

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

Regional Insights: Downeast & Acadia

Prepared by



May 2015

Table of Contents

Research Objectives and Methodology	3
Overnight Visitors:	
Traveler Description	6
Trip Experience	11
Day Visitors:	
Traveler Description	25
Trip Experience	30
Comparison of Downeast/Acadia Visitors to Maine Visitors	43

Research Objectives and Methodology

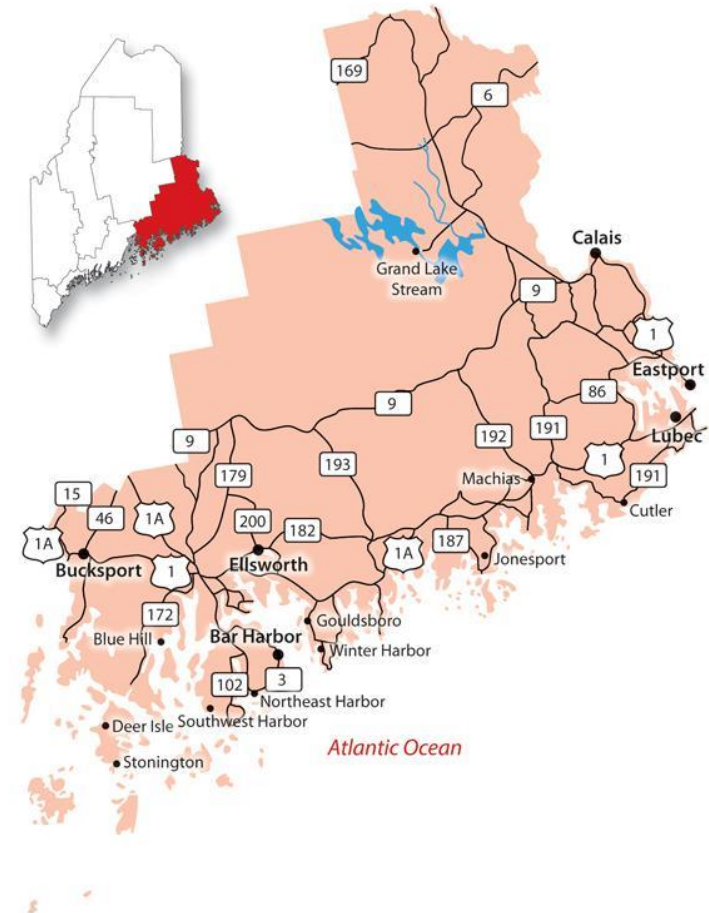


Research Objectives and Methodology

- 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 results among visitors to the Downeast & Acadia tourism region during 2014, including:
 - 435 overnight visitors, and
 - 207 day visitors.
- Throughout this report, data for the Downeast & Acadia 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 Downeast & Acadia 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 the Downeast & Acadia tourism region are about 44 years old, on average, and have annual household incomes that average above \$100,000. Three-fourths have at least a college degree and two-thirds are married. Nearly two-thirds are employed full-time.
- Overnight visitors to the Downeast & Acadia region on average are younger than visitors to Maine overall.

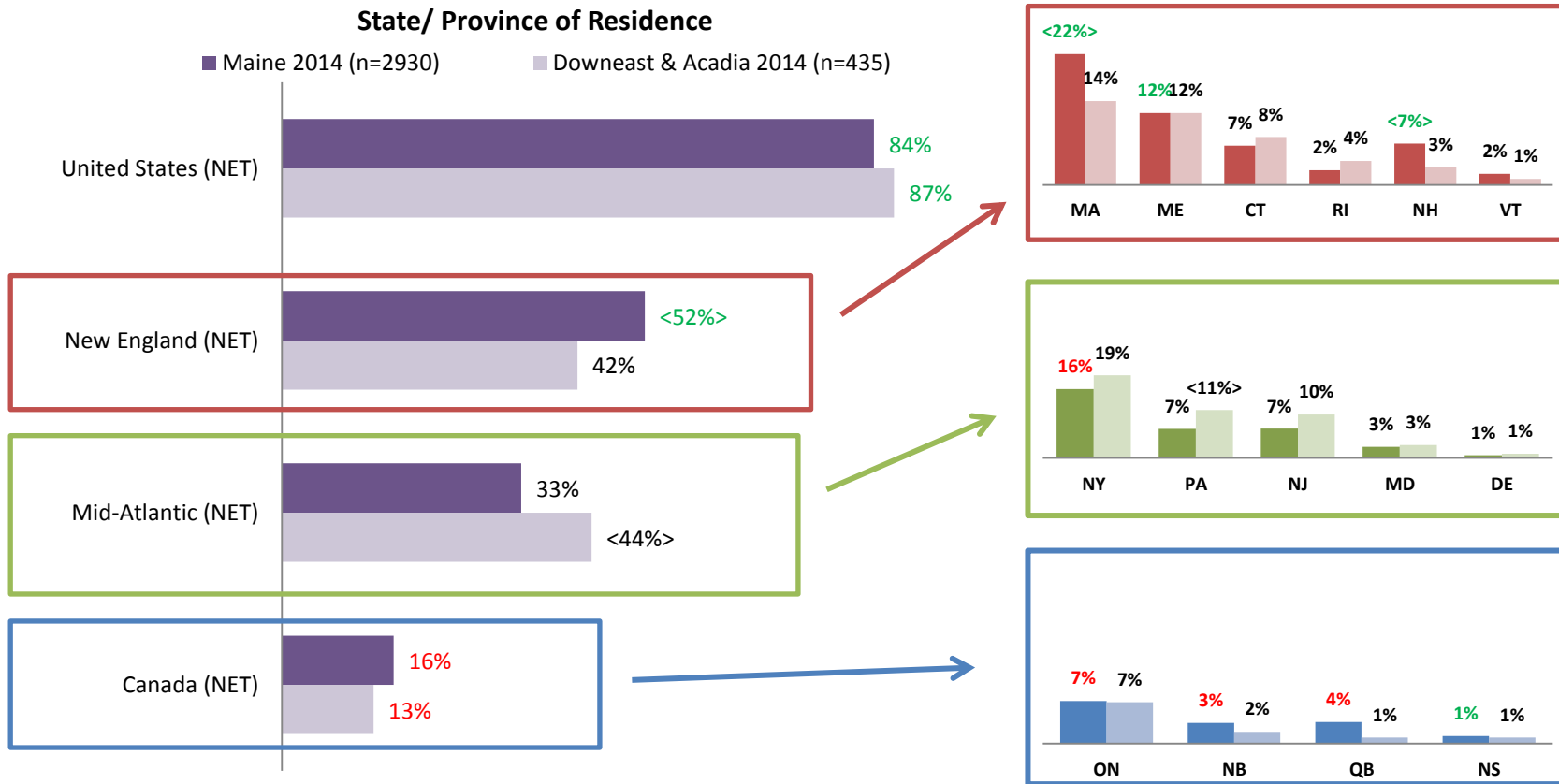
Overnight Visitors	Maine 2014 (n=2930)	Downeast & Acadia 2014 (n=435)
Age:		
< 35	29%	34%
35 - 44	19%	19%
45 - 54	20%	20%
55 +	<32%>	27%
Mean Age (Years)	<45.4>	43.8
Income:		
< \$50,000	16%	13%
\$50,000 - \$99,000	40%	44%
\$100,000 +	44%	43%
Mean Income (Thousands)	\$106,260	\$106,860
Female	54%	50%
College Degree or Higher	74%	76%
Married	66%	67%
Employed Full Time	62%	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.

Overnight visitors to the Downeast & Acadia region are most likely to reside in the United States.

- US overnight visitors to the Downeast region are evenly divided between originating in New England (42%) and the Mid-Atlantic (44%).
- This region is more likely than other areas in Maine to attract overnight visitors from the Mid-Atlantic region and less likely to attract visitors from New England.



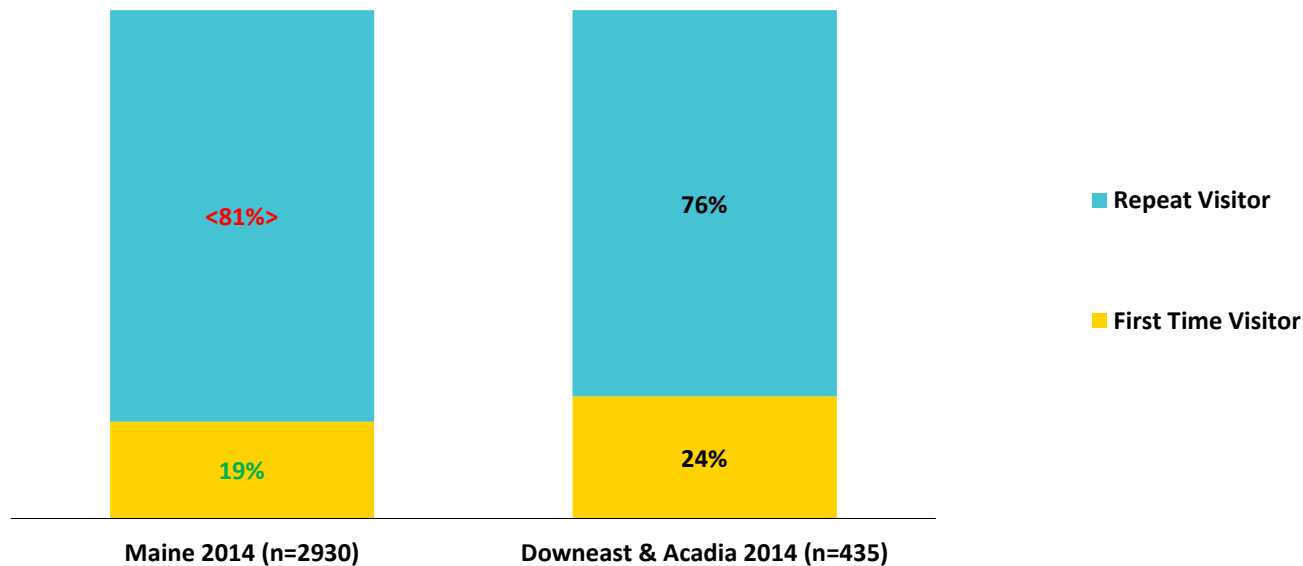
State/ Province of Residence

<> 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 overnight visitors to Downeast & Acadia is visiting for the first time.

Repeat vs. First Time Visitors

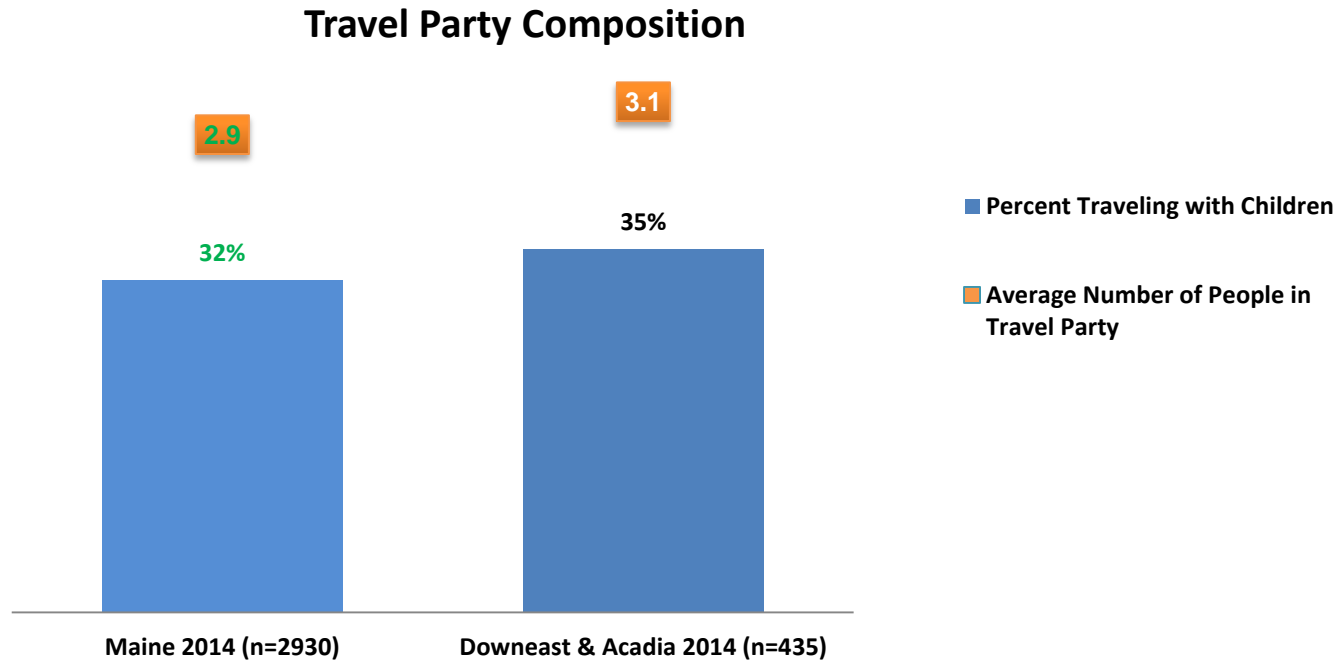


Q11. Was this your first visit in Maine?

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.

One-third of overnight visitors to the region 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?

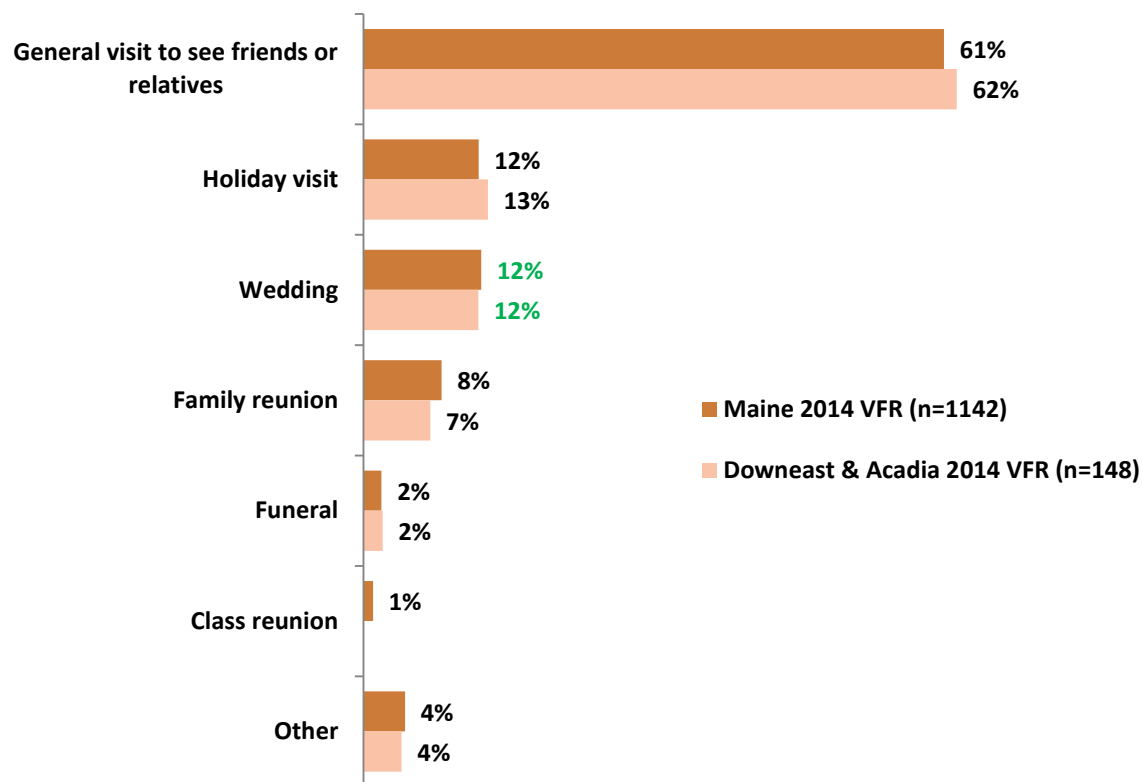
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitors: *Trip Experience*



The majority of overnight VFR visitors cite a *general visit to friends or relatives* as their primary reason for visiting the region.

Primary Purpose of Overnight VFR Trips



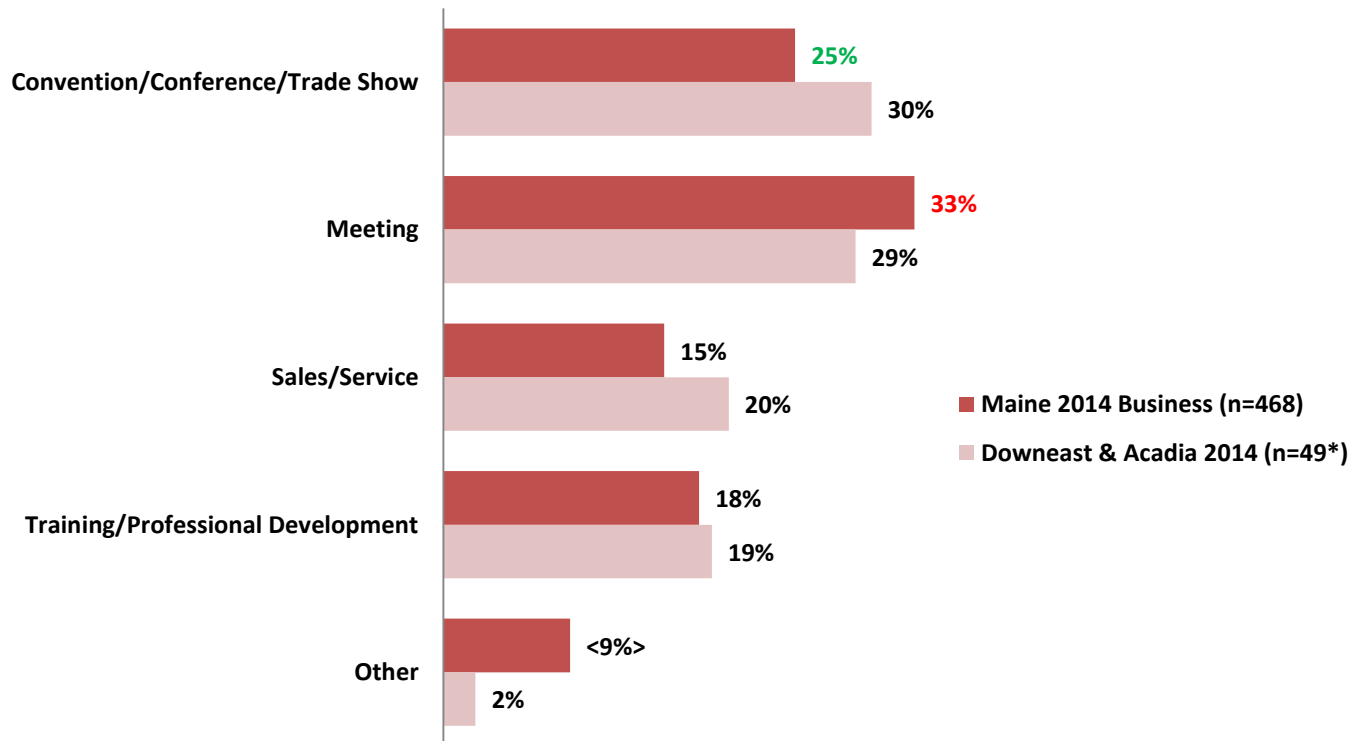
Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

<> 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.

Overnight business travelers are most likely attending a *meeting* or a *convention/conference/trade show* while in the region.

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.

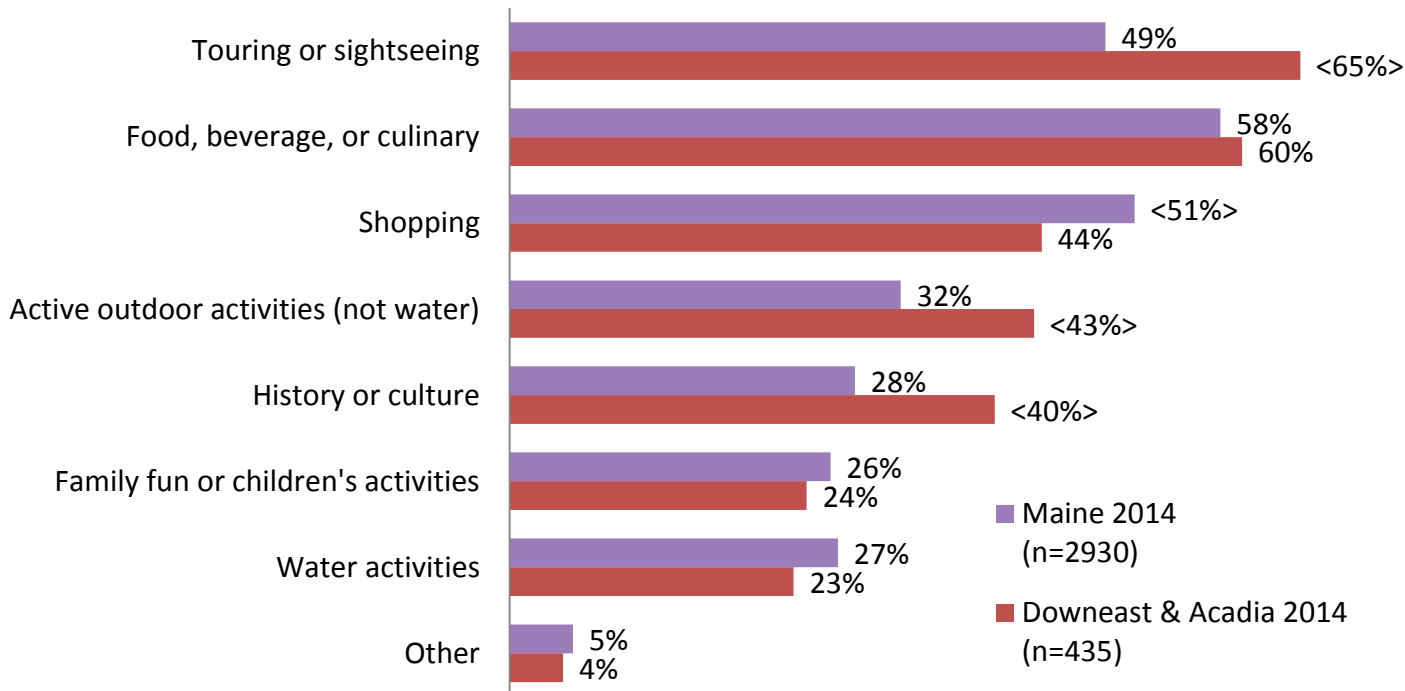
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

**Please note small sample size.*

Two in three overnight visitors to Downeast & Acadia are interested in touring or sightseeing activities.

- Overnight visitors to the Downeast & Acadia region are more likely than visitors to the State of Maine as a whole to be interested in *touring/sightseeing activities*, *active outdoor activities*, and *history/culture activities*.

2014 Interest Areas*



Most Important Interest Area Downeast & Acadia	
Touring or sightseeing	54%
Food, beverage, or culinary	28%
Shopping	12%
Active outdoor activities (not water)	43%
History or culture	19%
Family fun or children's activities	34%
Water activities	17%
Other	87%

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

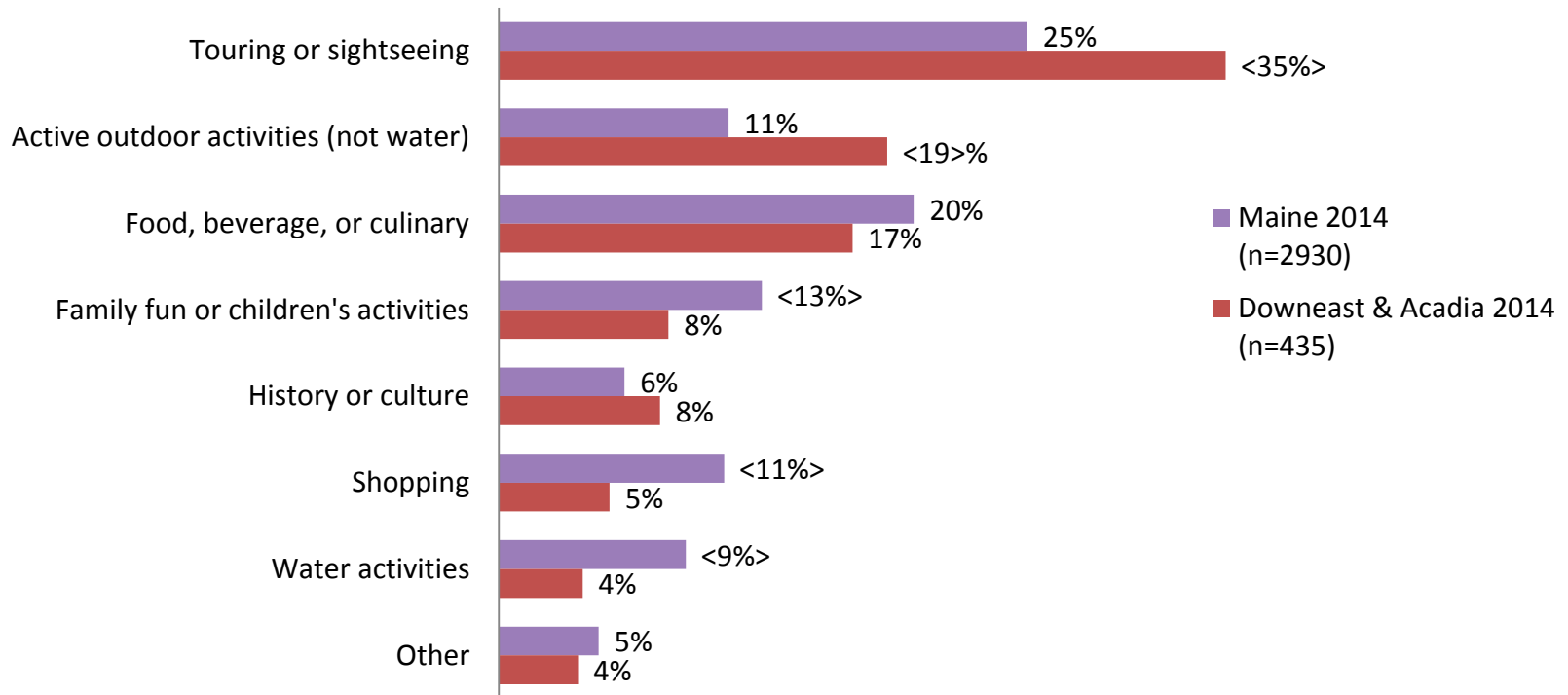
Q30. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 14

<> 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* ranks highest among overnight visitors to this region, even more so than for 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

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

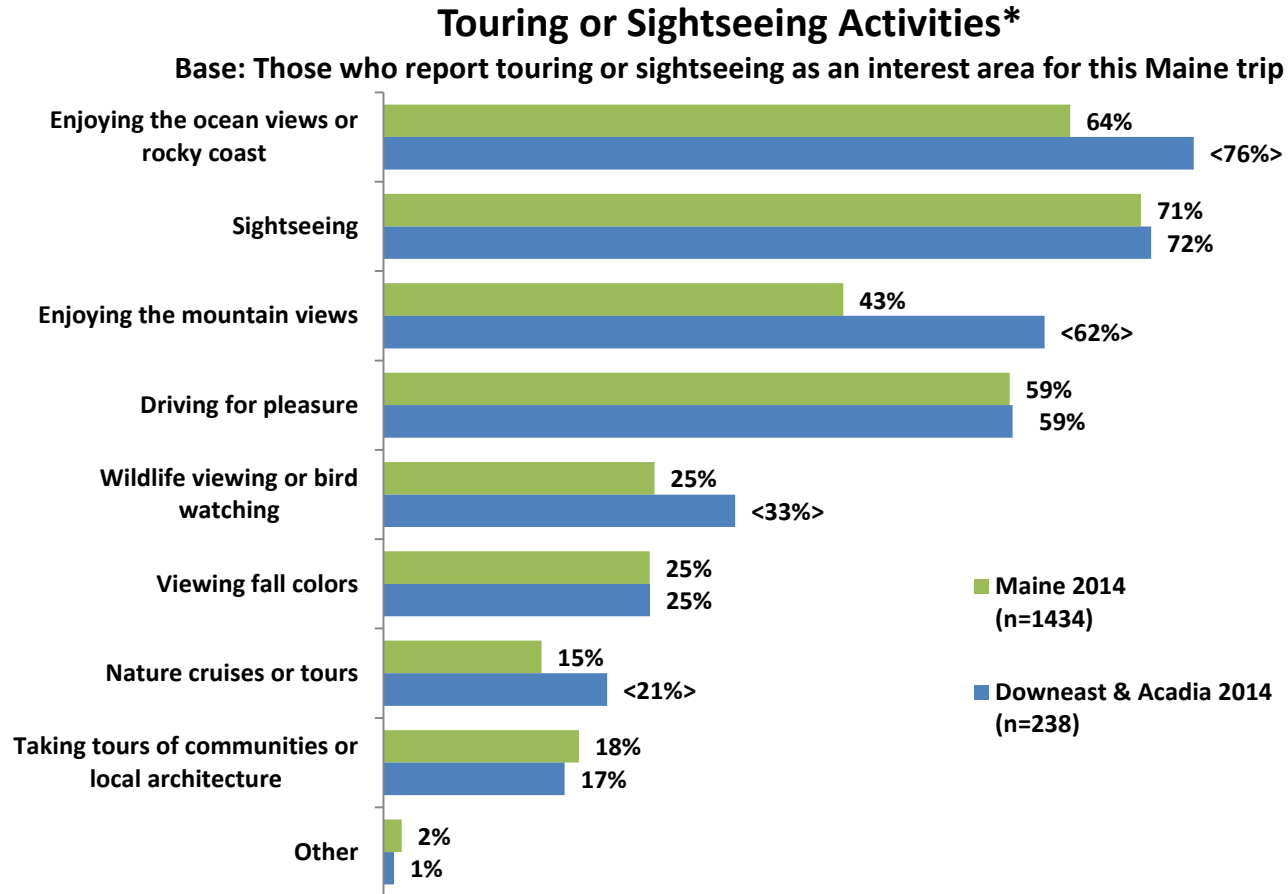
Q30. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 15

<> 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.

Three in four visitors participating in touring/sightseeing activities do so through *enjoying the ocean views or rocky coast*.

- Visitors to Downeast & Acadia are more likely to enjoy several touring/sightseeing activities than overnight visitors to Maine overall – enjoying the ocean views or rocky coast, enjoying the mountain views, wildlife viewing or bird watching, and nature cruises or tours.



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.

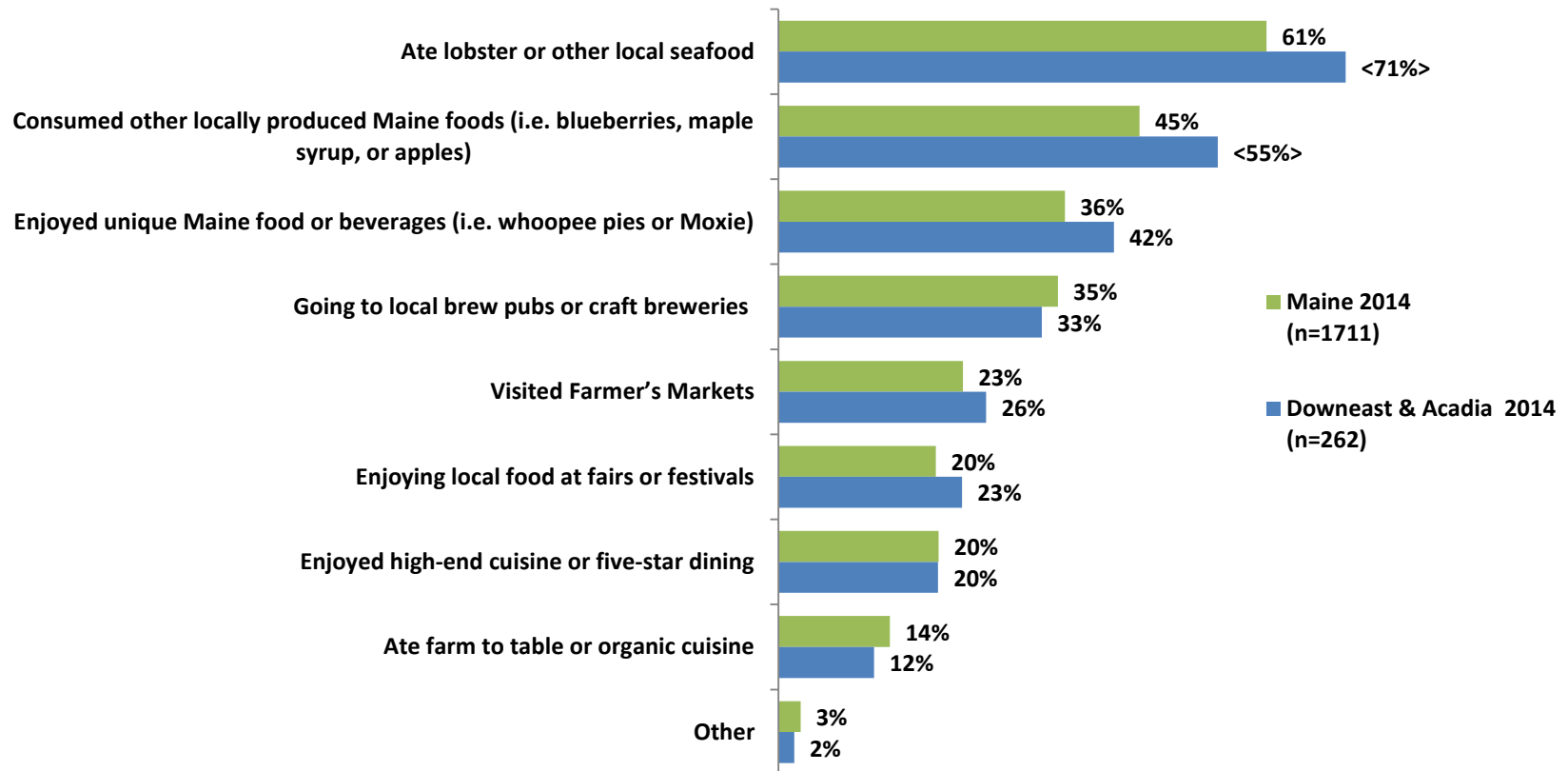
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

Eating lobster or other local seafood is the most common activity among overnight visitors to this region who are interested in food, beverage, or culinary activities.

- Visitors to the Downeast & Acadia region interested in food/beverage/culinary activities are even more likely to *eat lobster or other local seafood* and *consume other locally produced Maine foods* than overnight visitors to 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

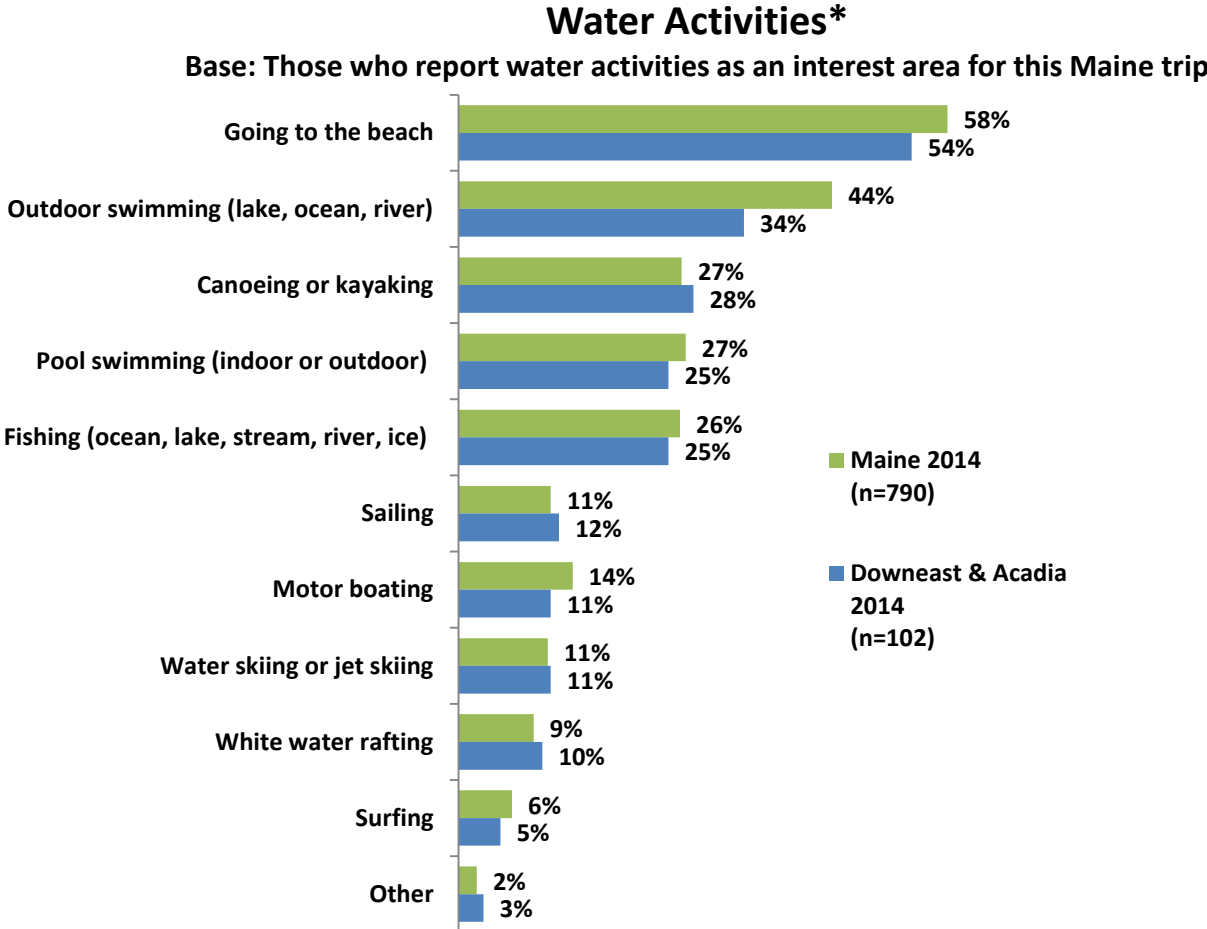


Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> 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.

Going to the beach is the most common water activity pursued by overnight visitors to Downeast & Acadia.



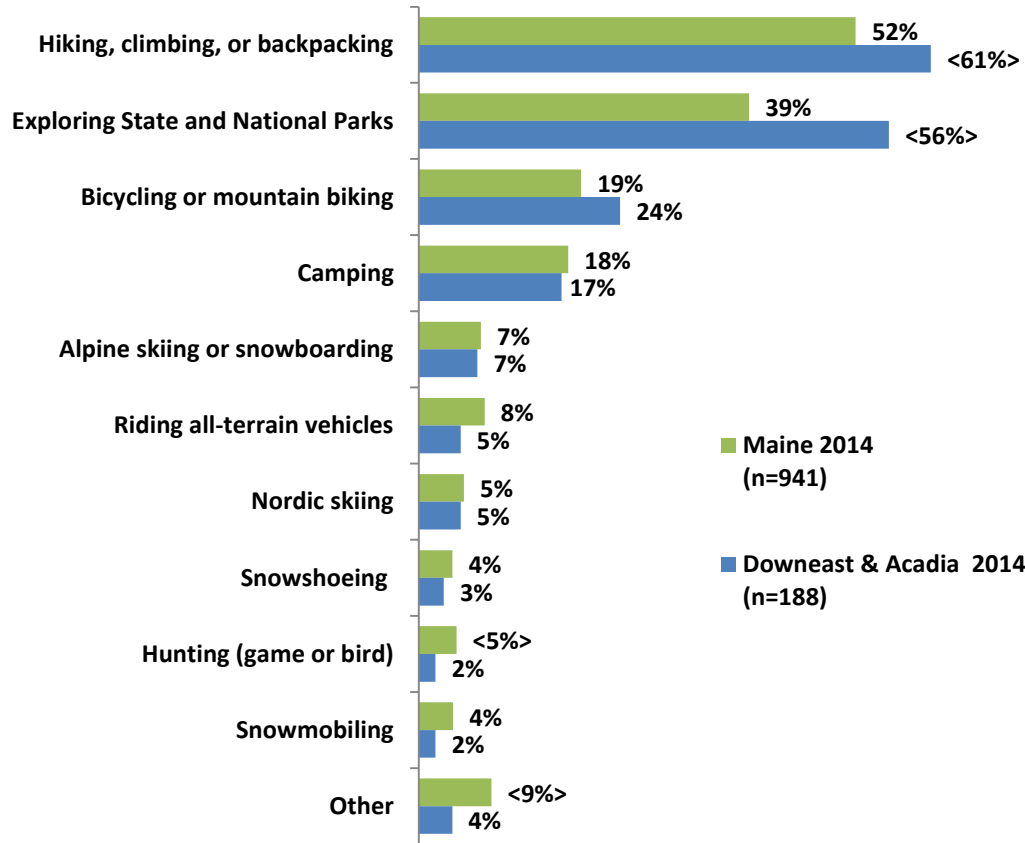
Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Overnight visitors to the region who are interested in active outdoor activities are most likely to *hike/backpack/climb* or *explore State and National Parks*.

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.*

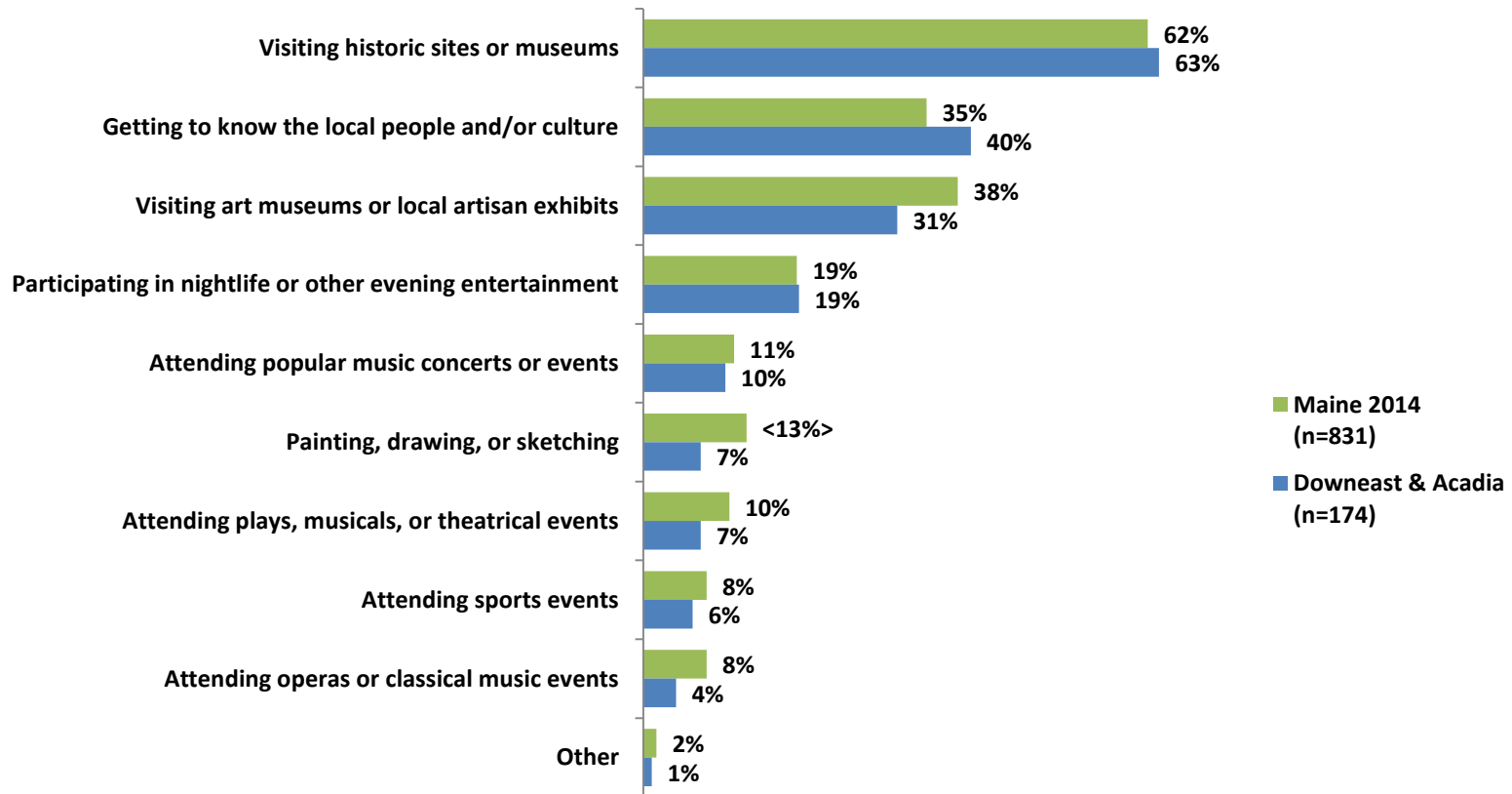
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Visiting historic sites or museums is the most popular activity among overnight visitors interested in history/culture.

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.

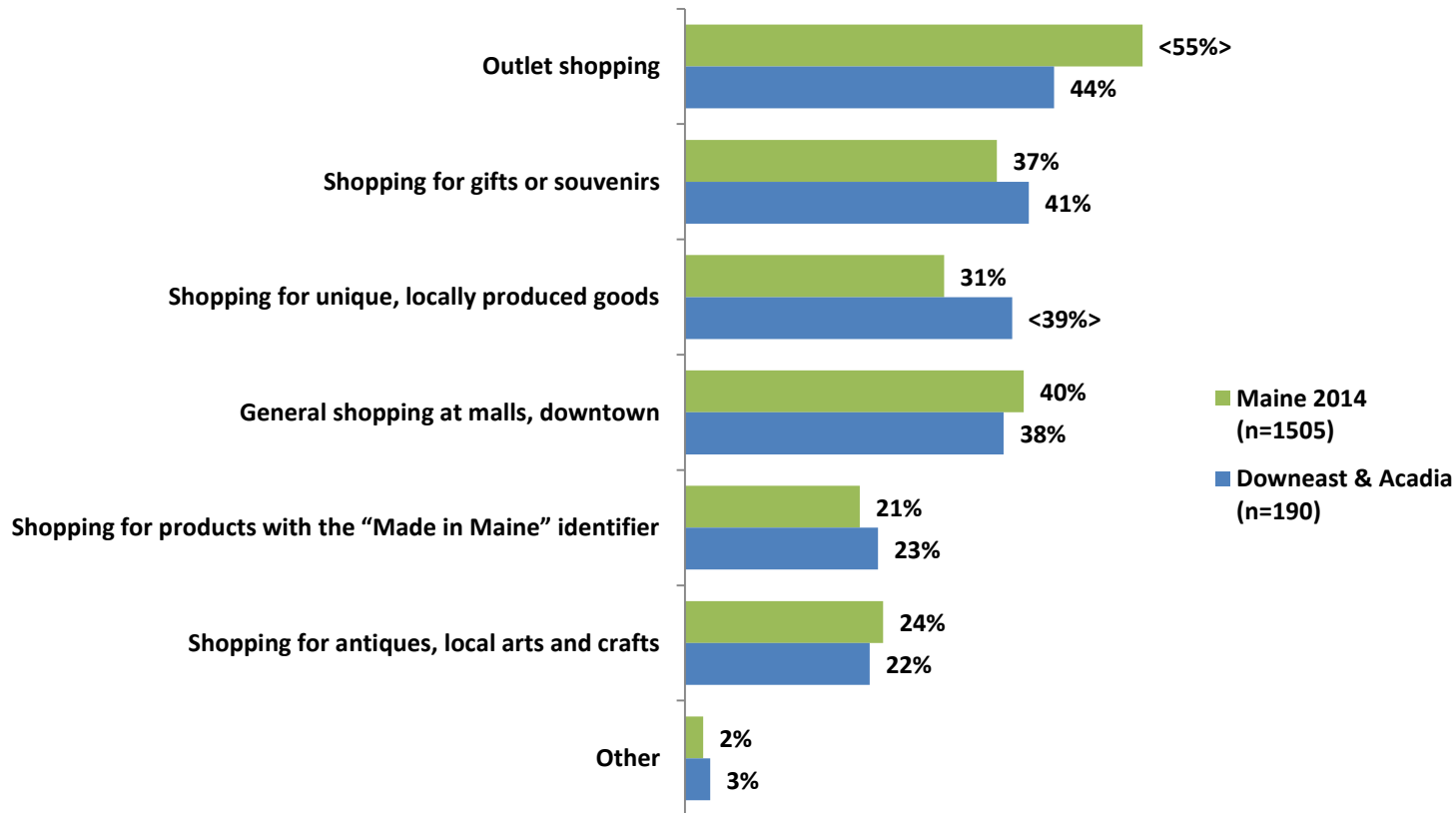
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

Overnight visitors to the region who are interested in shopping engage in a variety of shopping activities while visiting.

- Outlet shopping is less popular among shopping enthusiasts visiting the Downeast & Acadia region than among visitors to the State as a whole, while shopping for unique, locally produced goods is more popular in this region.

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.

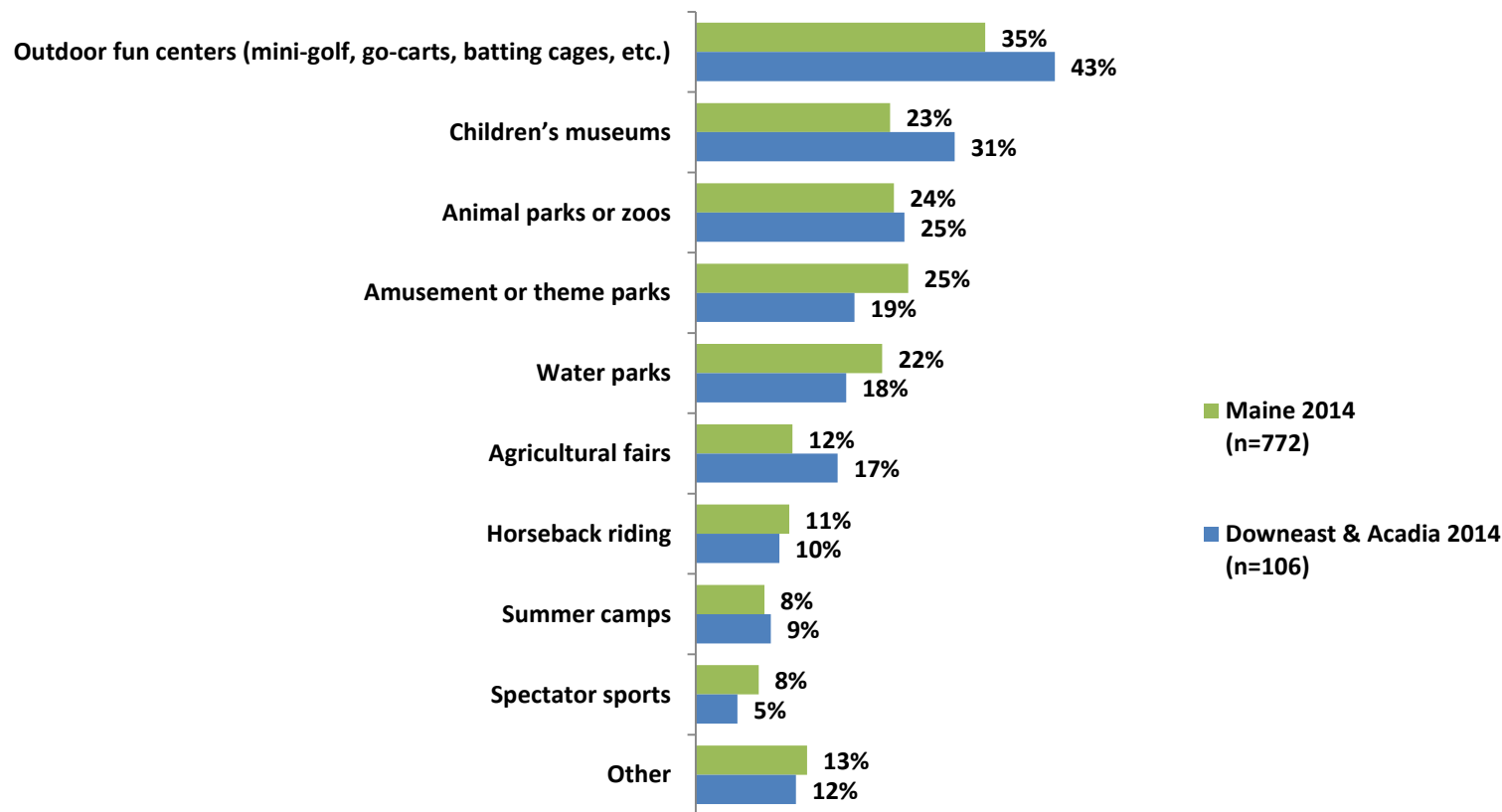
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Two in five overnight visitors to Downeast & Acadia interested in family fun/children's activities spend time at *outdoor fun centers*.

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.*

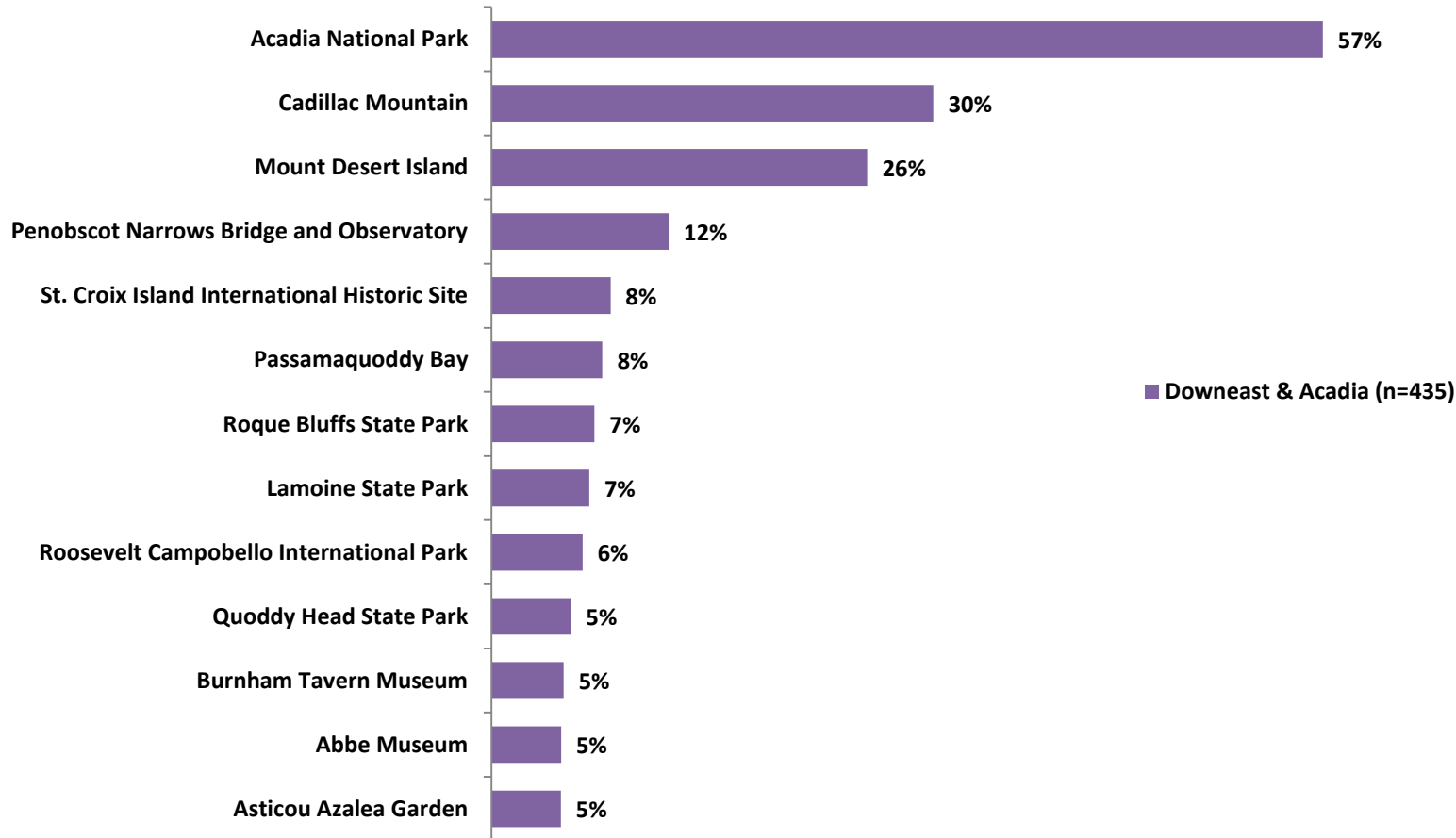
<> indicates a significant difference between subgroups at the 95% confidence level.

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

A majority of visitors to the Downeast & Acadia region visit Acadia National Park during their trip.

- Cadillac Mountain and Mount Desert Island are the next most visited locations in this region.

Top Attractions/Locations Visited

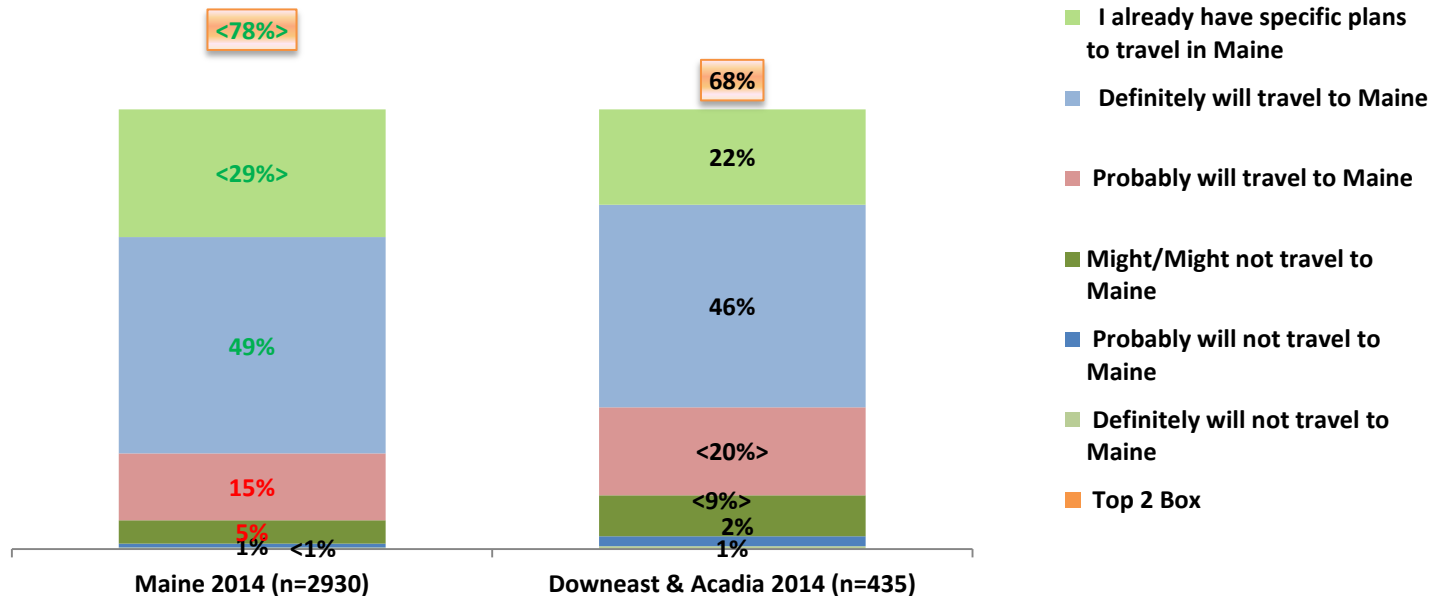


Q26: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

Two-thirds of overnight visitors to the region either have definite plans to return to Maine or indicate that they definitely will return.

- Overnight visitors to the Downeast & Acadia region are less likely than visitor to the State of Maine as a whole to indicate that they *already have specific plans to travel in Maine* in the next two years.

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*



Day Visitor Demographics

- Day visitors to the Downeast & Acadia tourism region are about 47 years old, on average, and have annual household incomes just over \$85,000. Three-fourths have at least a college degree and two-thirds are married. Half are employed full-time.
- Overnight visitors to the Downeast & Acadia region have lower annual household incomes than visitors to Maine overall.

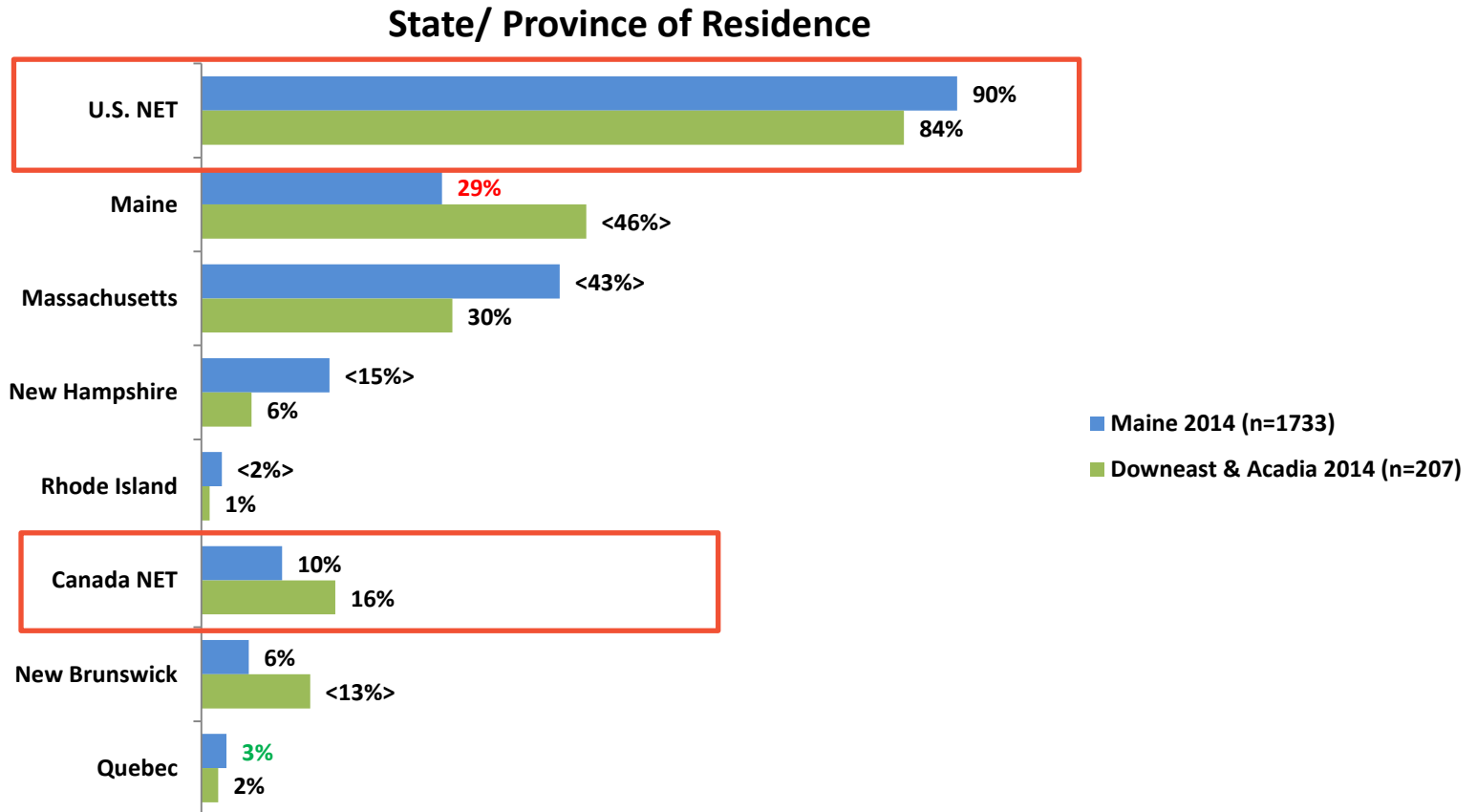
Day Visitors	Maine 2014 (n=1733)	Downeast & Acadia 2014 (n=207)
Age:		
< 35	24%	28%
35 - 44	16%	18%
45 - 54	22%	16%
55 +	38%	37%
Mean Age (Years)	47.9	46.9
Income:		
< \$50,000	22%	24%
\$50,000 - \$99,999	43%	46%
\$100,000 +	36%	30%
Mean Income (Thousands)	<\$93,610>	\$86,330
Female	56%	53%
College Degree or Higher	69%	71%
Married	64%	66%
Employed Full Time	54%	52%

<> 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 majority of day visitors to the Downeast & Acadia region are domestic visitors, with the highest proportion being from Maine.

- The Downeast & Acadia region attracts a higher proportion of day visitors from Maine and New Brunswick than does Maine as a whole. Day visitors from Massachusetts and New Hampshire, however, are less likely to be visiting this region than the rest of the State.

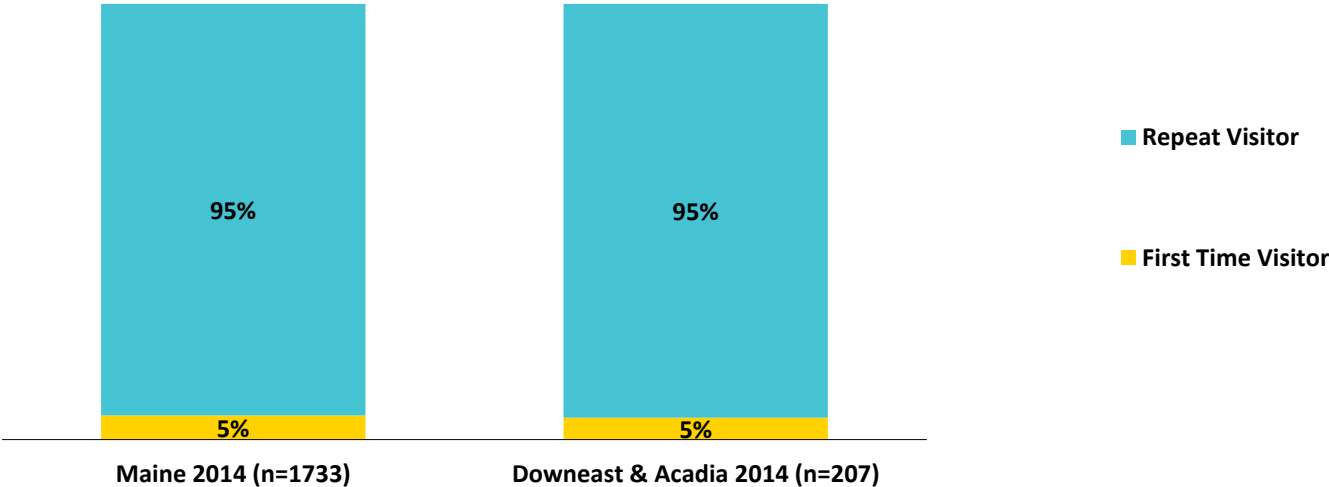


Q2. In what State or Province do you reside?

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

Most day visitors to Downeast & Acadia are repeat visitors.

Repeat vs. First Time Visitors

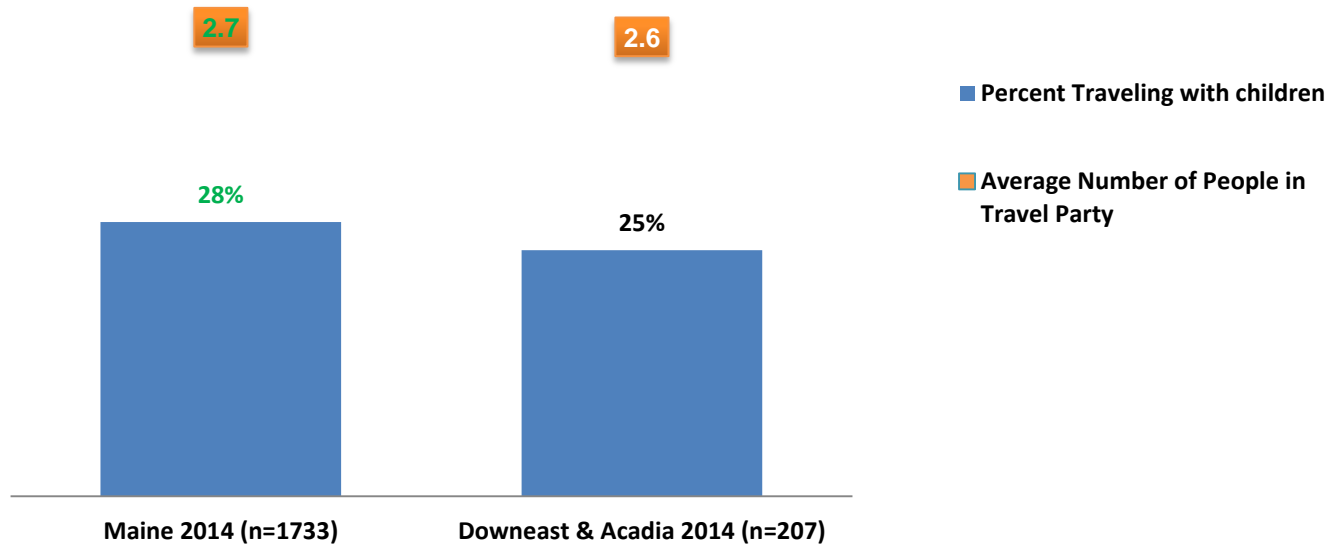


Q10. Was this your first trip to Maine?

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

One-fourth of Downeast & Acadia day visitors are travelling with children, in party sizes averaging two to three people.

Travel Party Composition



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

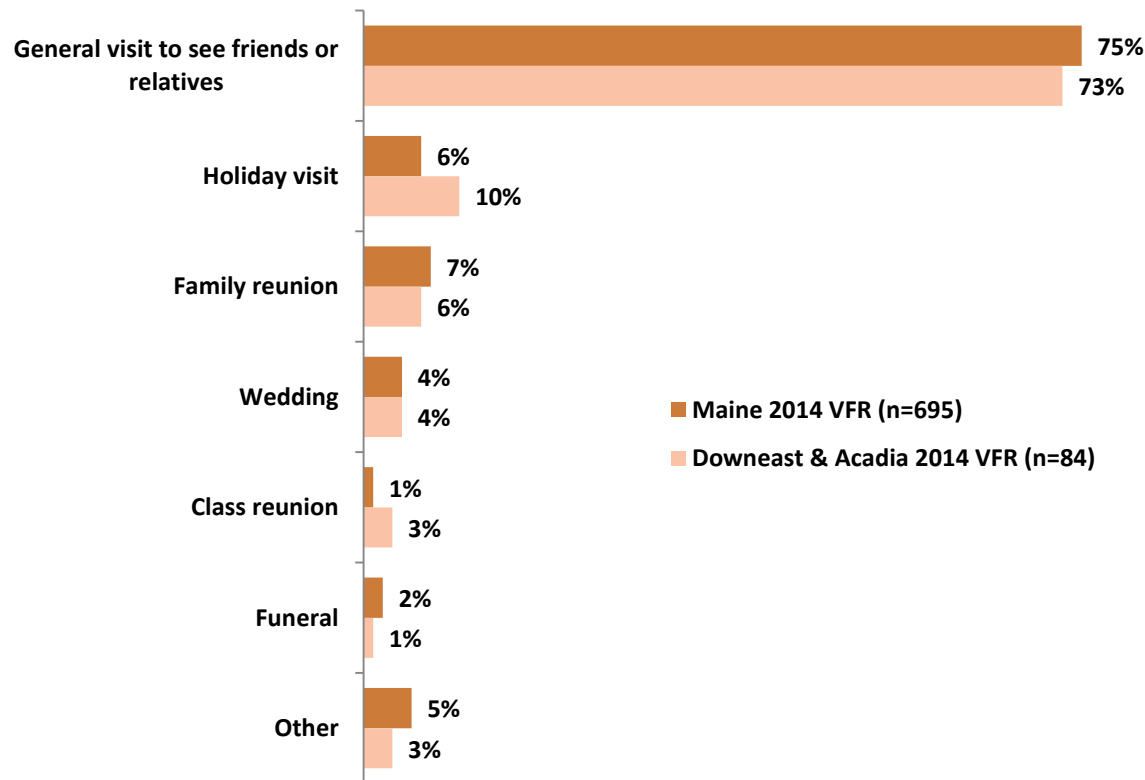
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Day Visitors: *Trip Experience*



Most day visitors to the region are visiting primarily for a general visit to see friends or relatives.

Primary Purpose of Day VFR Trips



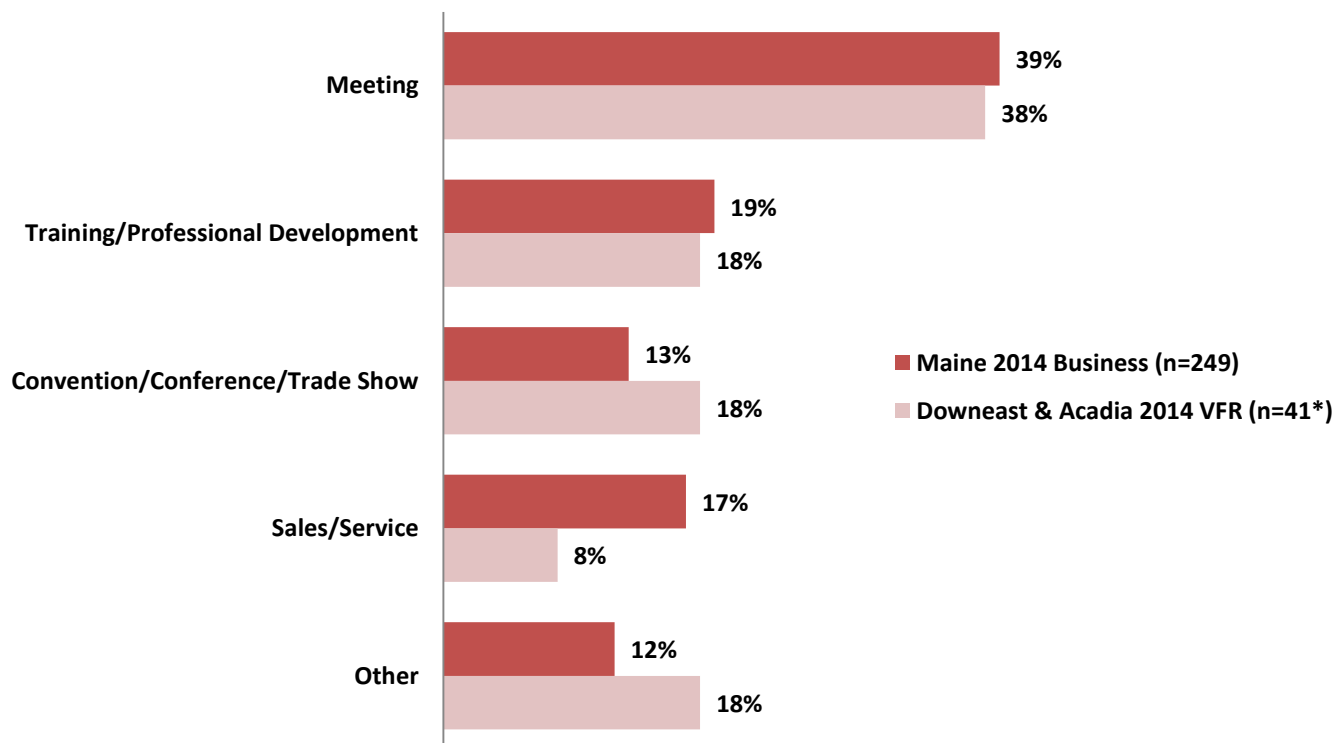
Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

<> 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.

Two in five business day visitors are in the Downeast & Acadia region for a *general meeting*.

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.

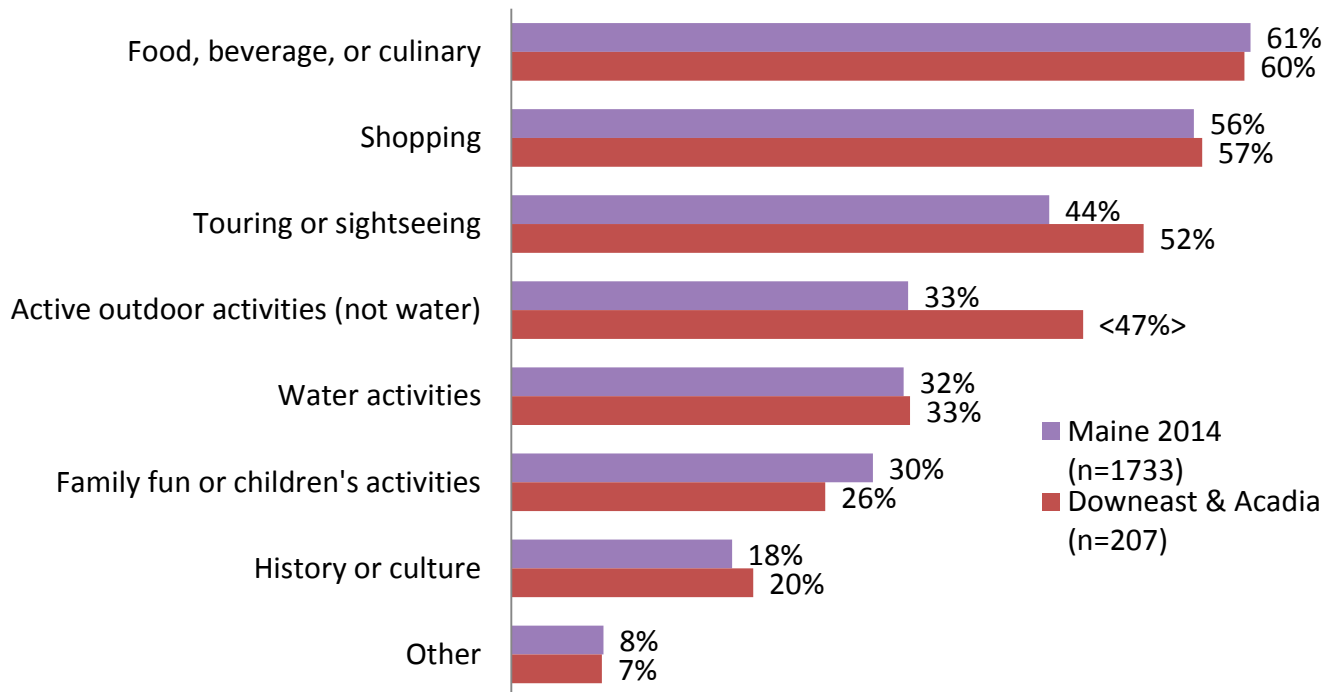
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

**Please note small sample size.*

Food/beverage/culinary activities and shopping are the interest areas most pursued by day visitors to this region.

- Day visitors to the Downeast & Acadia region are more likely than day visitors to Maine overall to participate in *active outdoor activities*.

2014 Interest Areas*



Most Important Interest Area Downeast & Acadia	
Food, beverage, or culinary	17%
Shopping	23%
Touring or sightseeing	50%
Active outdoor activities (not water)	34%
Water activities	27%
Family fun or children's activities	65%
History or culture	16%
Other	75%

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

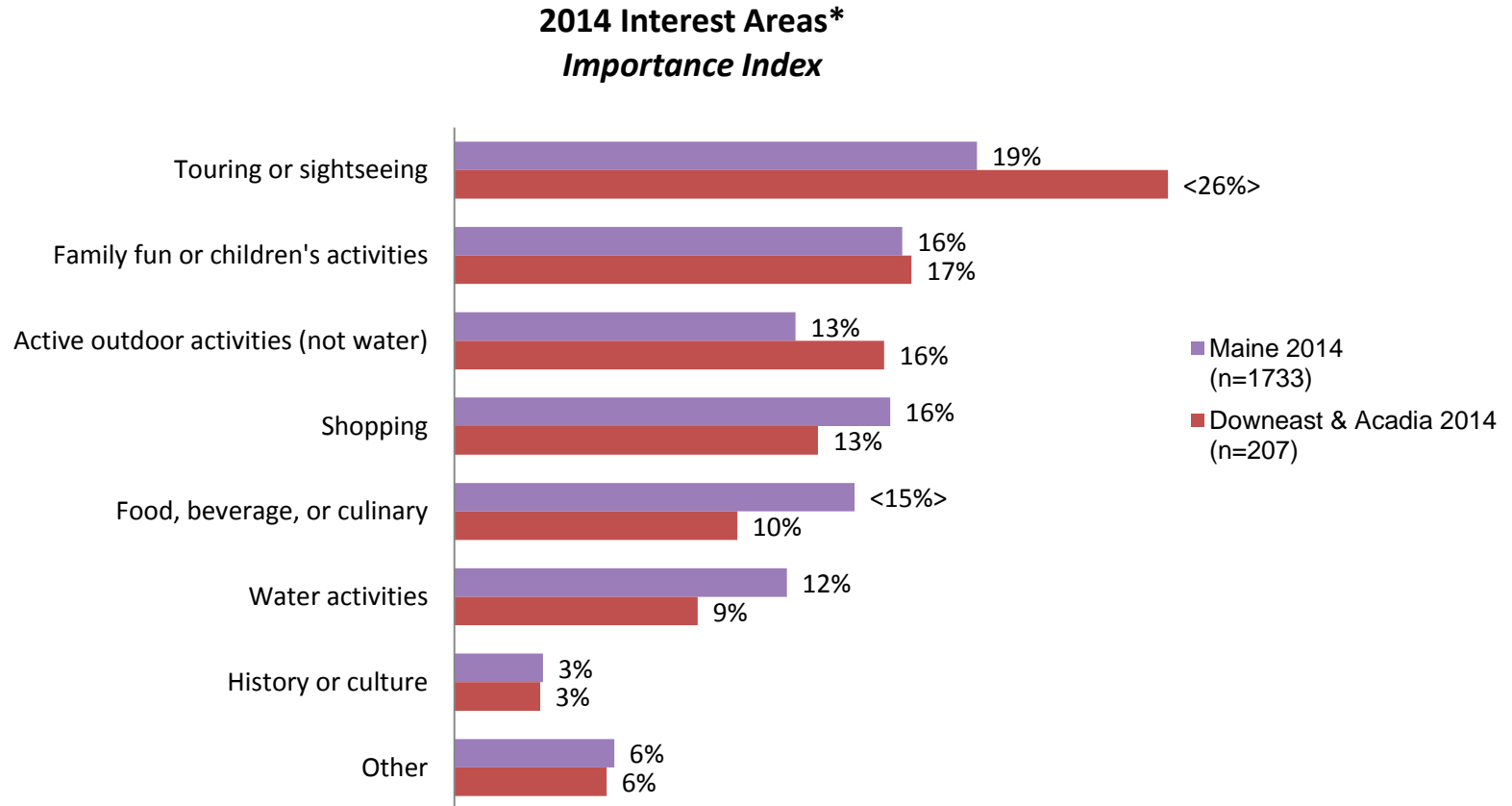
Q18. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 33

<> 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.

When combining interest and importance, the highest ranked interest area among this region's day visitors is *touring or sightseeing*.

- *Touring/sightseeing* ranks higher in the importance index among day visitors to the Downeast & Acadia region than among day visitors to the State overall, while *food/beverage/culinary* ranks lower than for the State as a whole.



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. 34

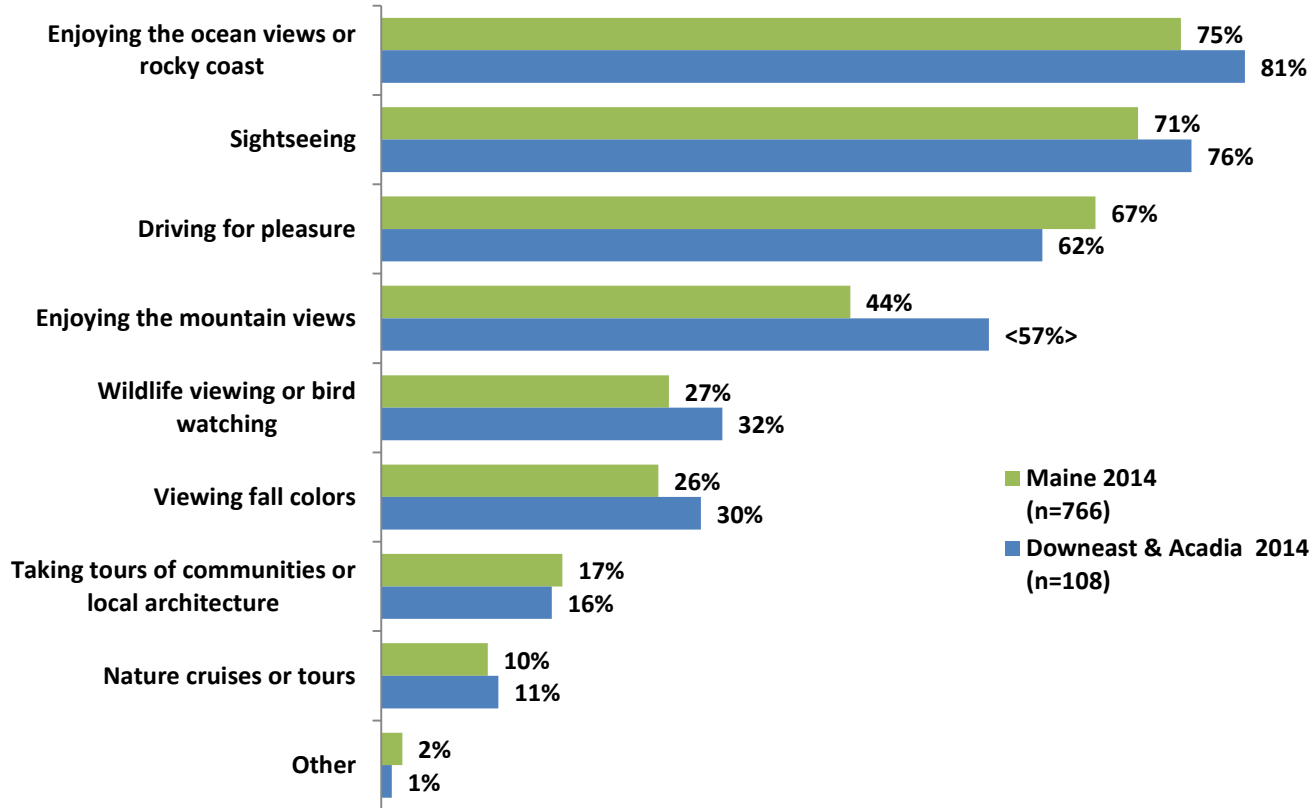
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Enjoying the ocean views/rocky coast and sightseeing are the most popular activities among day visitors interested in touring/sightseeing activities.

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.

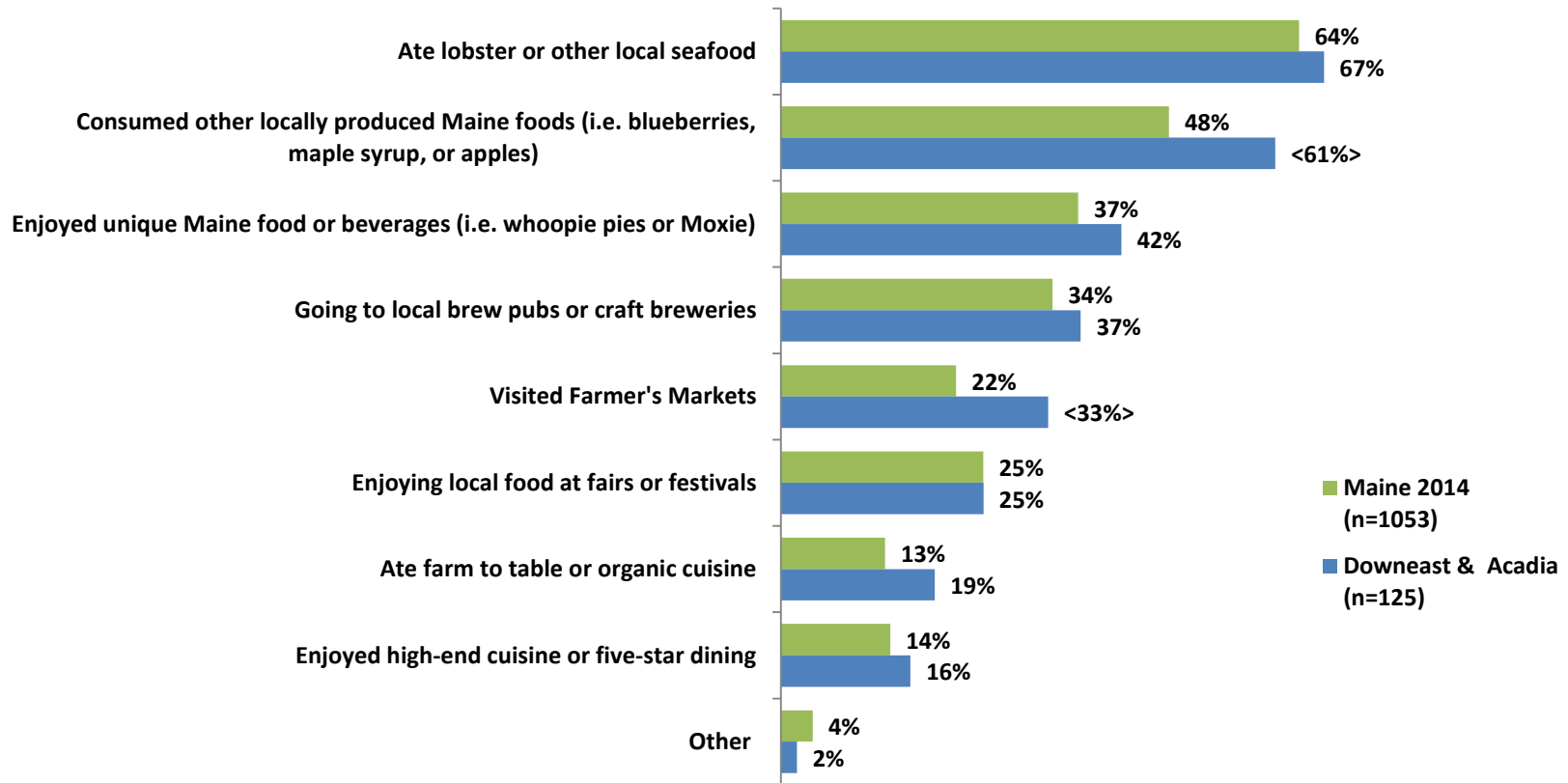
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

Among day visitors interested in food/beverage/culinary activities, the highest proportion ate lobster or other local seafood or consumed other locally produced Maine foods.

- Day visitors to the Downeast & Acadia region are more likely to consume locally produced Maine foods or visit a Farmer's Market than are Maine visitors in general.

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.

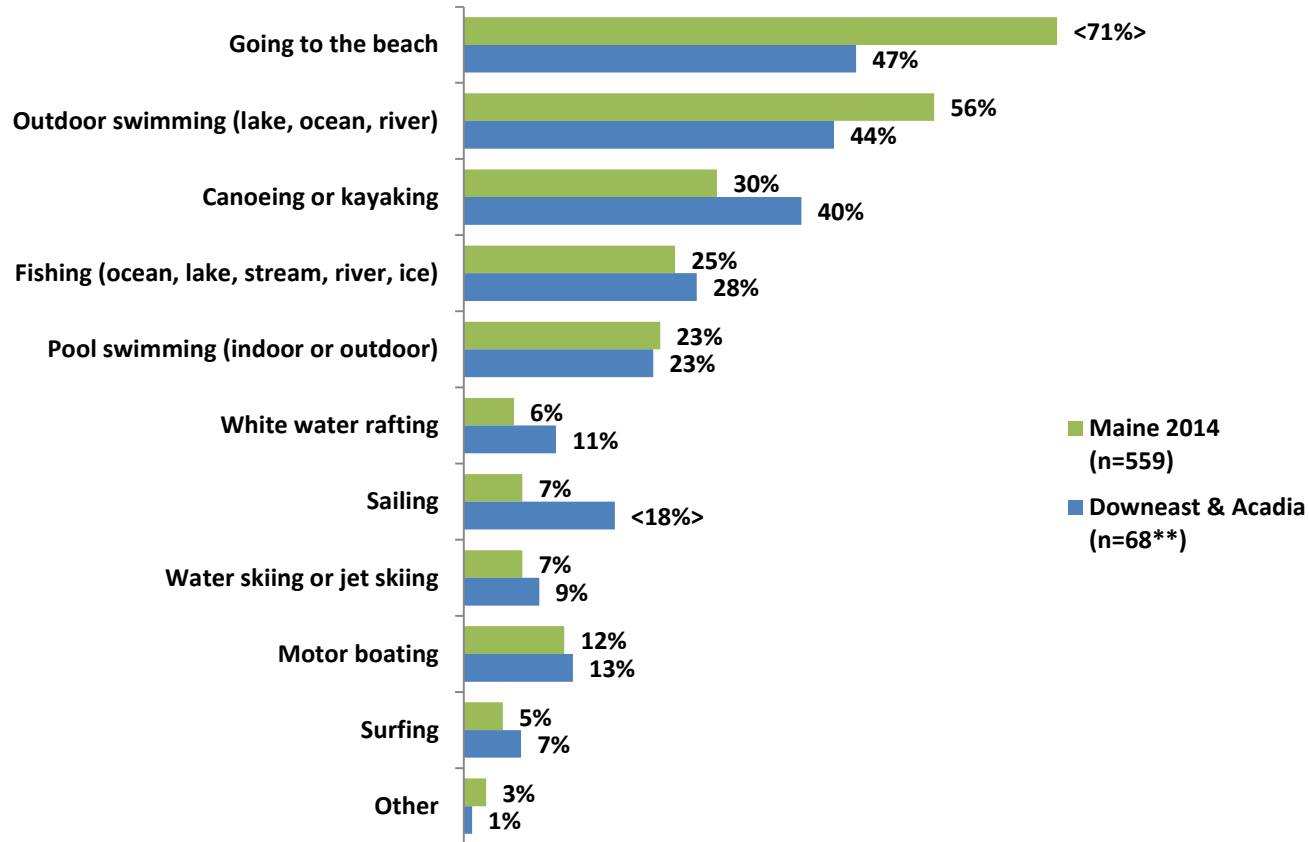
*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

Water activities commonly participated in by day visitors to the region include *going to the beach* and *outdoor swimming*.

- Downeast & Acadia day visitors are less likely to *go to the beach* than Maine visitors overall, and more likely to *sail* while visiting the region.

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.

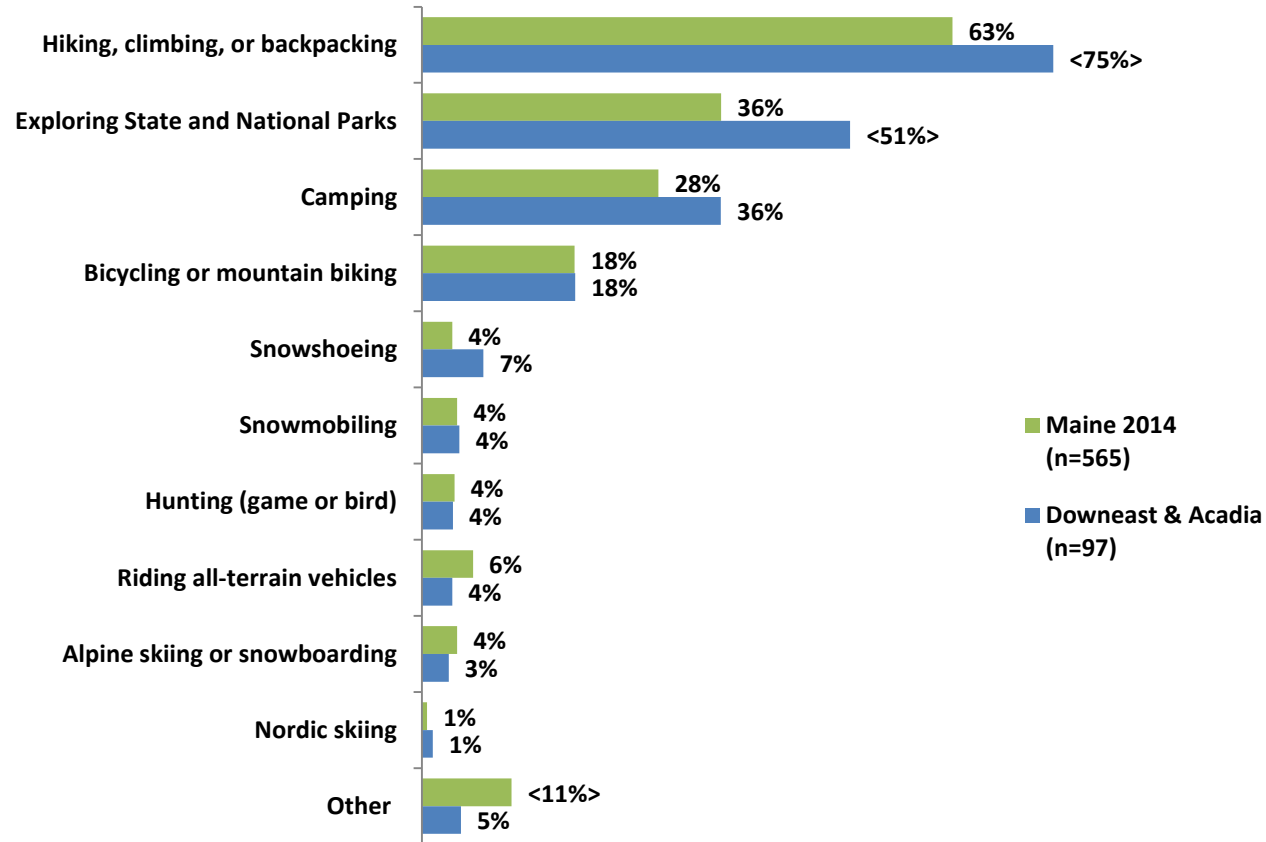
**Please note small sample size.

Hiking/climbing/backpacking is the most popular activity among day visitors to the region who are interested in active outdoor activities.

- Downeast & Acadia day visitors interested in active outdoor activities are more likely to hike/climb/backpack and explore State and National Parks than Maine day visitors overall.

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.

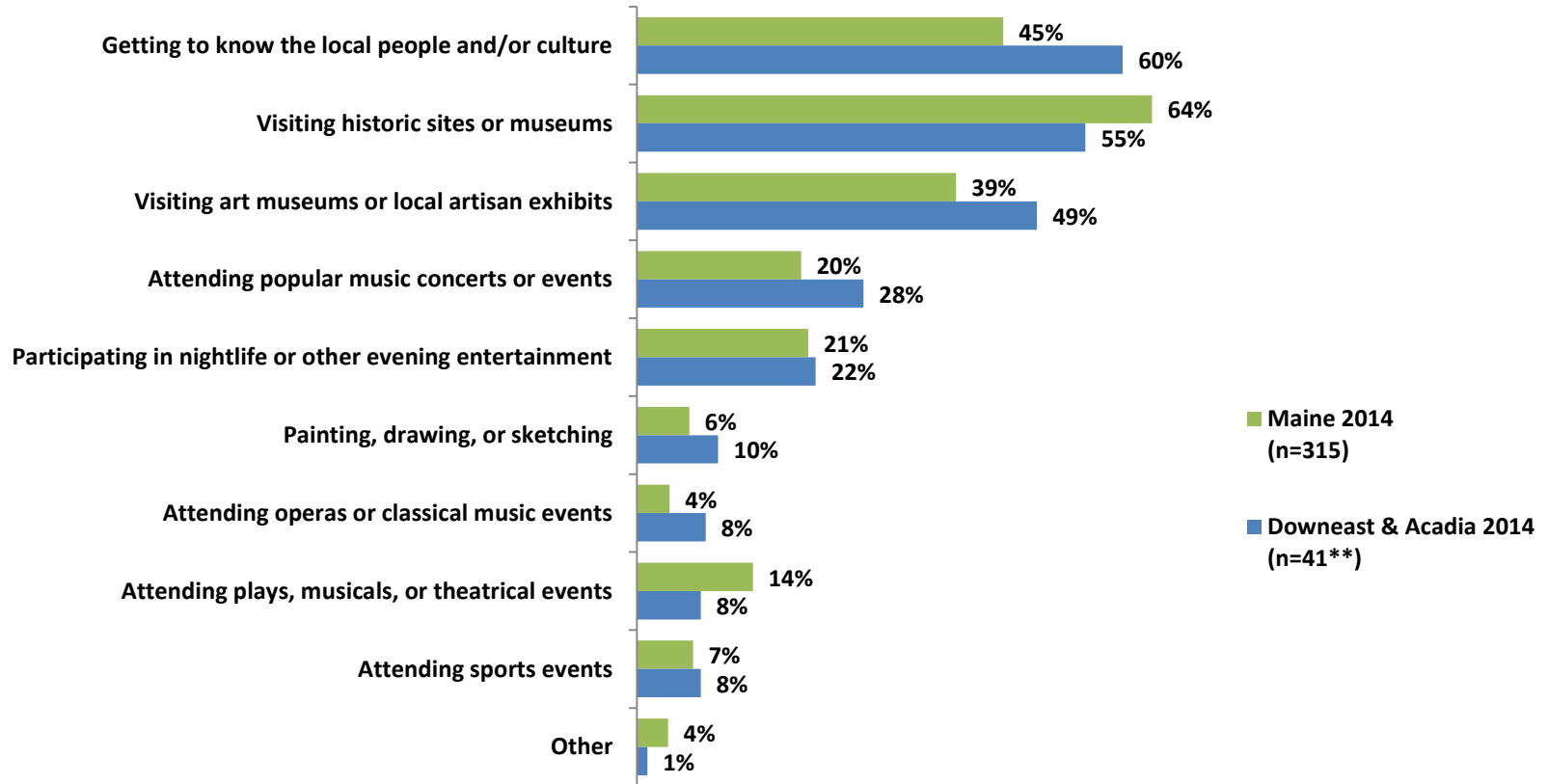
<math>< ></math> indicates a significant difference between subgroups at the 95% confidence level.

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

The most common history or culture activities Downeast & Acadia day visitors take part in are *getting to know the local people and/or culture and visiting historic sites or museums.*

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.

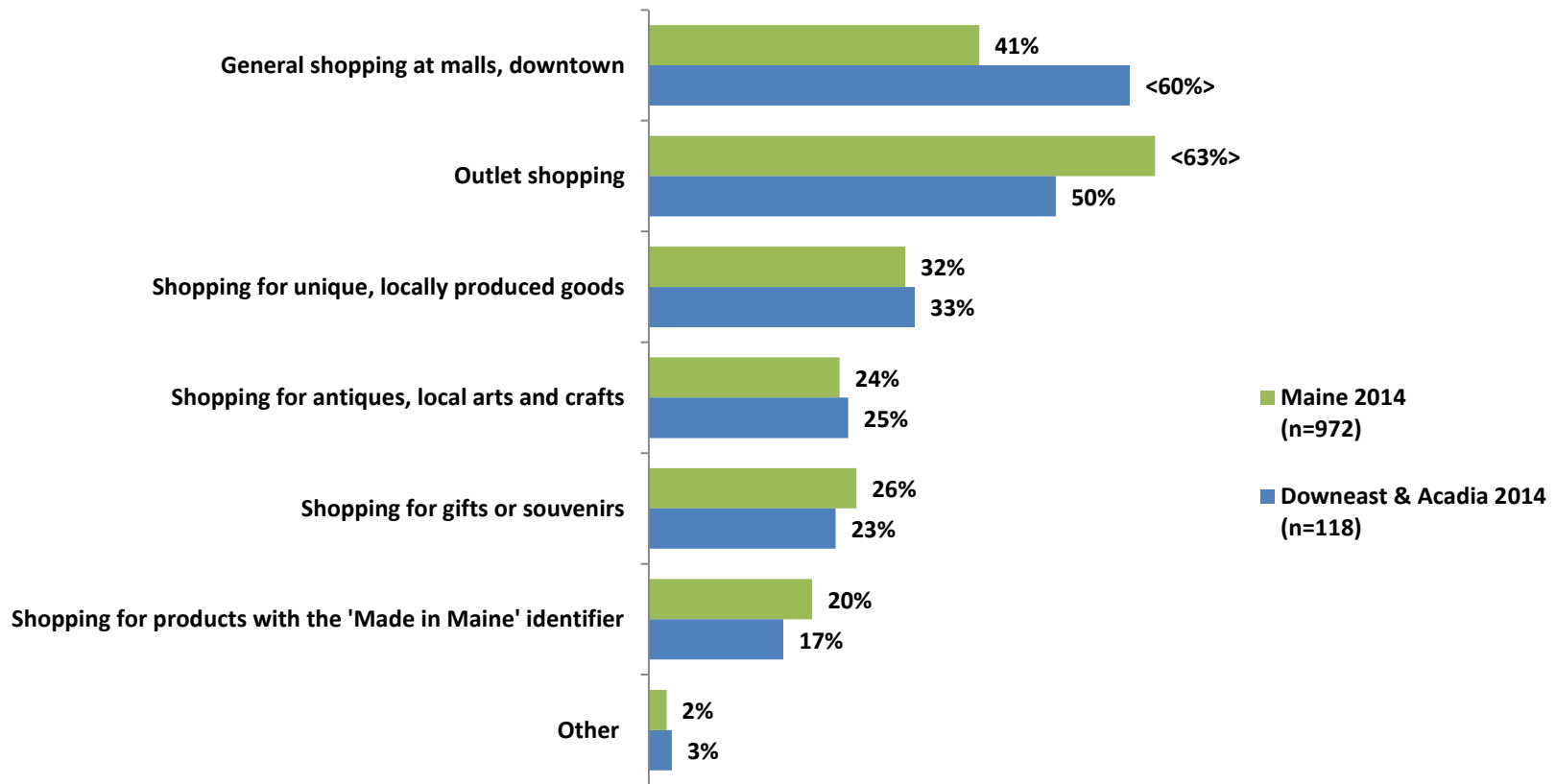
**Please note small sample size.

Downeast & Acadia day visitors interested in shopping are most likely to do some *general shopping at malls/downtown*.

- *General shopping at malls/downtown* is more popular among day visitors to the Downeast & Acadia region than it is for day visitors to Maine in general, while *outlet shopping* is less popular among day visitors to the Downeast & Acadia region.

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.*

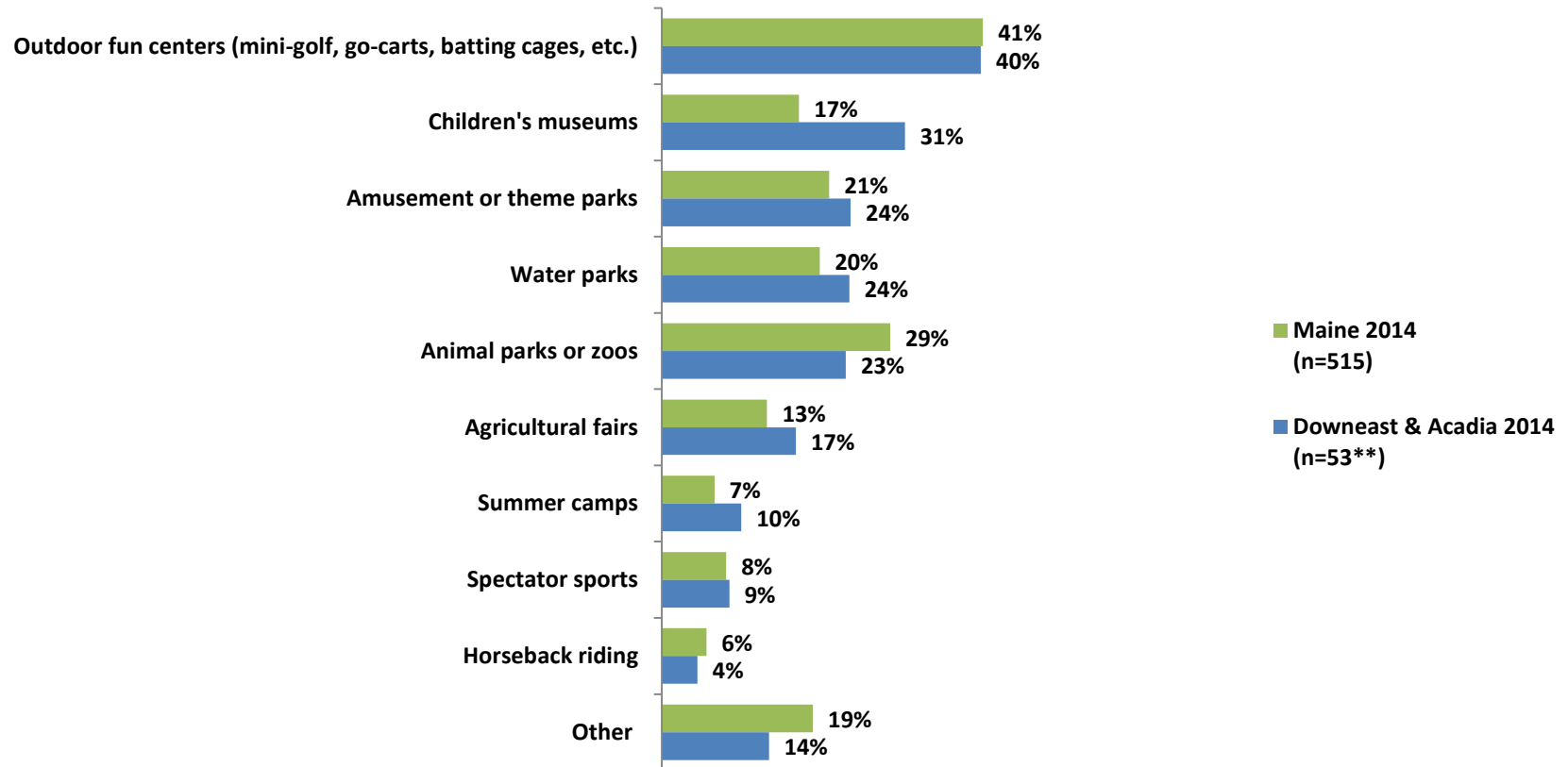
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Outdoor fun centers are the most common family fun/children's activity participated in by Downeast & Acadia day trippers.

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.

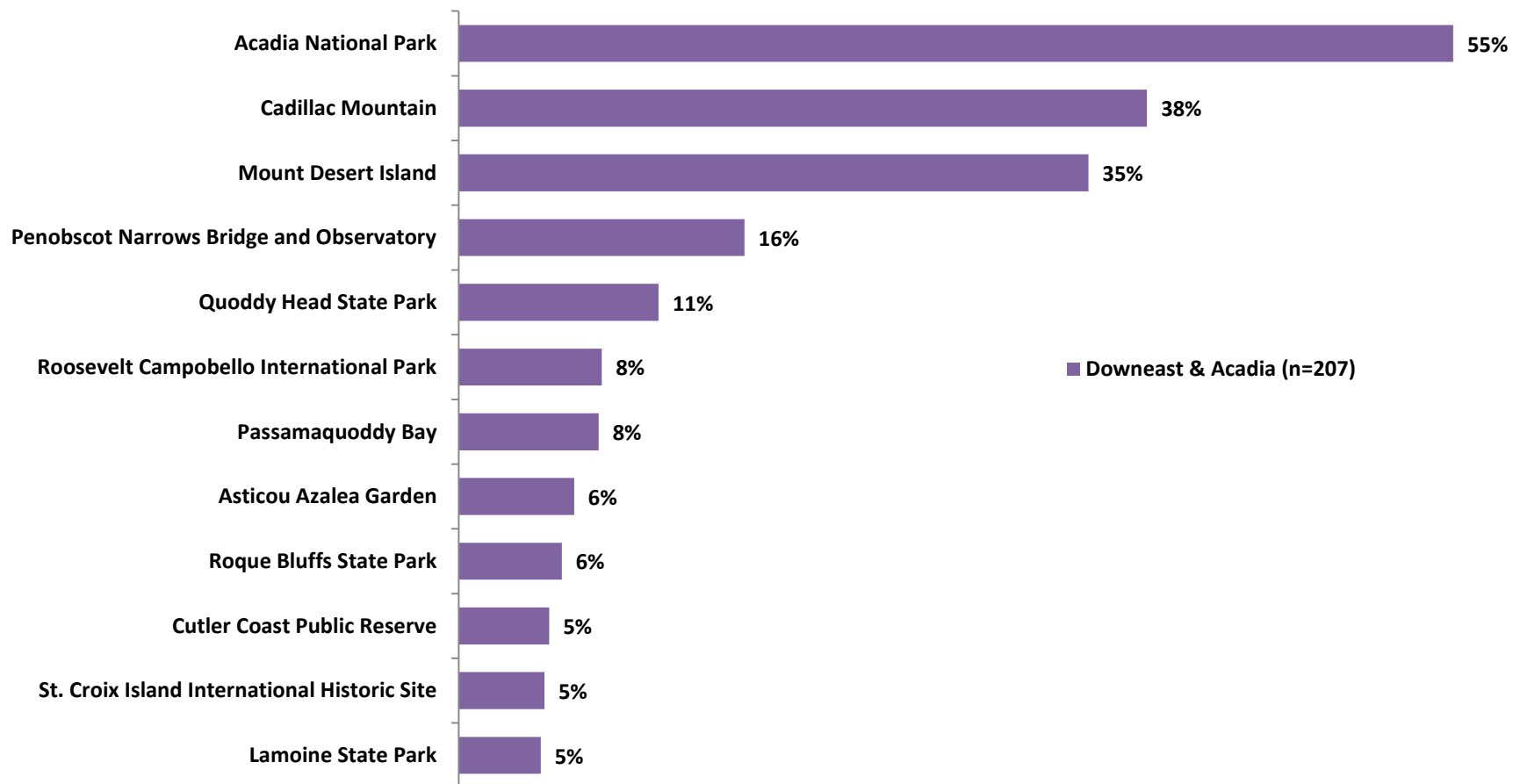
<> indicates a significant difference between subgroups at the 95% confidence level.

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

**Please note small sample size.

Acadia National Park is the most visited attraction in the Downeast & Acadia region by day visitors.

Top Attractions/Locations Visited



Q23: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

Comparison of *Downeast & Acadia* Visitors to Maine Visitors



Comparisons: Region vs. State

- Visitors to the Downeast & Acadia region 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, their residences, their reasons for traveling, and the activities they participate in while visiting.
- Popular trip activities and stated purpose of trips closely follow the sightseeing and outdoor activities available in the Downeast & Acadia region.
- Highlights – Downeast & Acadia region visitors versus State visitors:

Visitor Origin

- **A greater proportion** of overnight visitors from **the Mid-Atlantic (especially Pennsylvania)**.
- **A lesser proportion** of overnight visitors from **New England (especially Massachusetts and New Hampshire)**.
- **A greater proportion** of day visitors from **Maine and New Brunswick**, and a **lesser proportion** from **Massachusetts and New Hampshire**.

Visitor Demographics

- Overnight visitors are **younger** than visitors to Maine on average, and day visitors have **lower annual household incomes**.

Comparisons: Region vs. State

- Highlights Continued:

Trip Interest Areas – Overnight and Day Visitors

- More likely to want to pursue active outdoor activities.

Trip Interest Areas – Overnight Visitors

- Less likely to want to pursue shopping.
- More likely to want to pursue:
 - Touring/sightseeing
 - History or culture

Comparisons: Region vs. State

- Highlights Continued:

Maine Trip Interests and Importance (Importance Index)

Overnight and Day Visitors

- More likely to place importance on **touring/sightseeing**

Overnight Visitors

- More likely to place importance on **active outdoor activities**
- Less likely to place importance on **family fun/children's activities, shopping, and water activities**

Day Visitors

- Less likely to place importance on **food/beverage/culinary activities**

Comparisons: Region vs. State

- Highlights Continued:

Trip Activities – Overnight and Day Visitors

- **More likely to be:**
 - Enjoying the mountain views
 - Consuming other locally produced goods
 - Hiking/climbing/backpacking
 - Exploring State and National Parks
- **Less likely to be:**
 - Outlet shopping

Comparisons: Region vs. State

- Highlights Continued:

Trip Activities – Overnight Visitors

- **More** likely to be:
 - Enjoying the ocean views/rocky coast
 - Wildlife viewing/bird watching
 - Nature cruises or tours
 - Eating lobster or other local seafood
 - Shopping for unique, locally produced goods

Trip Activities – Day Visitors

- **More** likely to be:
 - Visiting Farmer’s Markets
 - Sailing
 - General shopping at malls/downtown
- **Less** likely to be:
 - Going to the beach



DPA
201 Lafayette Center
Kennebunk, ME 04043
207.985.1790
www.digitalresearch.com