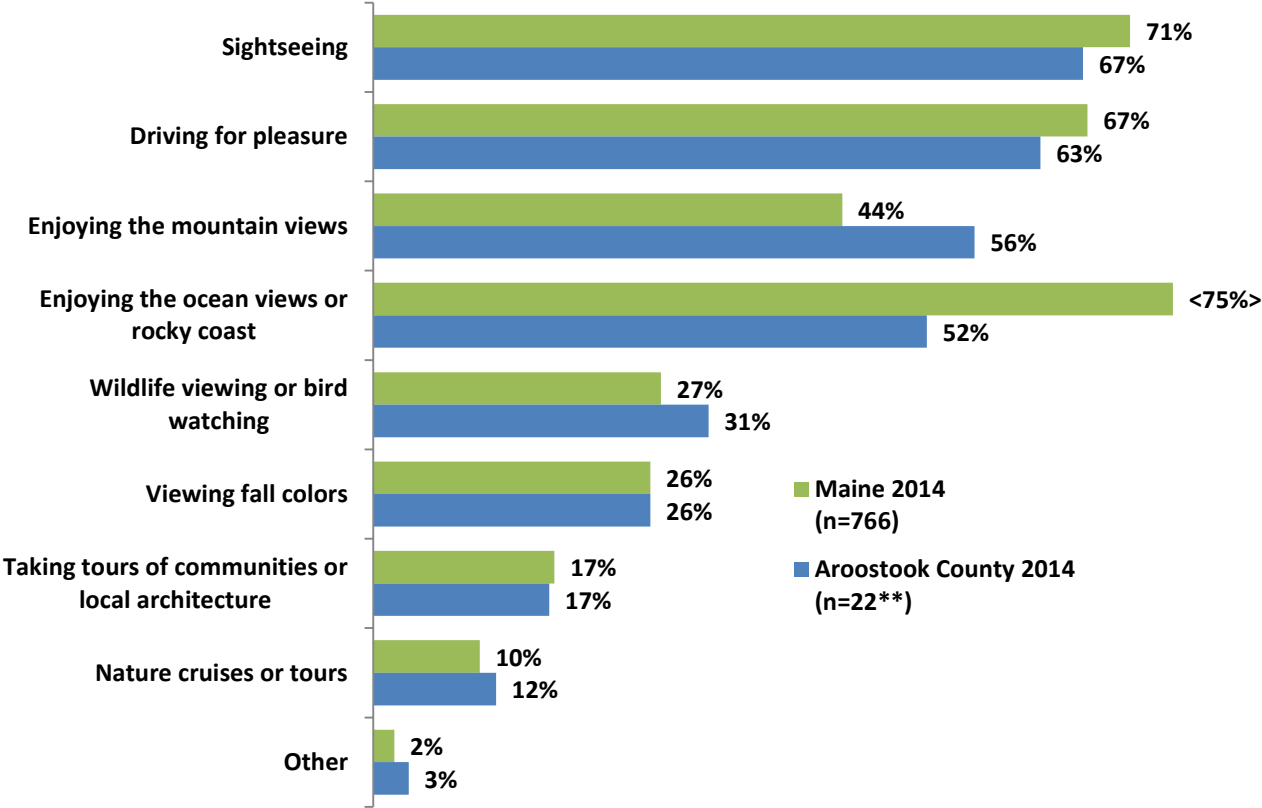
Q17. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*
 Q18. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important.
 <> indicates a significant difference between subgroups at the 95% confidence level.

*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years. **Please note small sample size.

Among day visitors to Aroostook County interested in touring or sightseeing activities, two-thirds participate in *general sightseeing* or *driving for pleasure*.

Touring or Sightseeing Activities*

Base: Those who report touring or sightseeing as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? Please check all that apply.

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

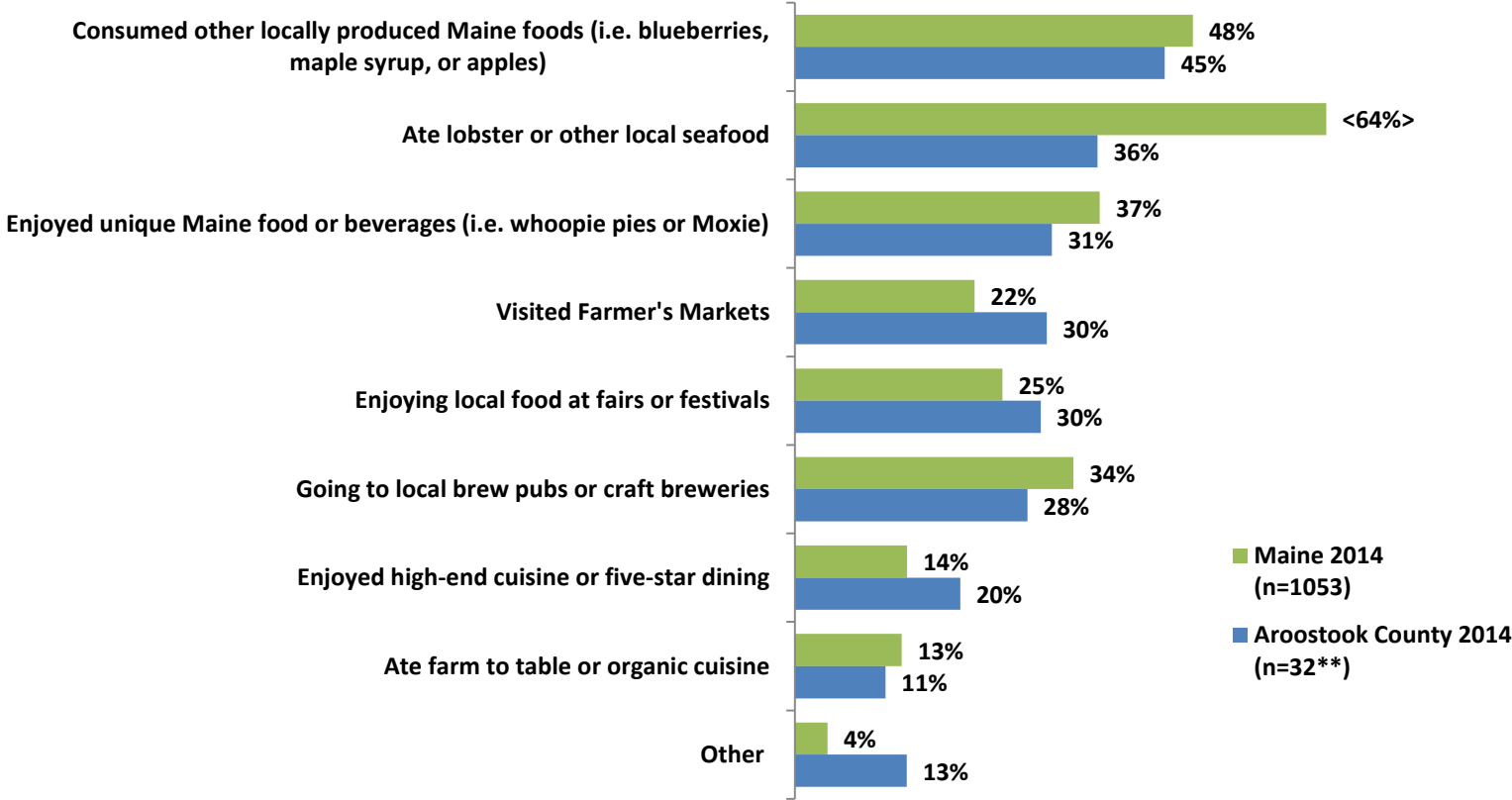
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

**Please note very small sample size.

Eating locally produced Maine foods is the most common food/beverage/culinary activity among day visitors to Aroostook County interested in these types of activities.

Food, Beverage, or Culinary Activities*

Base: Those who report food, beverage, or culinary as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? Please check all that apply.

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

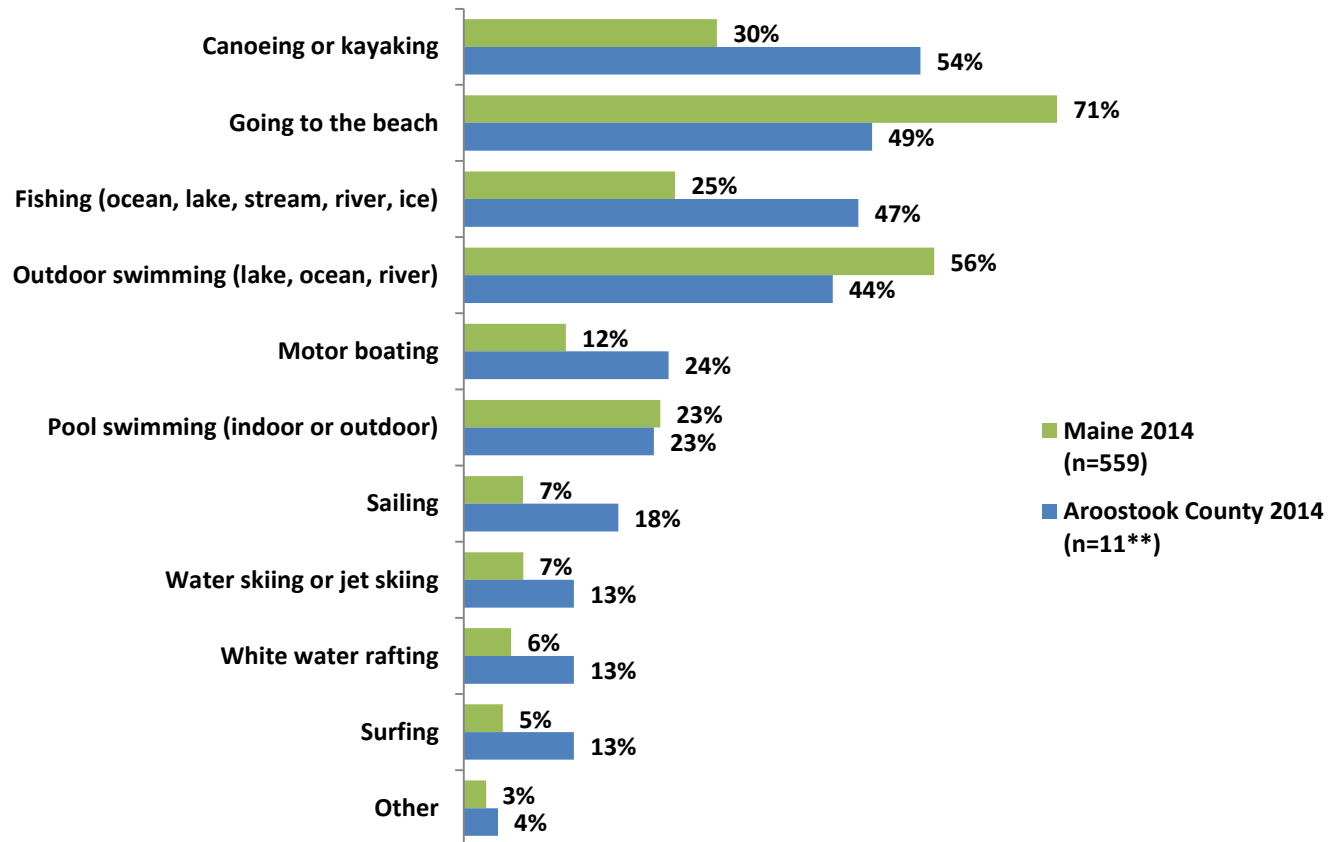
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

**Please note small sample size.

Aroostook County day visitors interested in water activities participate in a wide variety of these activities while visiting.

Water Activities*

Base: Those who report water activities as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? *Please check all that apply.*

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

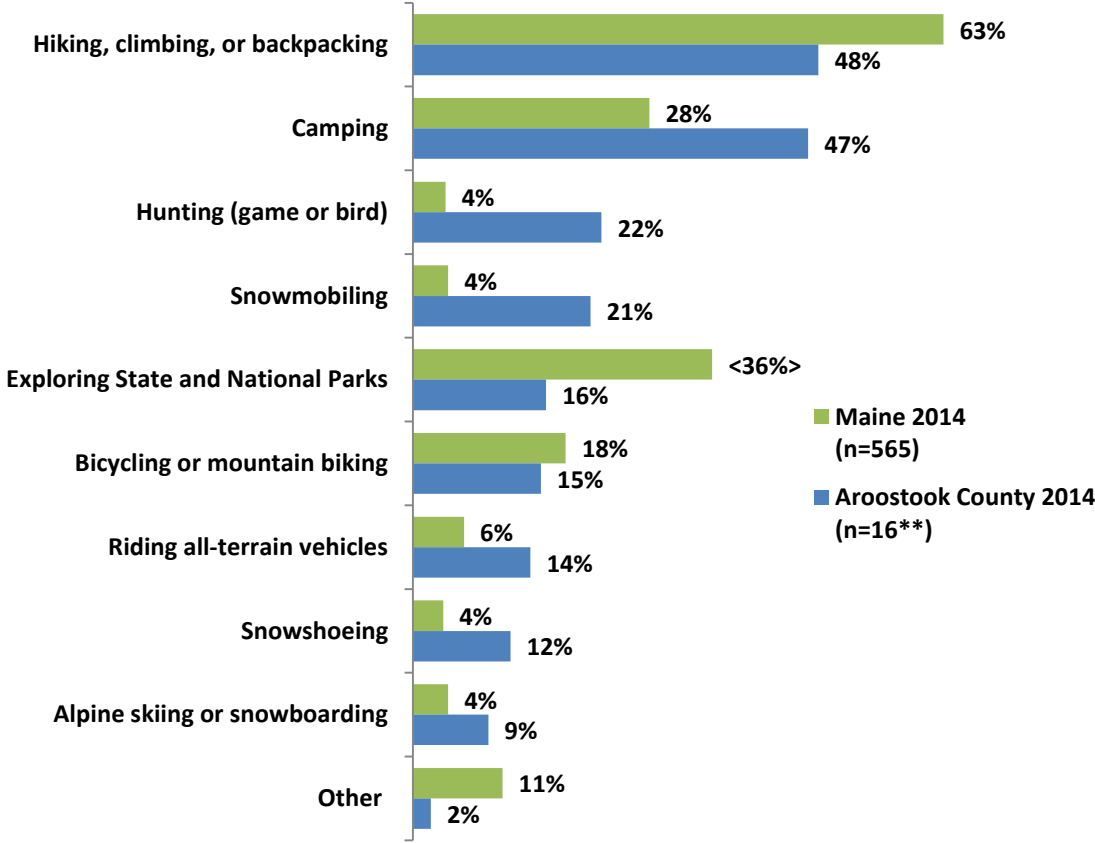
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

**Please note very small sample size.

About half of all day visitors to Aroostook County who are interested in non-water based active outdoor activities do some *hiking/climbing/backpacking* and *camping* while visiting.

Active Outdoor Activities – Non-Water*

Base: Those who report outdoor activities as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? Please check all that apply.

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

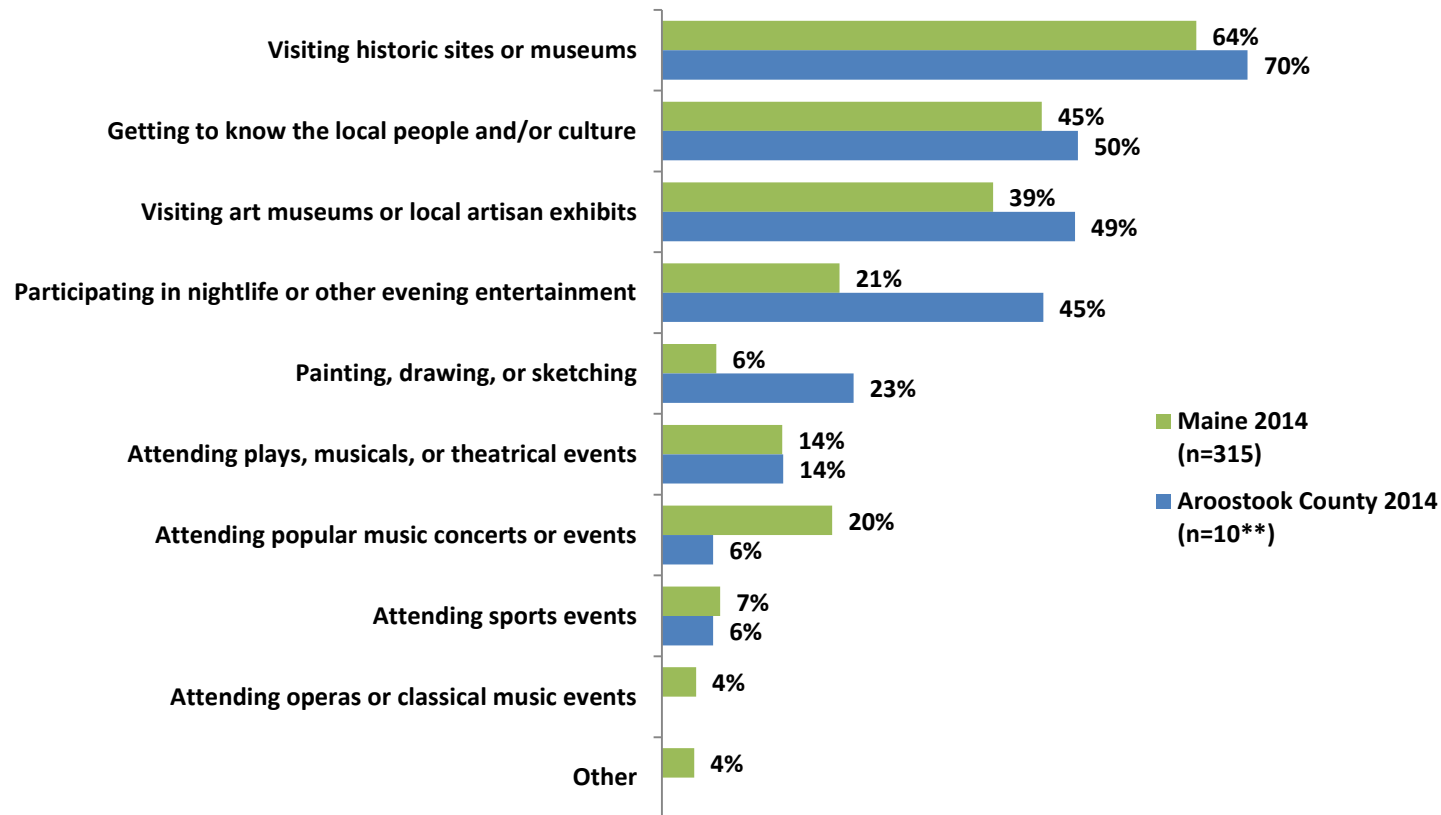
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

**Please note very small sample size.

Visiting historic sites or museums is the most common history or culture activity participated in by day visitors to Aroostook County.

History or Culture Activities*

Base: Those who report history or culture as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? Please check all that apply.

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

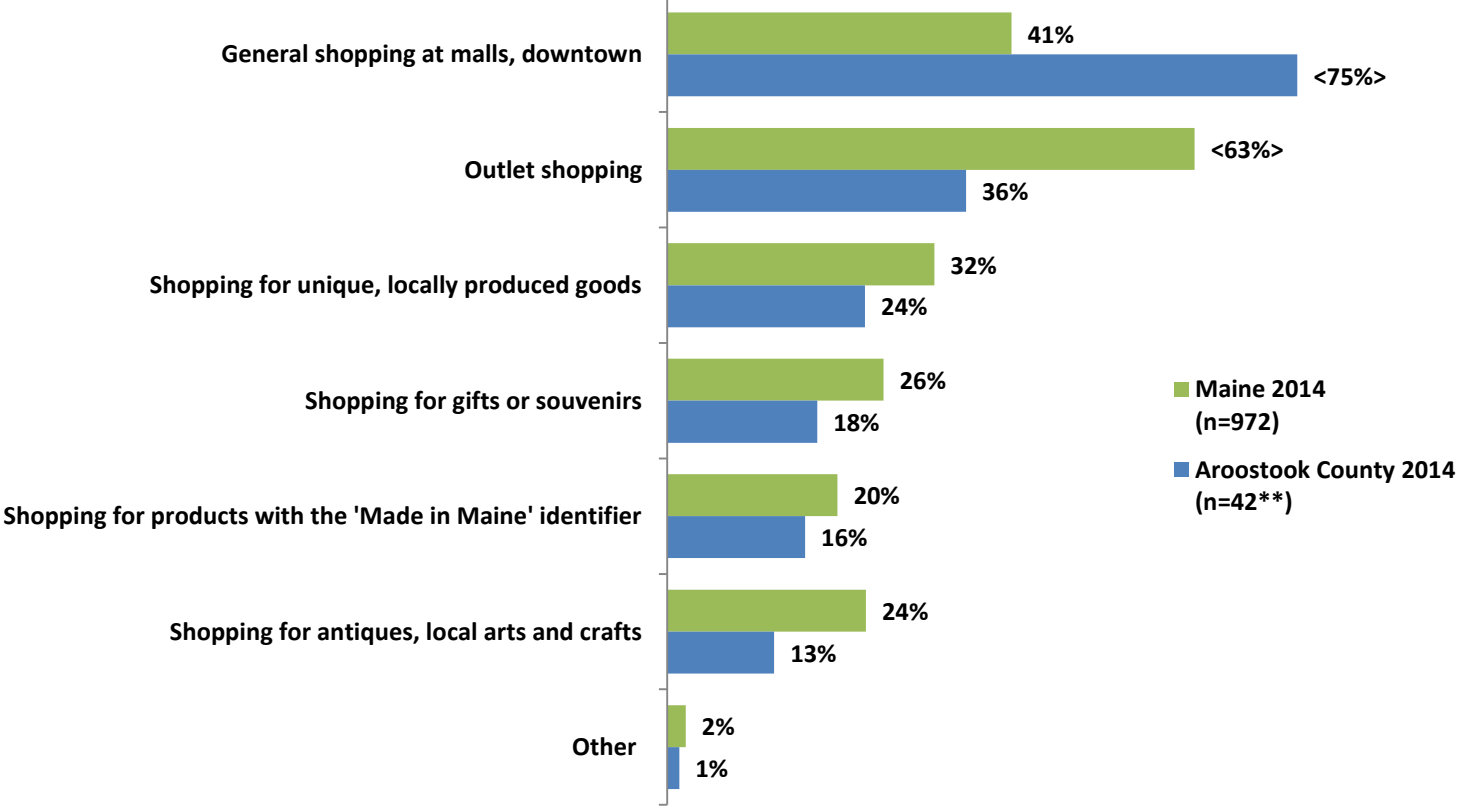
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

**Please note very small sample size.

Aroostook County day visitors interested in shopping are most likely to do some *general shopping at malls and downtown*.

Shopping Activities*

Base: Those who report shopping as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? Please check all that apply.

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

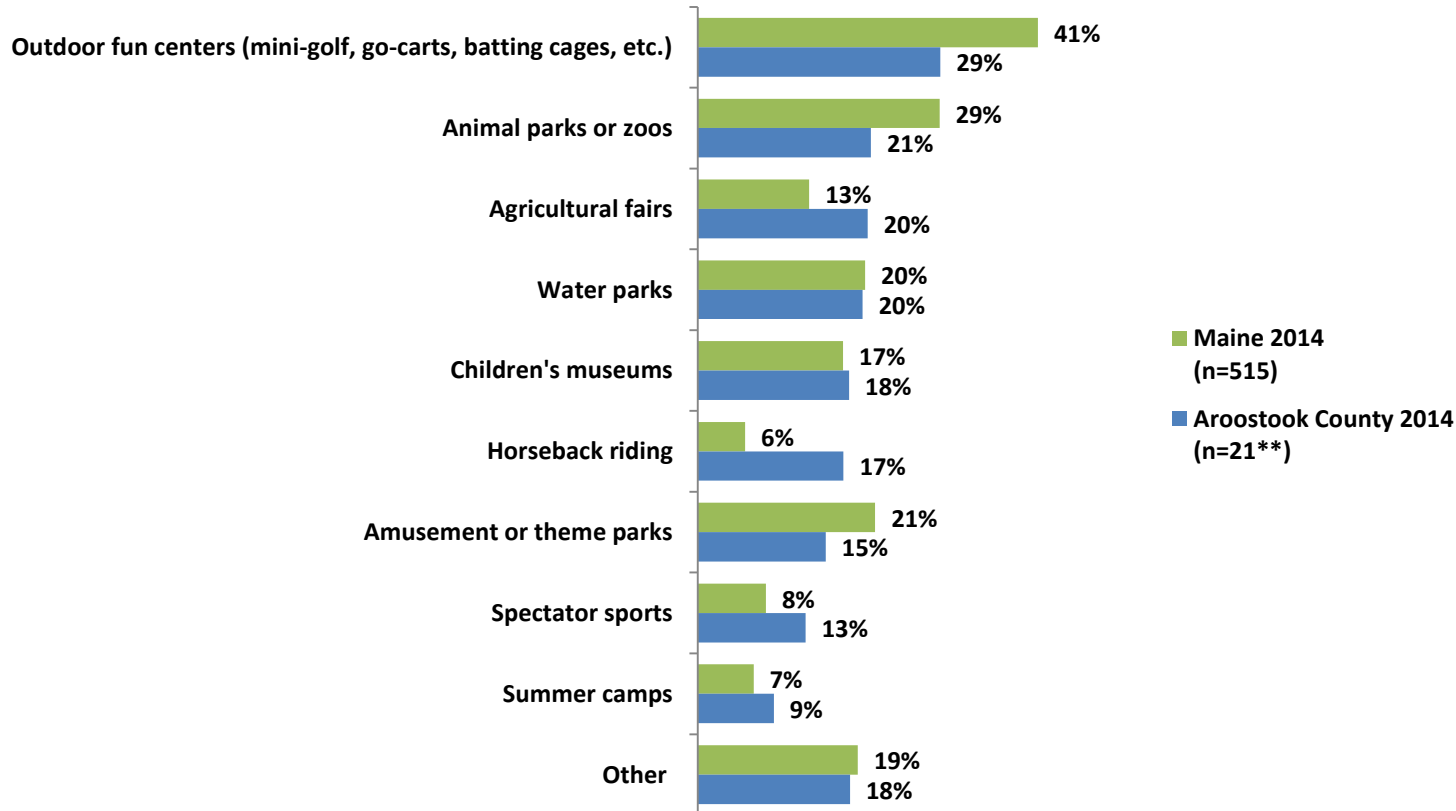
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

**Please note small sample size.

Aroostook County day visitors interested in family fun/children's activities participate in a variety of these activities while visiting.

Family Fun/Children's Activities*

Base: Those who report family fun/children's activities as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? *Please check all that apply.*

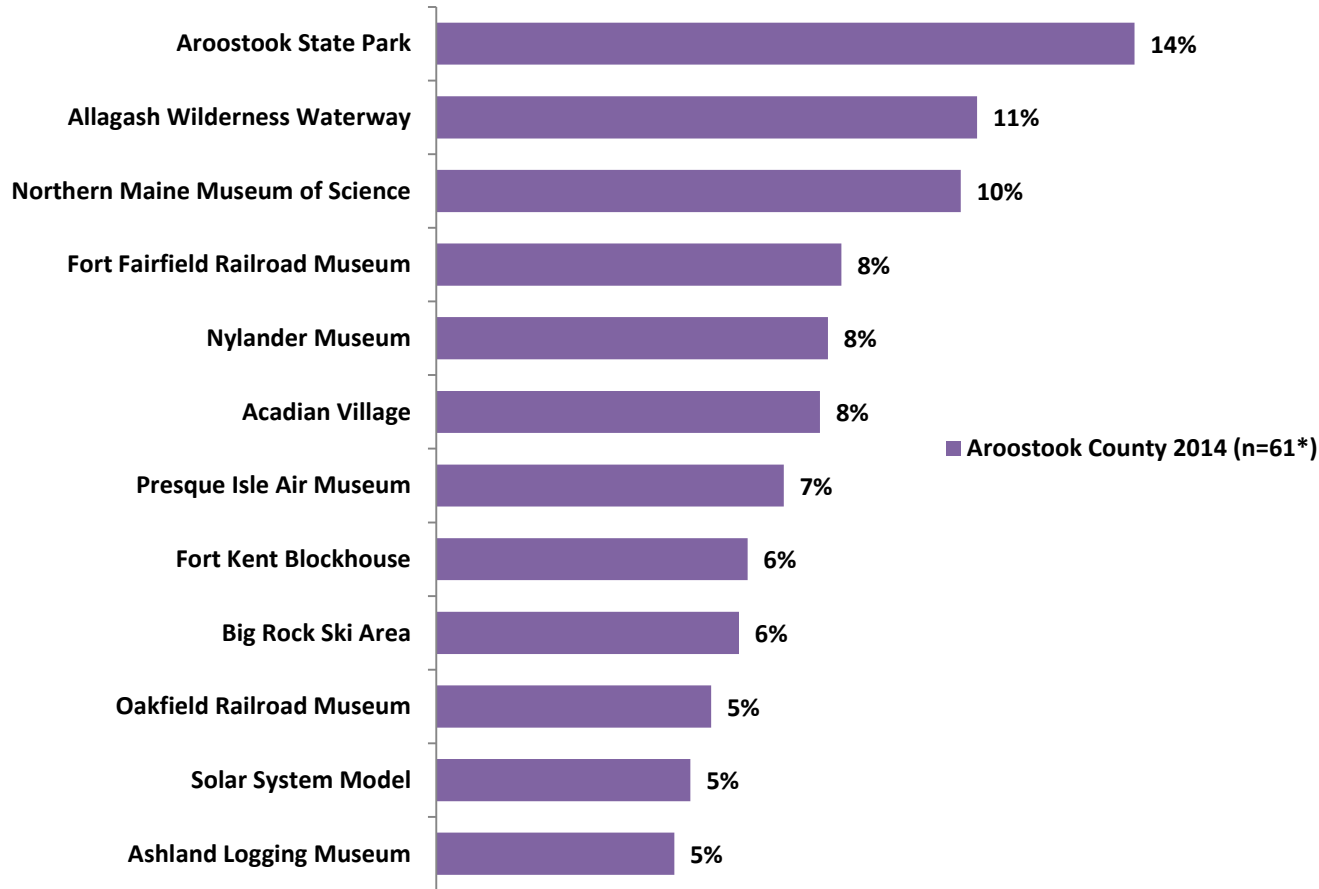
< > indicates a significant difference between subgroups at the 95% confidence level.

*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

**Please note very small sample size.

Aroostook State Park, the most commonly visited attraction among this region's day visitors, draws just one in six of these visitors.

Top Attractions/Locations Visited



Q23: Within the region(s) you visited, what specific attractions or locations did you visit? Please select all that apply.

**Please note small sample size.*

Comparison of *Aroostook County* Visitors to Maine Visitors



Comparisons: Region vs. State

- Visitors to Aroostook County and visitors to the State of Maine as a whole differ in a number of areas. These variations can be seen in some visitor demographics, the residence of their visitors, and the activities they participate in while visiting.
- Visitor origin closely follows the geographic location of Aroostook County – its proximity to Canada and greater distance from New England states such as Massachusetts.
- Highlights – Aroostook County vs. State visitors:

Visitor Origin

- A **greater proportion** of overnight and day visitors from **Canada**, specifically **New Brunswick**.
- A **lesser proportion** of overnight and day visitors from the **United States**, specifically **Massachusetts**.

Visitor Demographics

- Both overnight and day visitors to the region have **lower annual household incomes** and are **less likely to have a college degree**.
- Overnight visitors are **younger** on average.

Comparisons: Region vs. State

- Highlights Continued:

Primary Purpose of VFR Travel

- Overnight VFR visitors to Aroostook County are **less** likely to be visiting for a **general visit to see friends or relatives** and **more** likely to be visiting to attend a **wedding**.

Trip Interest Areas – Day Visitors

- **Less** likely to want to pursue **water activities** and **more** likely to want to **shop** while visiting.

Maine Trip Interests and Importance (Importance Index) – Day Visitors

- **More** likely to place importance on **shopping**

Trip Activities – Overnight and Day Visitors

- **More** likely to be:
 - Shopping at malls or downtown
- **Less** likely to be:
 - Enjoying ocean views/rocky coast
 - Eating lobster or other local seafood
 - Shopping at outlets

Comparisons: Region vs. State

- Highlights Continued:

Trip Activities – Overnight Visitors

- More likely to be:
 - White water rafting
 - Hunting (game or bird)

Trip Activities – Day Visitors

- Less likely to be exploring State or National Parks



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