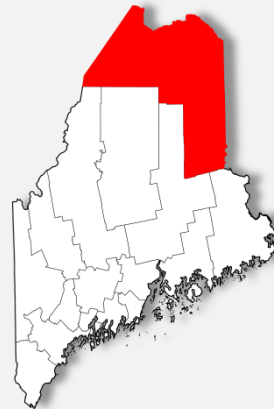




Maine Office of Tourism
Visitor Tracking Research
2016 Calendar Year Annual Report
Regional Insights:
Aroostook County



Prepared by



April 2017

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Research Objectives and Methodology

Research Objectives and Methodology

Three distinct online surveys are used to accomplish the five primary goals of the State of Maine’s visitor tracking research.

Research Objectives	Survey Instruments		
	National Omnibus	Overnight Visitor	Day Visitor
Identify Maine’s share of the U.S. travel market	✓		
Estimate the number of visitors who come to Maine	✓	✓	✓
Provide a profile of Maine visitors		✓	✓
Estimate the amount of spending devoted to tourism in Maine		✓	✓
Determine the Maine traveler’s level of satisfaction and view of Maine		✓	✓

Description of Survey Instruments

National Travel Survey

- Nationally representative sample of the U.S. population
- Surveyed bi-weekly

Overnight Visitor Survey

- Sampled from core advertising markets: New England, NJ, NY, PA, MD, DE, DC, and Canada
- Have taken an overnight trip to Maine in the last four weeks
- Surveyed monthly

Day Visitor Survey

- Sampled from Maine and a 100-mile radius of Maine’s borders
- Have taken a day trip greater than 50 miles from home in the last four weeks
- Surveyed monthly

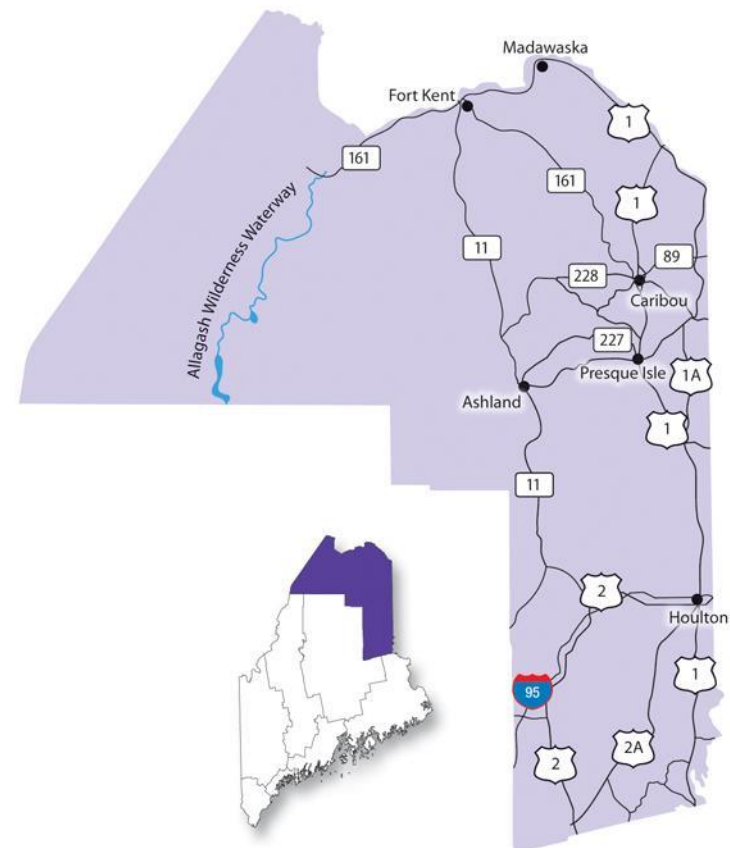
Research Objectives and Methodology

- Survey results were collected during calendar year 2016, for travel to Maine occurring between December 2015 and November 2016. The number of respondents participating in each survey statewide is:

Research Component	2016 Completed Surveys
Overnight Visitor Survey	2,909
Day Visitor Survey	1,762
National Travel Survey	21,910

Research Objectives and Methodology

- The following report summarizes the results among visitors to the **Aroostook County** tourism region during 2016, including:
 - 122 overnight visitors, and
 - 79 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 $< >$. (*A statistically significant difference means the observed difference is more than would be expected by chance 95 times out of 100.*)
- Statistically significant differences between 2015 and 2016 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 38 years old, on average, and have average annual household incomes just over \$93,000. Nearly 60% have at least a college degree and 63% are married. Over three-fourths are employed full-time.
- Overnight visitors to Aroostook County are younger, on average, than visitors to Maine overall, and are also more likely to be employed full-time.

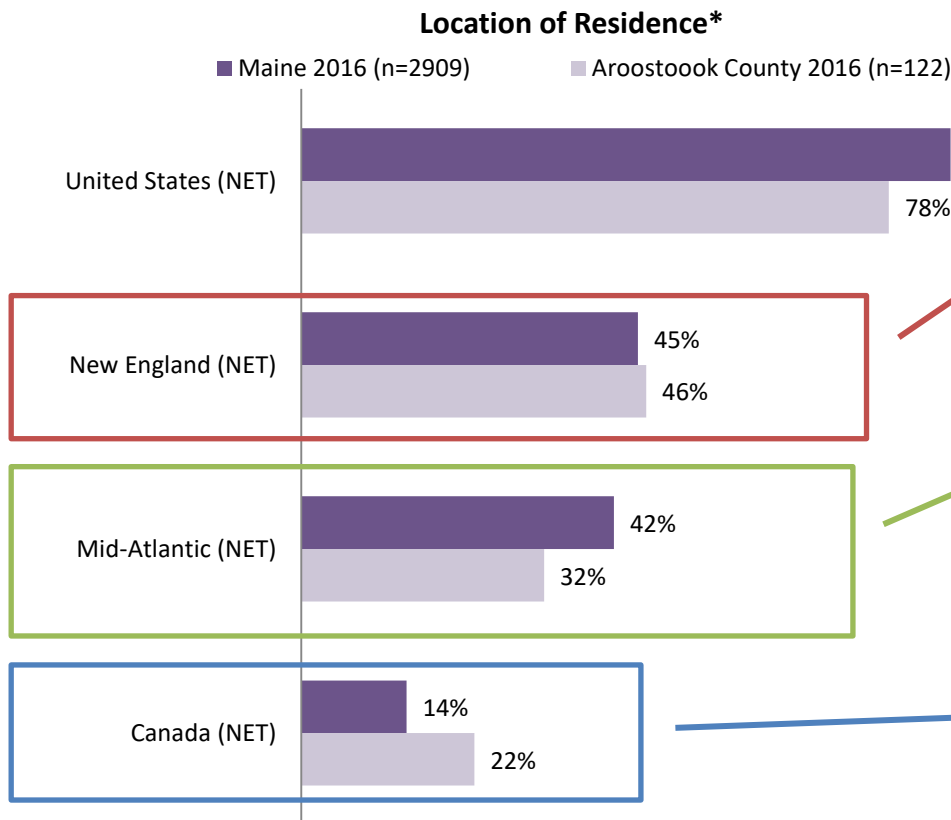
Overnight Visitors	Maine 2016 (n=2909)	Aroostook County 2016 (n=122)
Age:		
< 35	34%	<50%>
35 - 44	22%	23%
45 - 54	18%	12%
55 +	<26%>	15%
Mean Age (Years)	<42.8>	38.0
Income:		
< \$50,000	20%	21%
\$50,000 - \$99,999	42%	46%
\$100,000 +	39%	33%
Mean Income	\$98,700	\$93,400
Female	60%	50%
College Degree or Higher	66%	57%
Married	56%	63%
Employed Full-Time	66%	<77%>

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

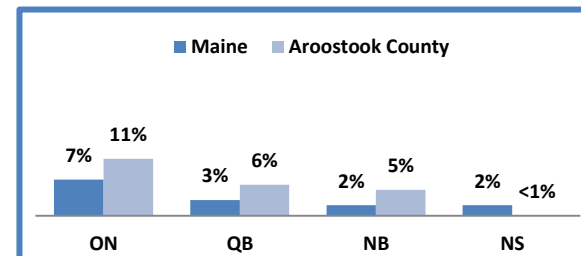
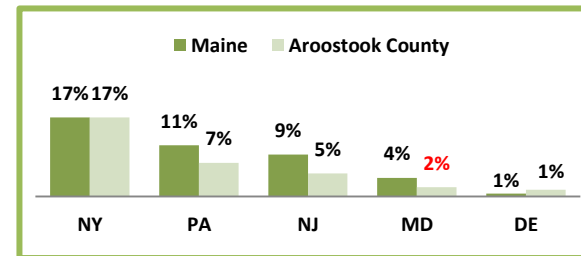
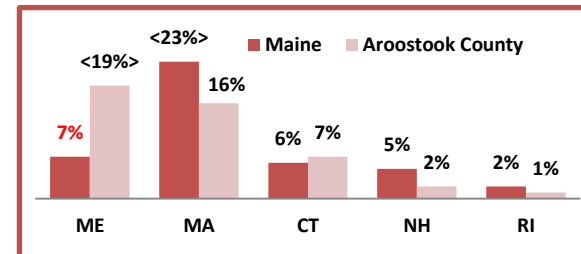
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

- Overnight visitors to Aroostook County from New England are predominately from Maine and Massachusetts, while Mid-Atlantic visitors are largely from New York.
- Compared to overnight visitors to the State of Maine overall, those visiting Aroostook County are more likely to be from Maine and less likely to be from Massachusetts.



State/Province of Residence
(% of Travelers Coming from State)



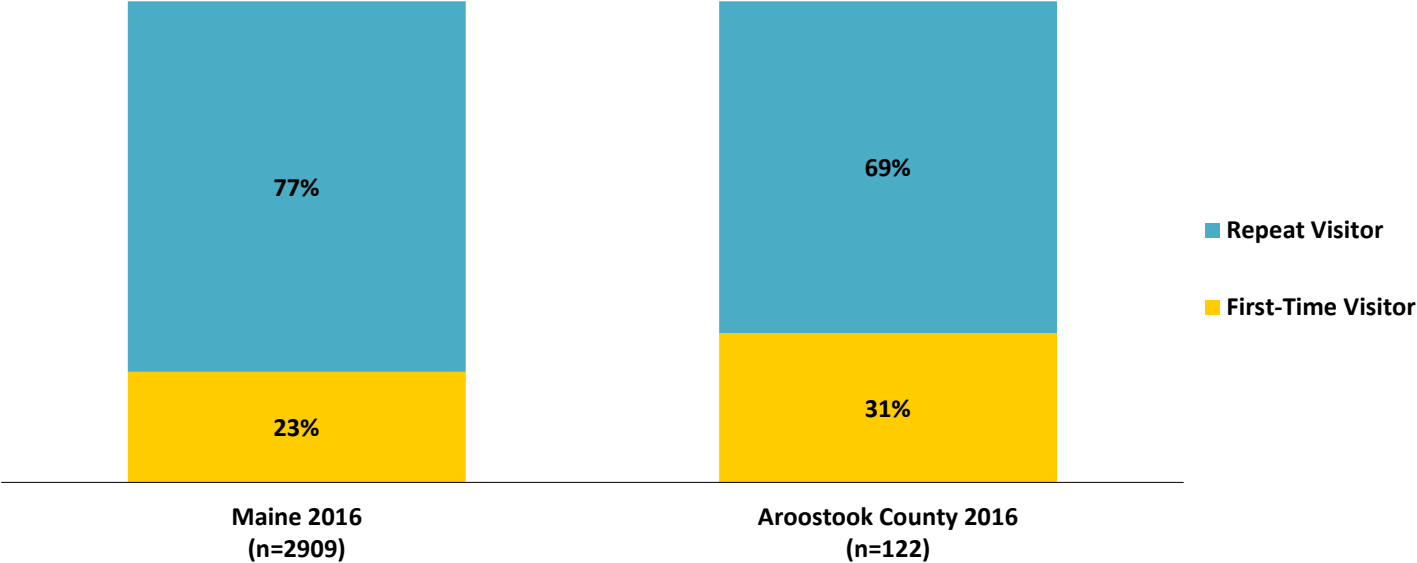
*Regions/states/provinces of residence reported here reflect the geographic target area included in the Visitor Profile surveying. Though people from other areas of the country do visit Maine, this study only includes those residing in Maine's core advertising markets.

<> 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-third of overnight visitors to Aroostook county are visiting for the first time.

Repeat vs. First-Time Visitors

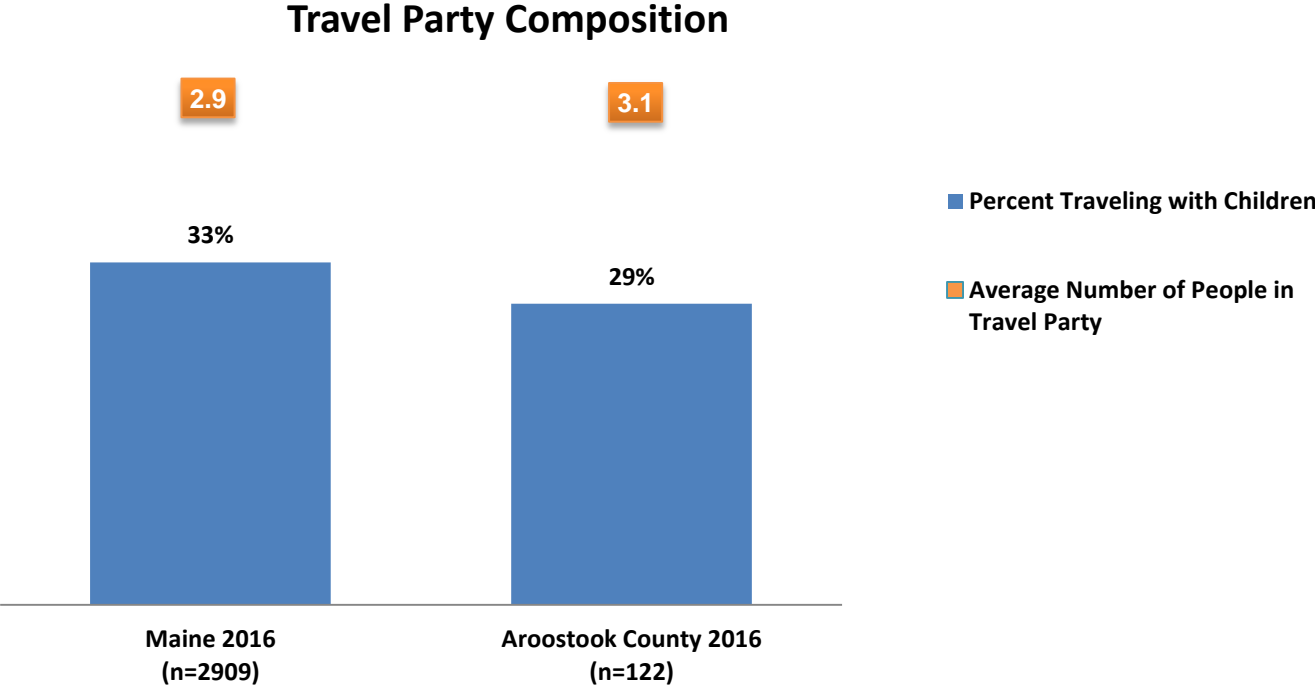


Q11. Was this your first visit in Maine?

<> 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.

One-fourth of overnight visitors to Aroostook County are traveling with children.



Q21. Including yourself, how many people (adults and children) were in your immediate travel party on this specific trip?
Q22. How many of these people were: Children?

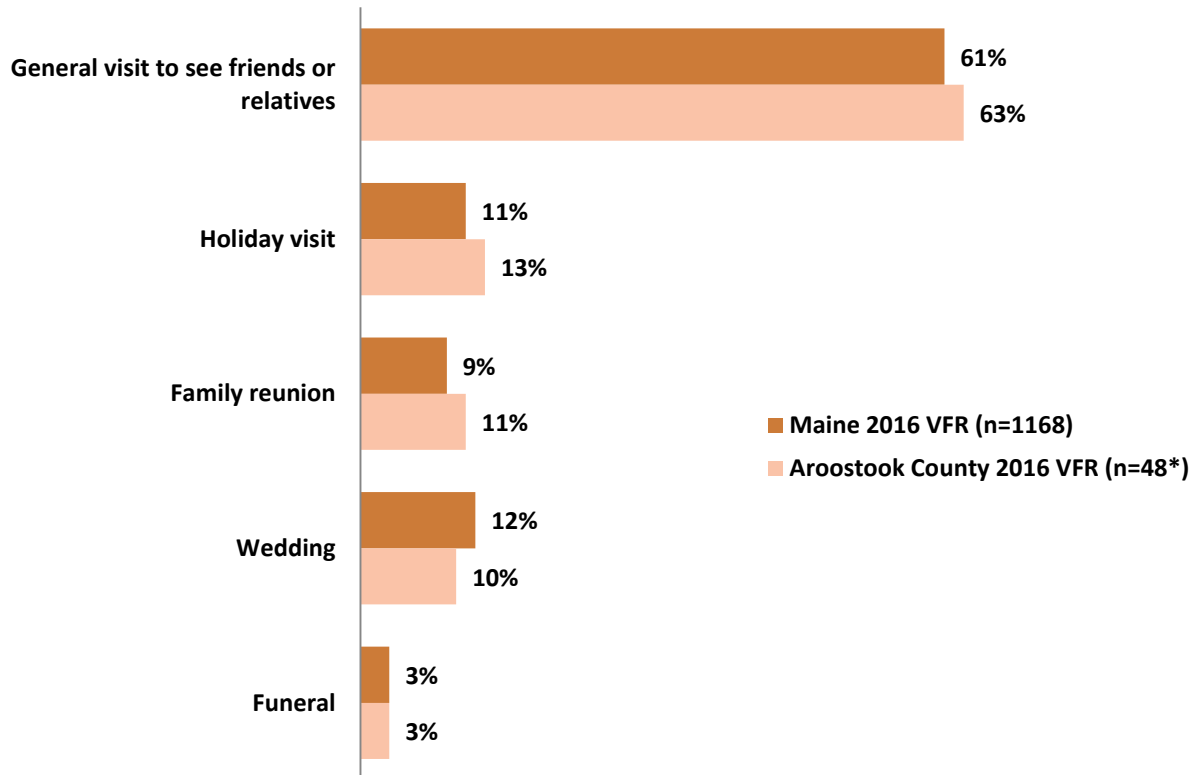
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Overnight Visitors: Trip Experience

The most common reason for an overnight VFR trip to this region is a *general visit to see friends or relatives*.

Primary Purpose of Overnight VFR Trips



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

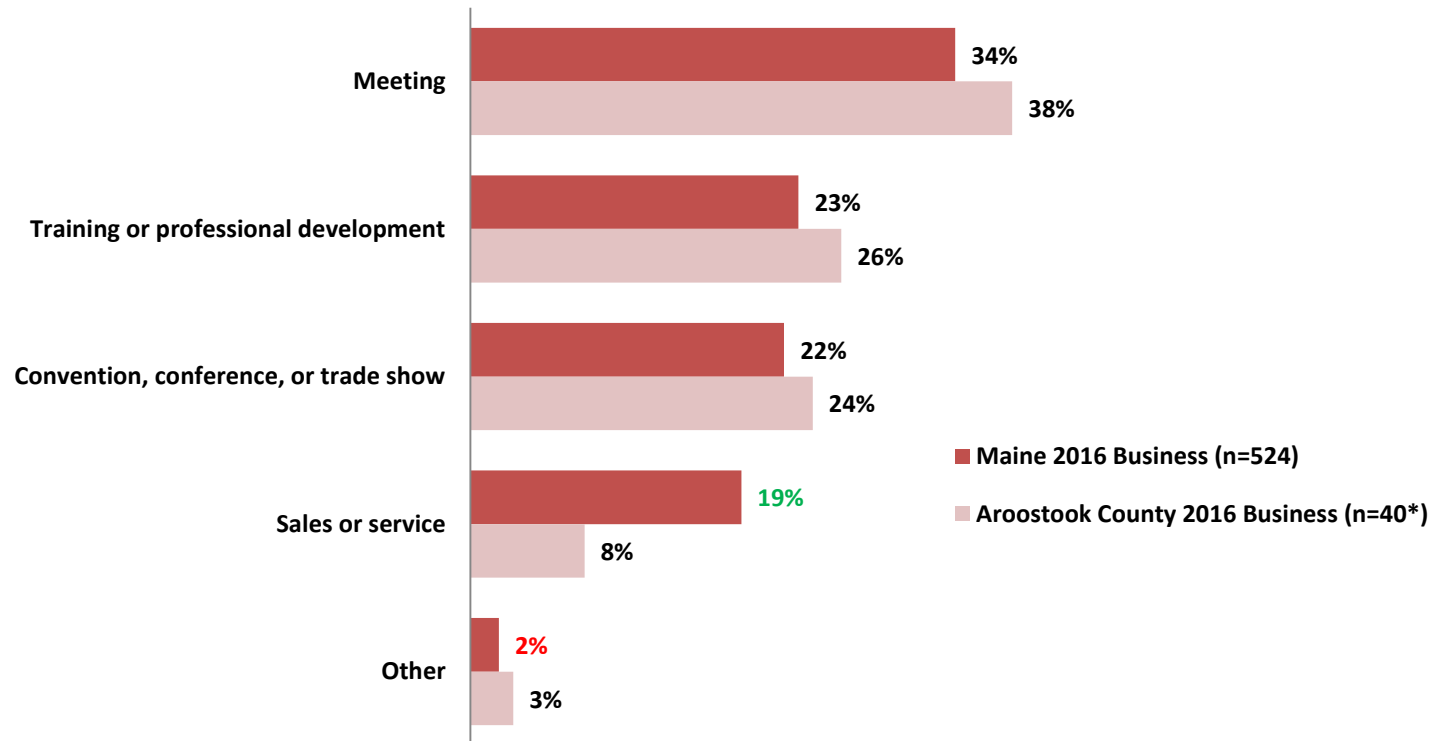
<> indicates a significant difference between subgroups at the 95% confidence level.

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

*Please note small sample size. Use caution when interpreting results.

Business visitors to Aroostook County are most likely to cite a *meeting* 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?

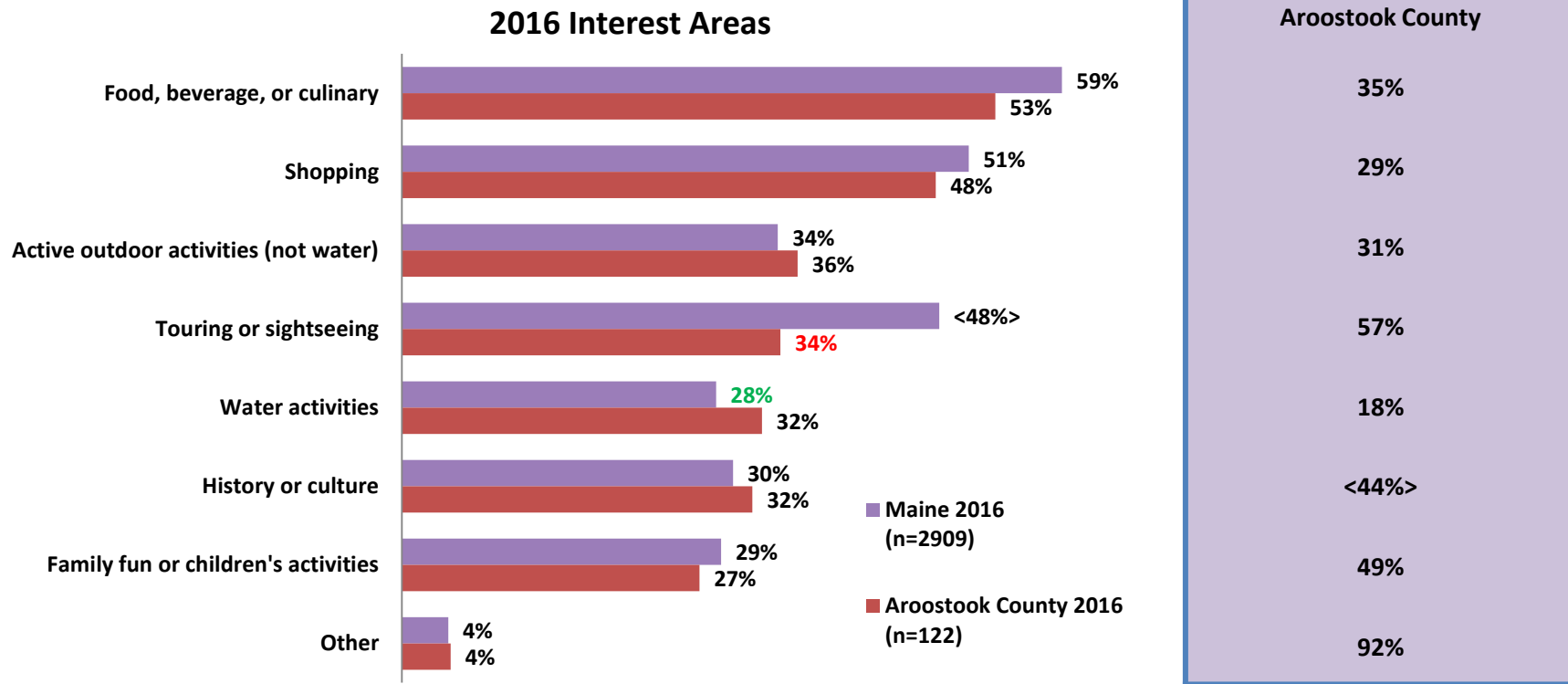
<> indicates a significant difference between subgroups at the 95% confidence level.

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

*Please note small sample size. Use caution when interpreting results.

The most commonly pursued interest areas by overnight visitors to Aroostook County are *food/beverage/culinary activities* and *shopping*.

- Visitors to the Aroostook County region are less likely to pursue *touring/sightseeing* interests than are visitors to Maine overall.



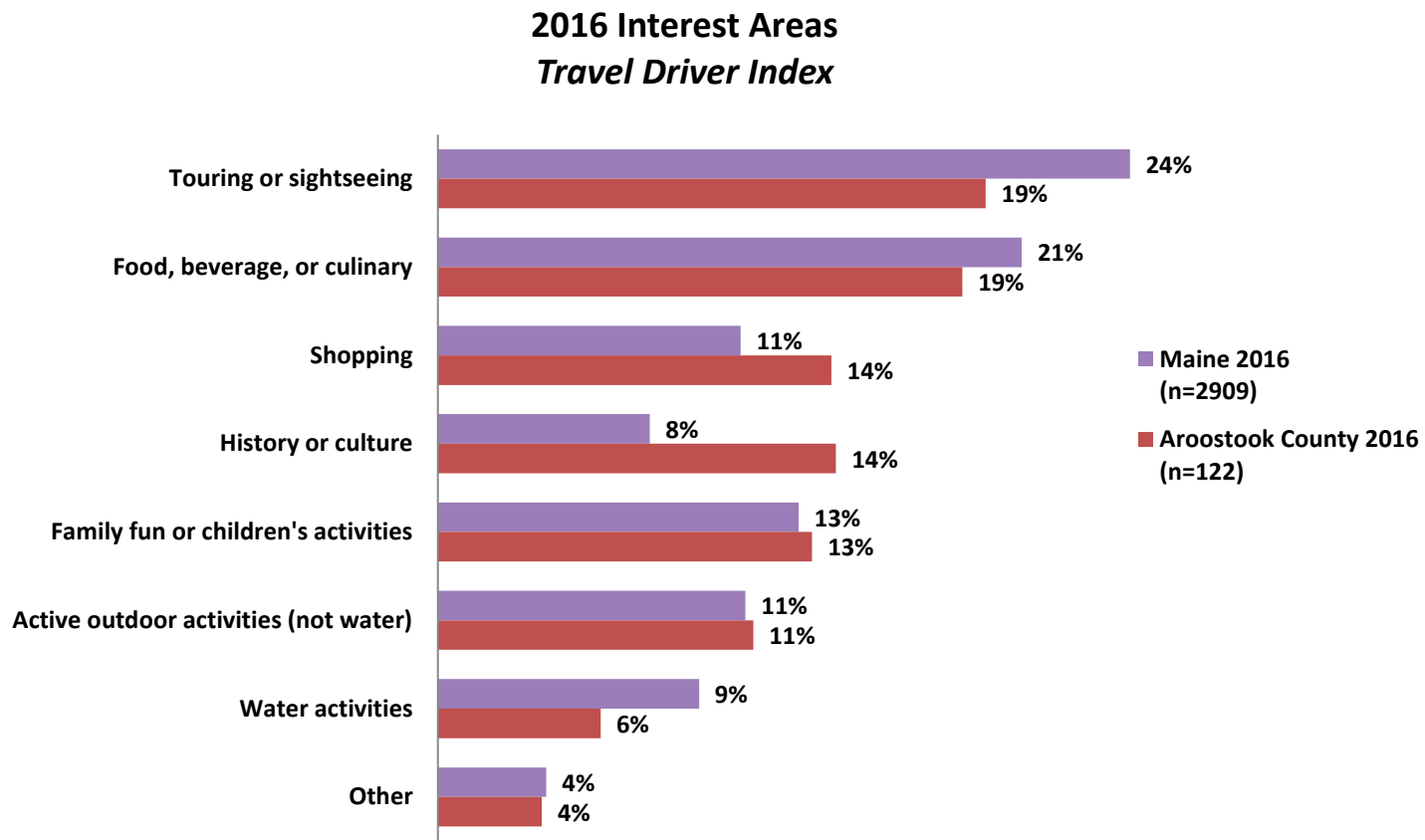
Q32. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

Q33. 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.

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

When considering both interest and importance in deciding to visit, touring/sightseeing and food/beverage/culinary interests rank highest among overnight visitors to Aroostook County.



Travel Driver Index = percentage selecting category as interest area X percentage ranking same interest area as most important

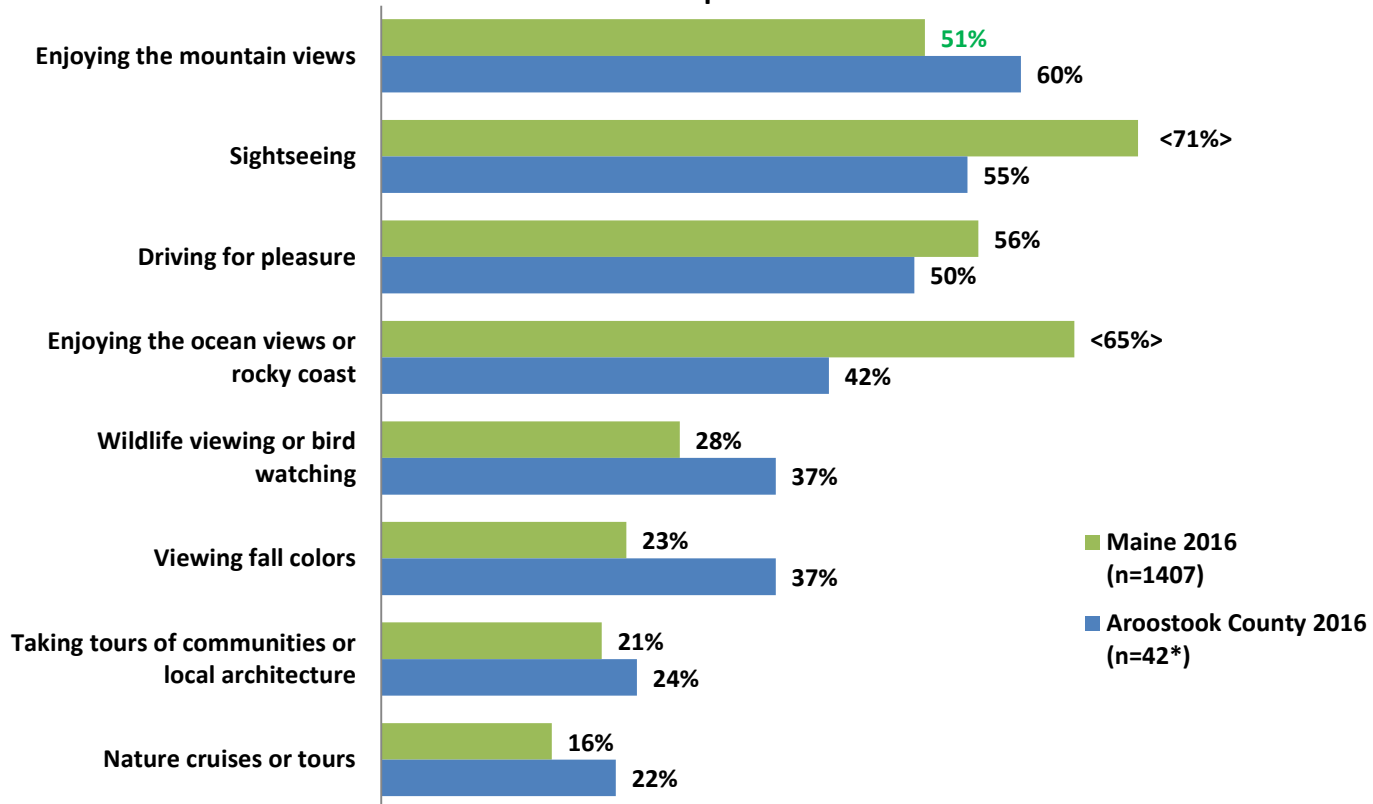


Q32. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*
 Q33. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 16
 <> indicates 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.

Aroostook County visitors interested in touring/sightseeing were most likely to enjoy mountain views and do some sightseeing while visiting.

Touring or Sightseeing Activities

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



Q34. 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.

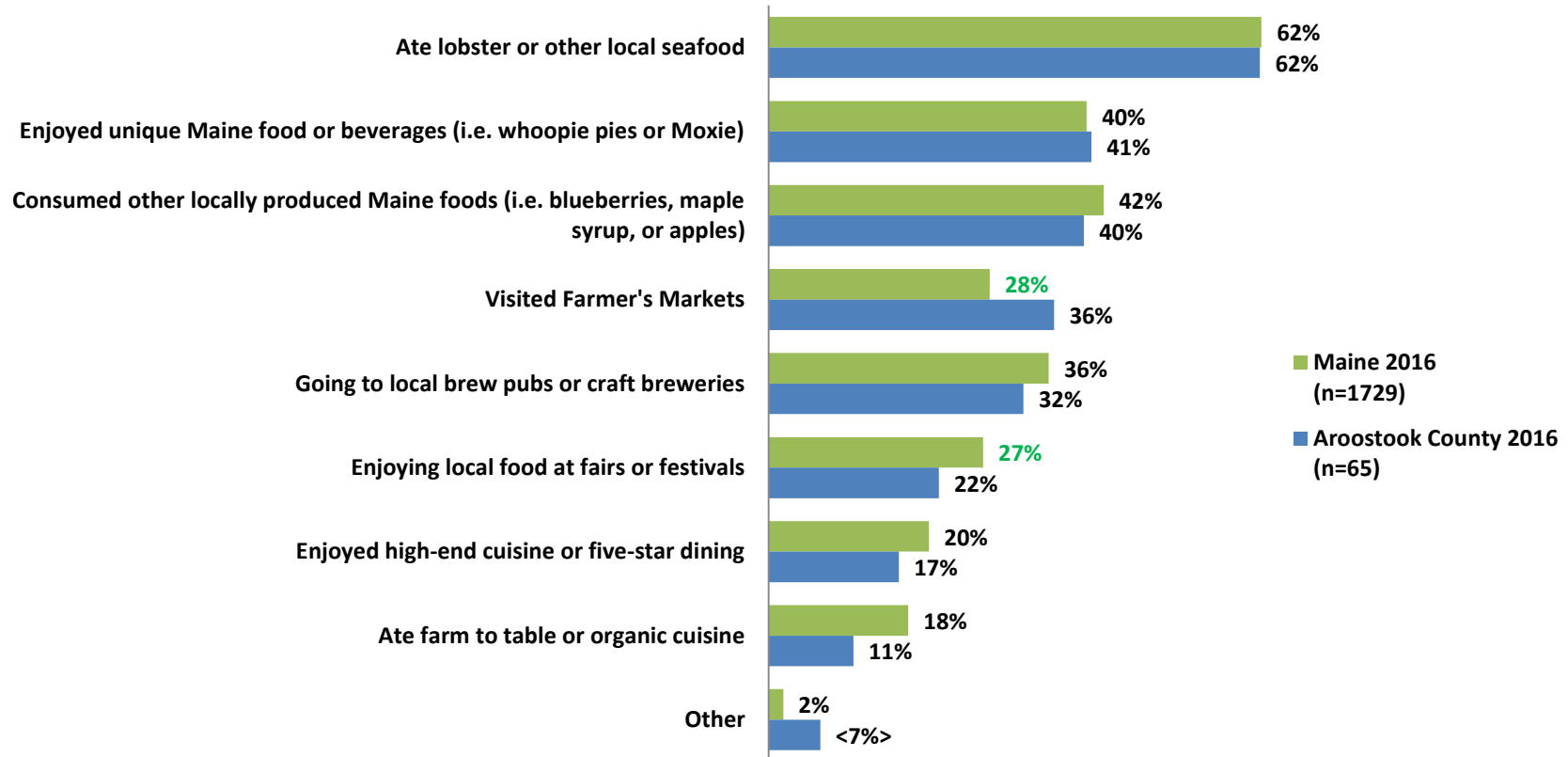
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note small sample size. Use caution when interpreting results.

Two in three visitors to Aroostook County interested in food/ beverage/culinary activities *ate lobster or other local seafood* while visiting.

Food, Beverage, or Culinary Activities

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



Q34. In which of the following activities did you participate during this trip? *Please check all that apply.*

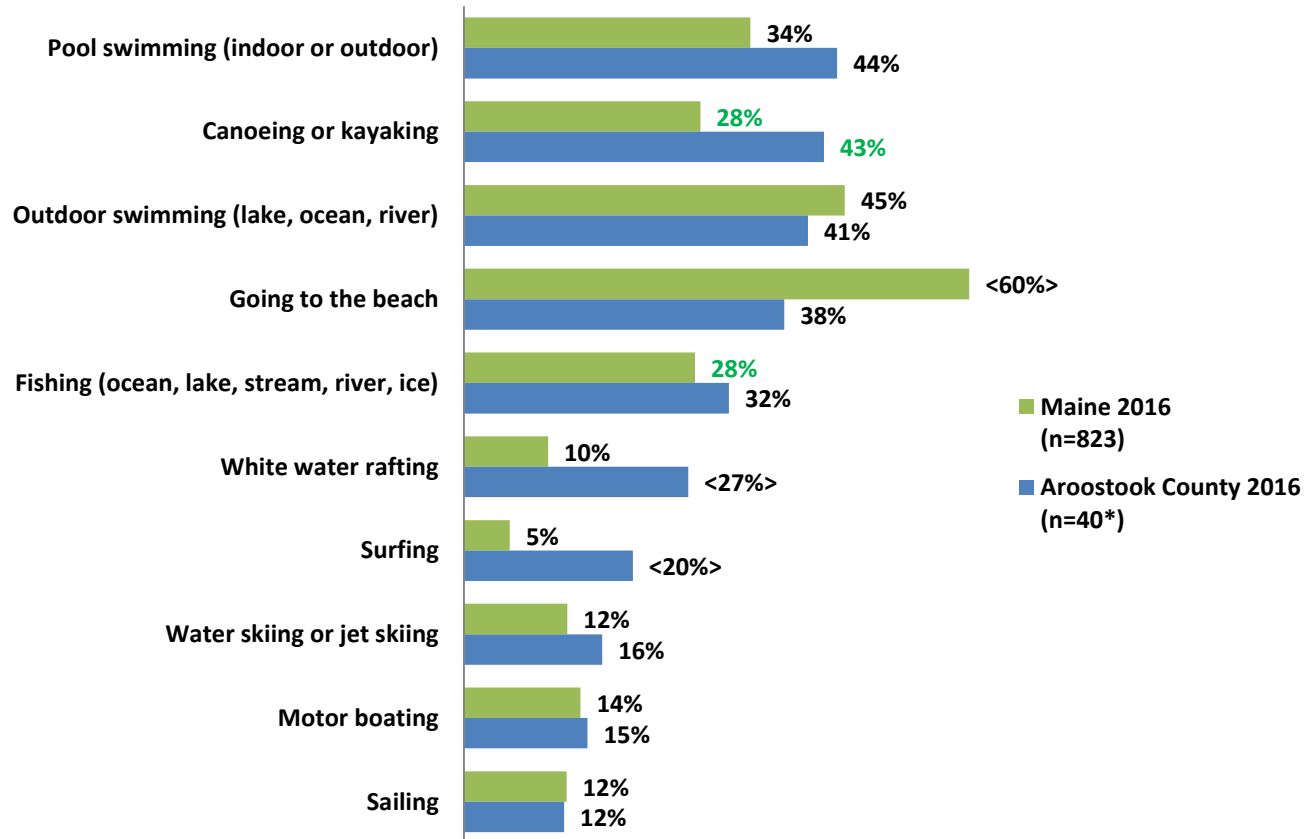
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Swimming and canoeing/kayaking are the most popular water activities among Aroostook County overnight visitors.

Water Activities

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



Q34. 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.

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

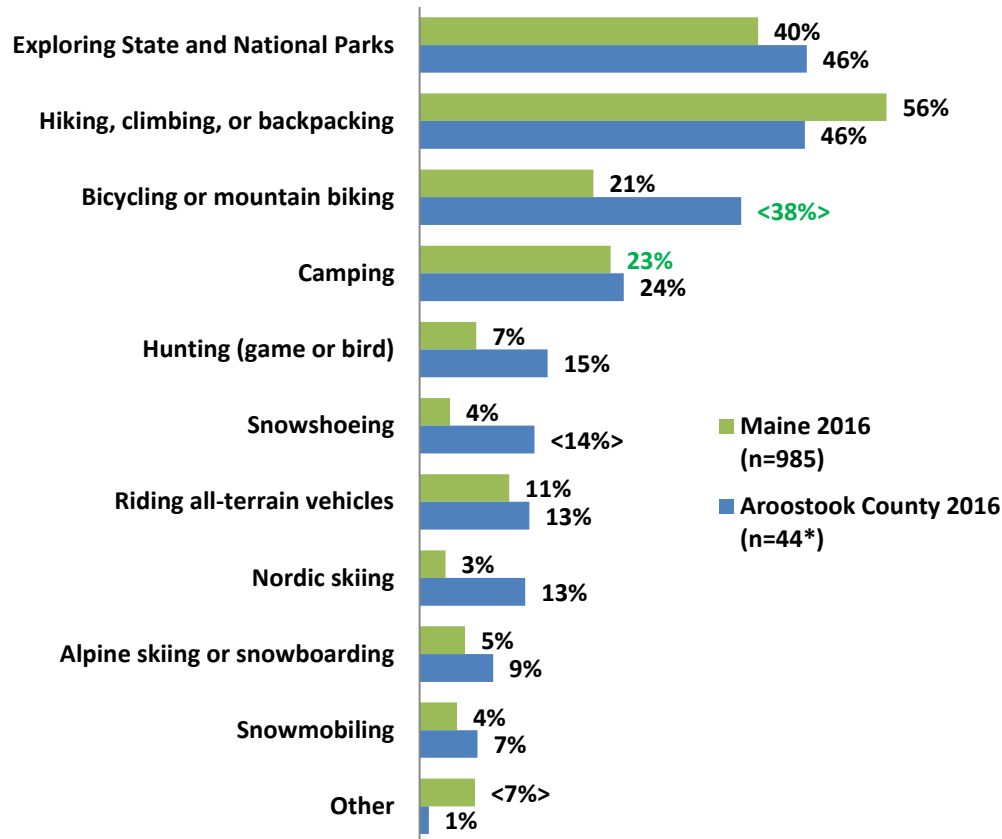
*Please note small sample size. Use caution when interpreting results.

Exploring state and national parks and hiking/climbing/backpacking are the most common outdoor activities of Aroostook County overnight visitors.

- Overnight visitors to Aroostook County are more likely to be interested in *bicycling/mountain biking* and *snowshoeing* compared to overnight visitors to Maine as a whole.

Active Outdoor Activities – Non-Water

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



Q34. 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.

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

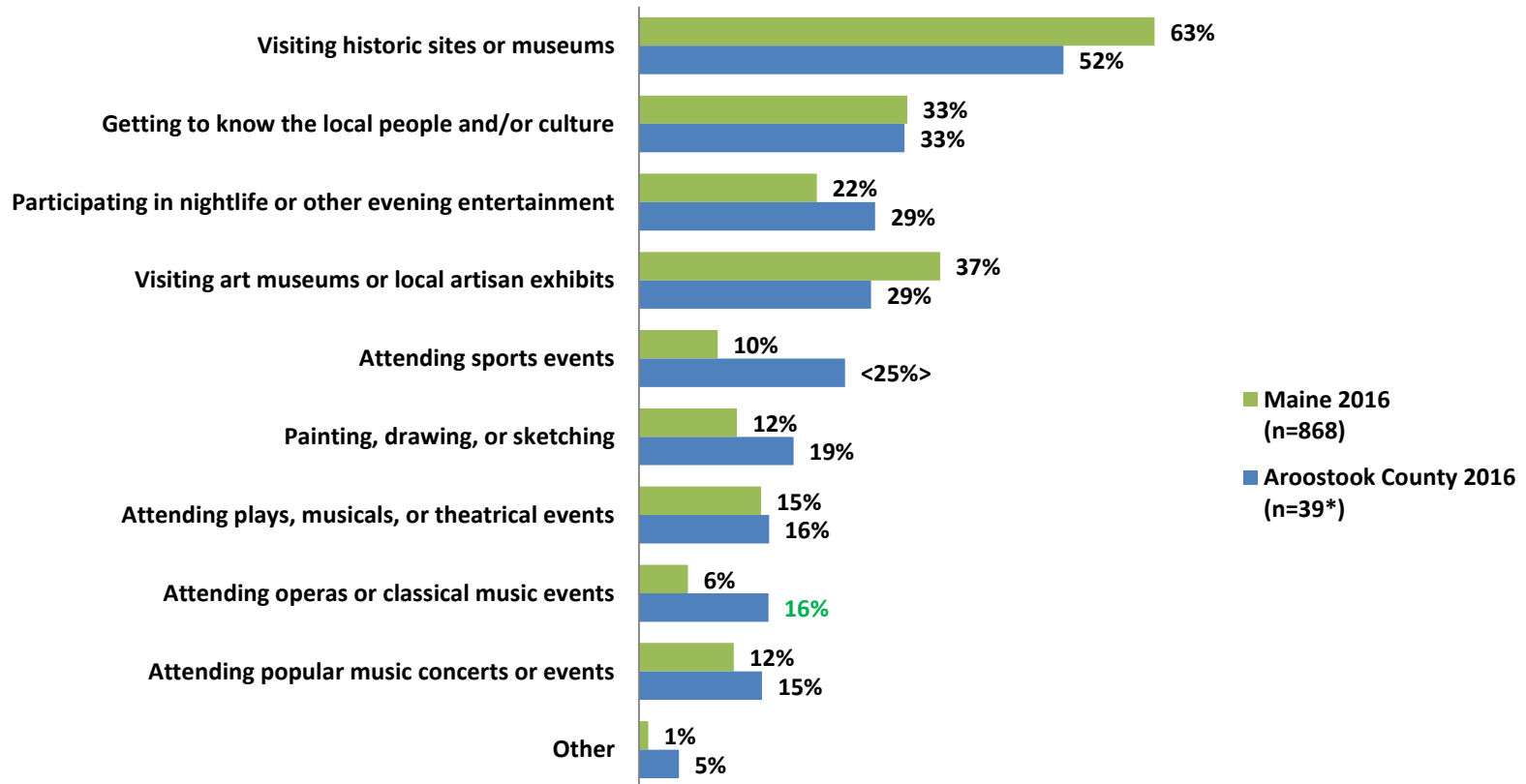
*Please note small sample size. Use caution when interpreting results.

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

- *Sports events* are a more popular activity among overnight visitors to Aroostook County than among overnight visitors to the State as a whole.

History or Culture Activities

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



Q34. 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.

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

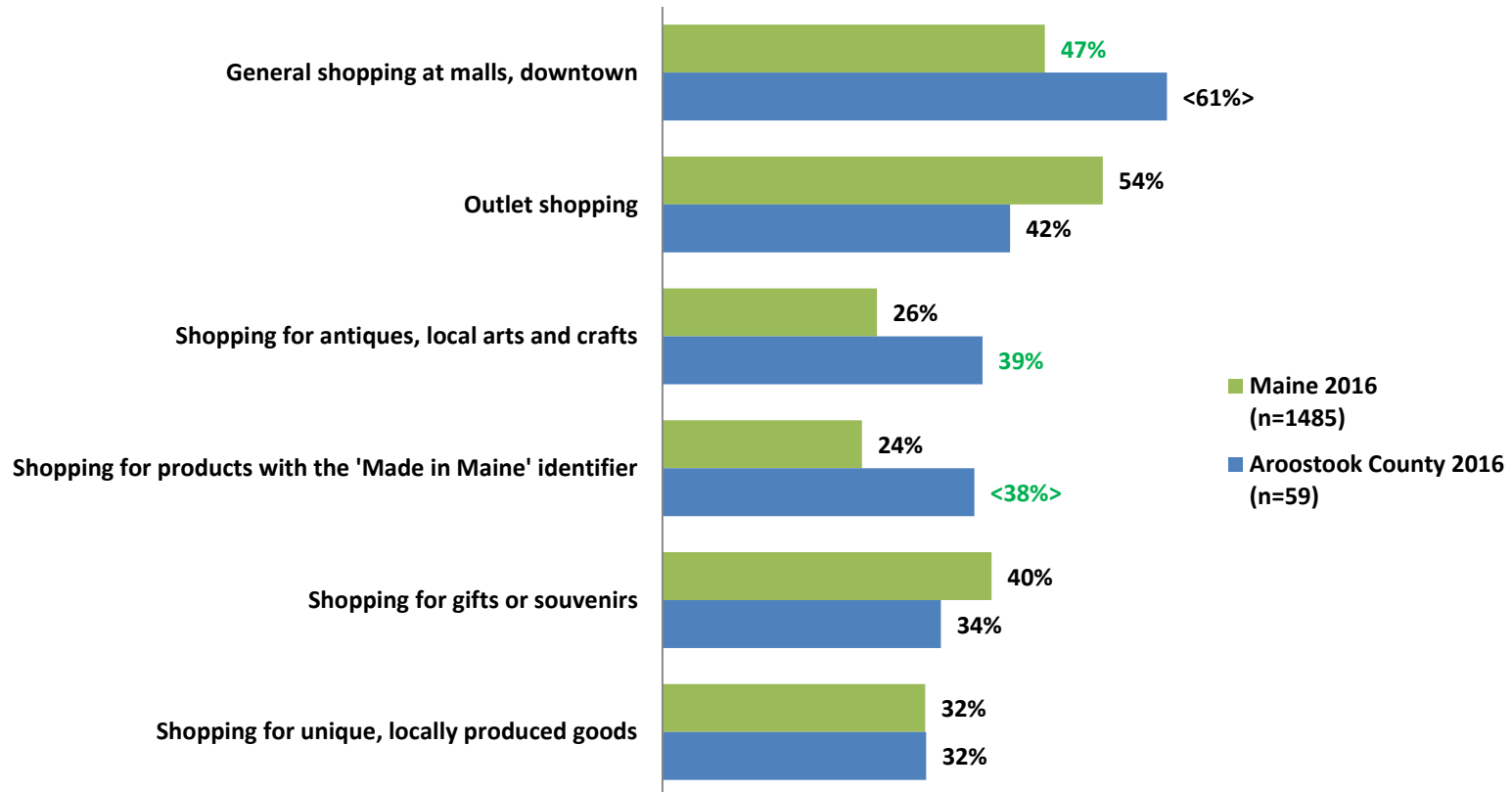
*Please note small sample size. Use caution when interpreting results.

Overnight visitors to Aroostook County who are interested in shopping were most likely to do some *general shopping at malls or downtown*.

- General shopping at malls, downtown and shopping for products with the 'Made in Maine' identifier are more popular among Aroostook County overnight visitors than among visitors to the State as a whole.

Shopping Activities

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



Q34. In which of the following activities did you participate during this trip? Please check all that apply.

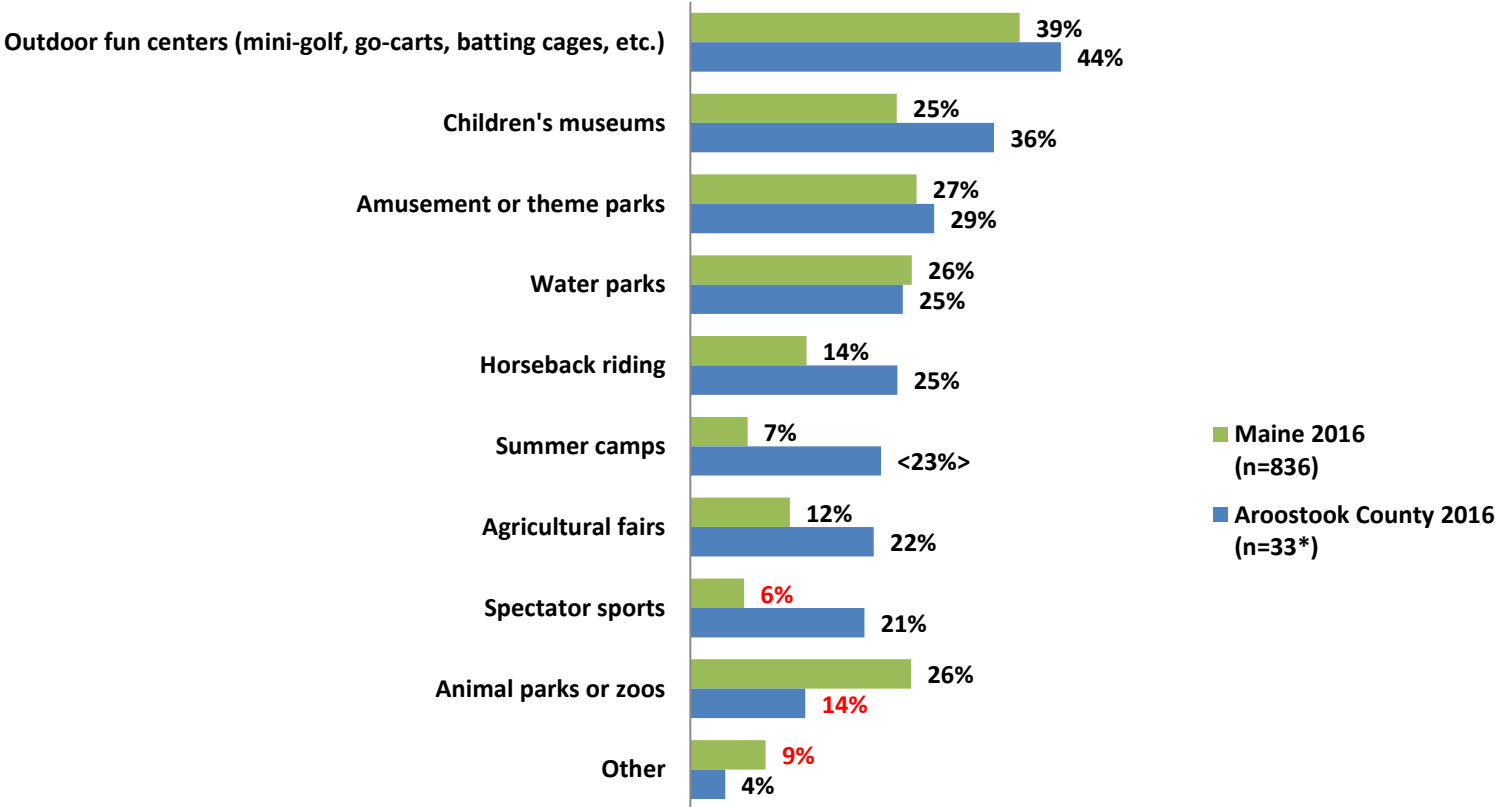
<> indicates a significant difference between subgroups at the 95% confidence level.

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

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 their Maine trip



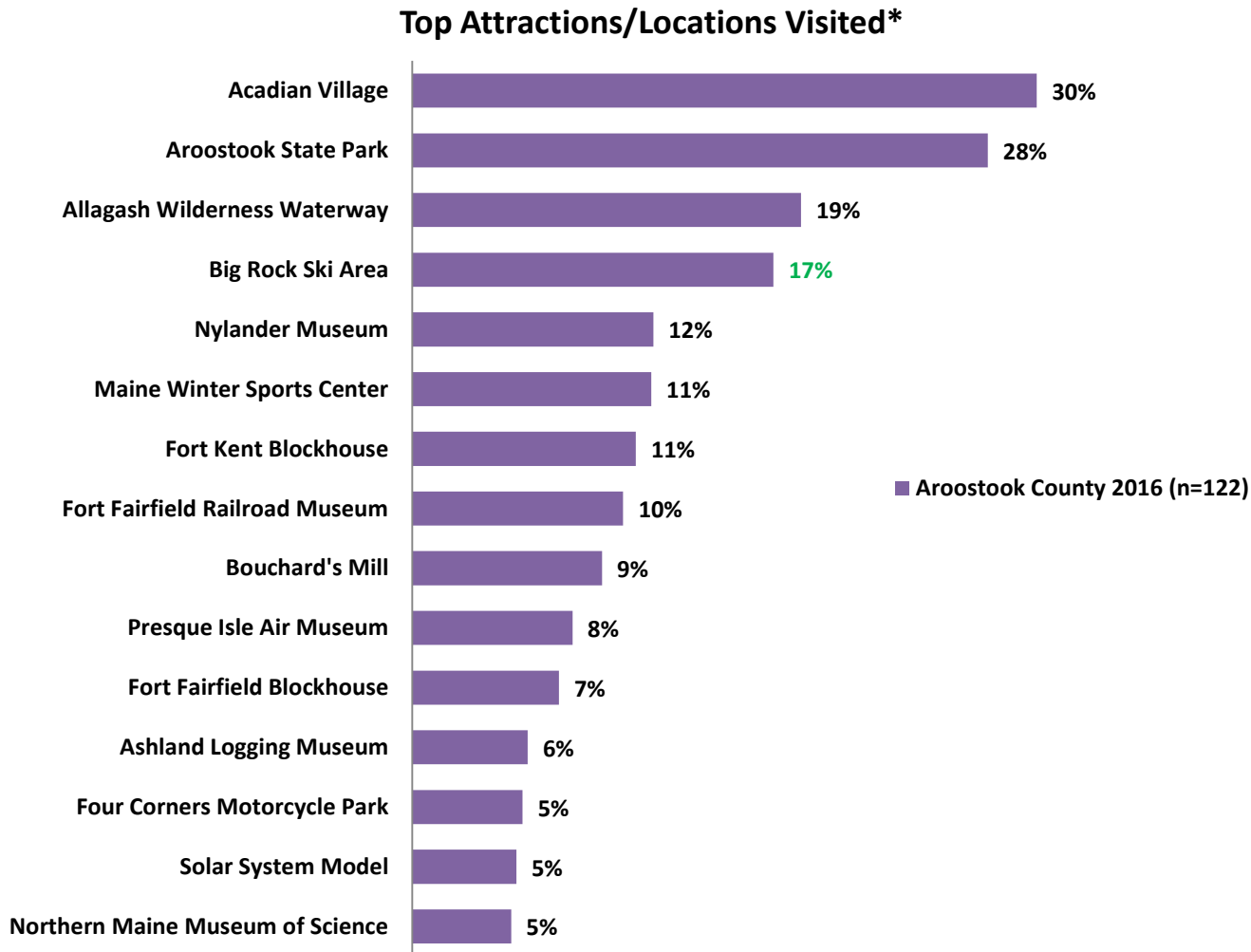
Q34. In which of the following activities did you participate during this trip? Please check all that apply.

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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. Use caution when interpreting results.

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



* Does not include response options selected by fewer than 5% of respondents.

Q29. Within the region(s) you visited, what specific attractions or locations did you visit? Please select all that apply.

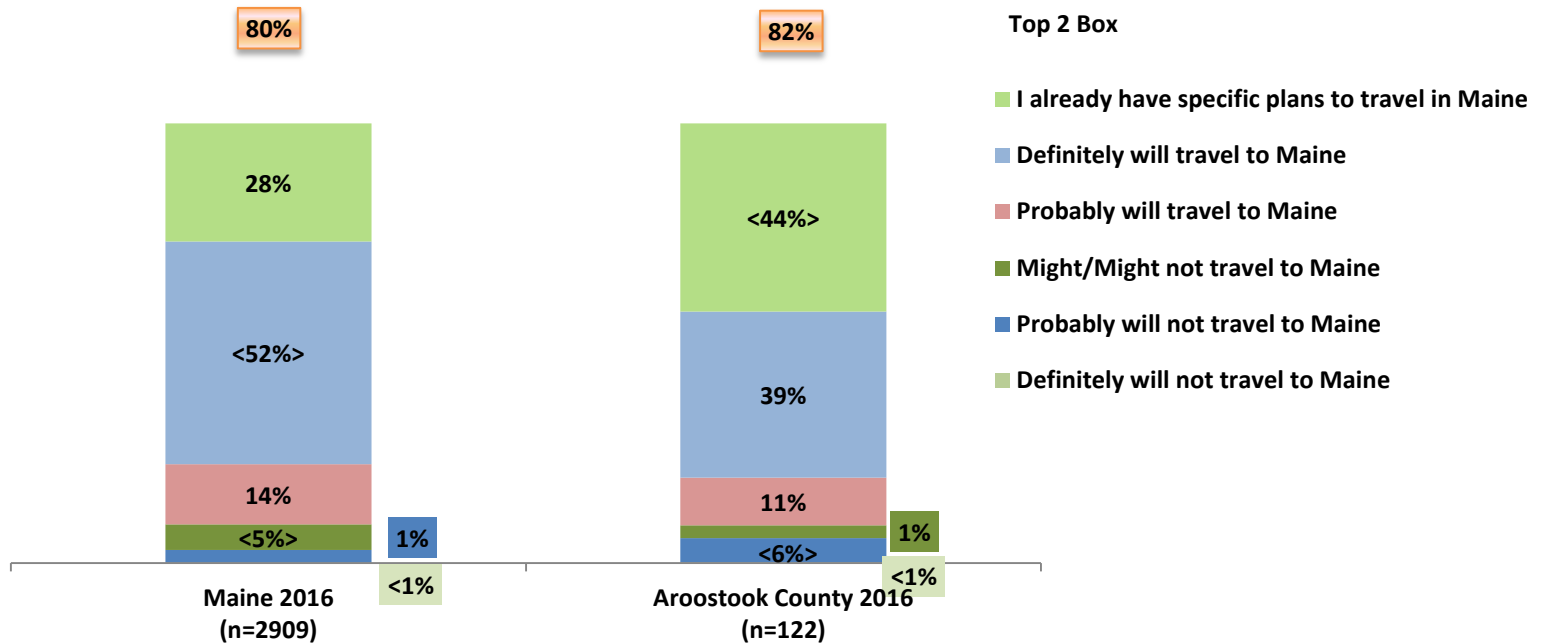
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Four in five overnight visitors to Aroostook County intend to visit Maine again.

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

Future Travel Likelihood



Q41. How likely will you be to travel in Maine in the next two years?

<> 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.

Day Visitors: Traveler Description

Day Visitor Demographics

- Day visitors to Aroostook County are about 44 years old and earn just over \$83,000 annually. Two-thirds have a college degree (64%), and 57% are employed full-time.

Day Visitors	Maine 2016 (n=1762)	Aroostook County 2016 (n=79)
Age:		
< 35	28%	31%
35 - 44	18%	19%
45 - 54	19%	23%
55 +	35%	28%
Mean Age (Years)	46.0	43.9
Income:		
< \$50,000	26%	37%
\$50,000 - \$99,999	<42%>	29%
\$100,000 +	32%	34%
Mean Income	\$88,100	\$83,300
Female	75%	72%
College Degree or Higher	63%	64%
Married	56%	54%
Employed Full-Time	52%	57%

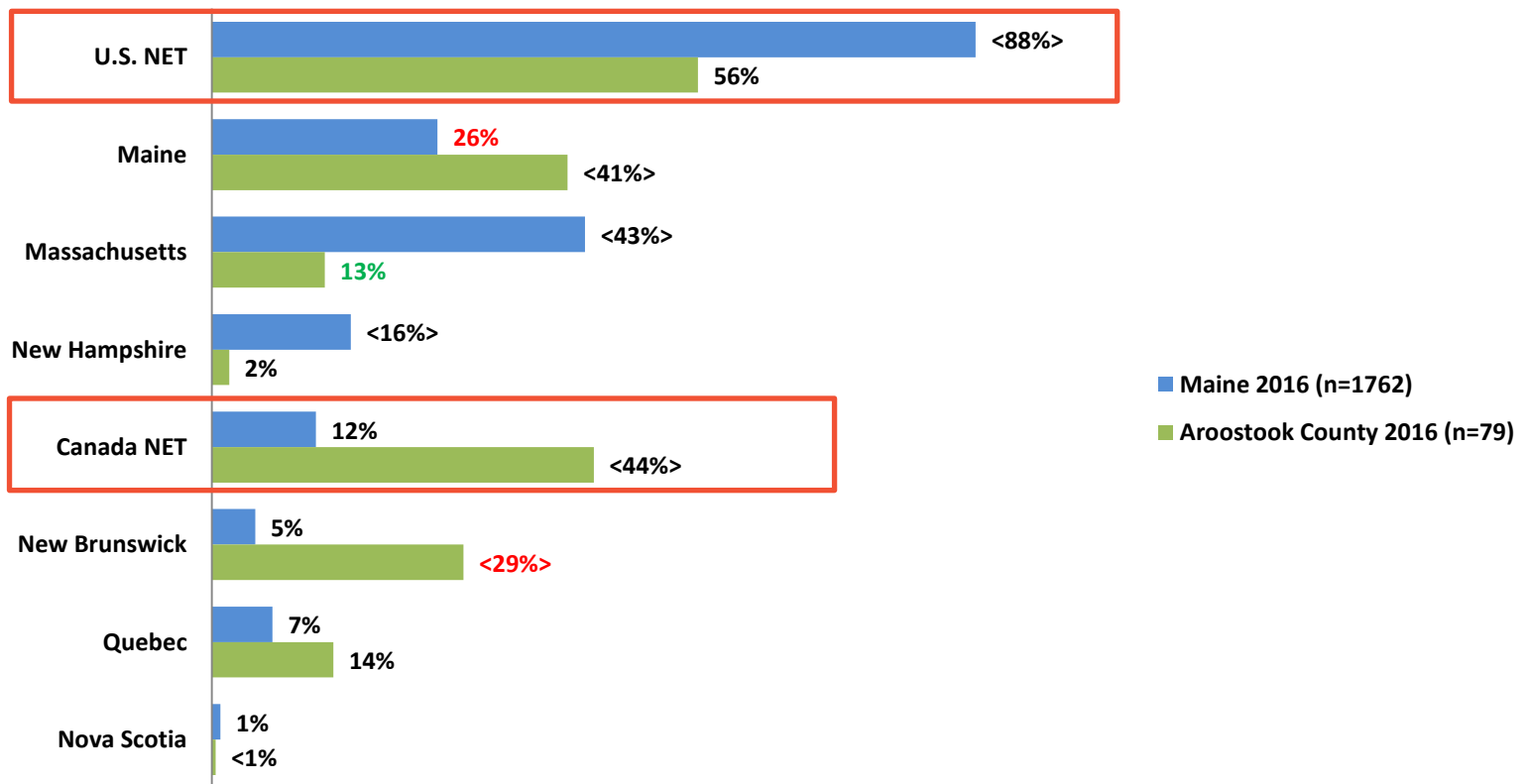
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Day visitors to Aroostook County arrive from both Canada and the U.S.

- Aroostook County day visitors are far more likely to be from Canada (especially New Brunswick), as compared to day visitors to the State of Maine overall.
- In-state day visitors are more common in Aroostook County as compared to the rest of the State, while a lower proportion of day visitors travel to Aroostook County from Massachusetts and New Hampshire.

State/Province of Residence



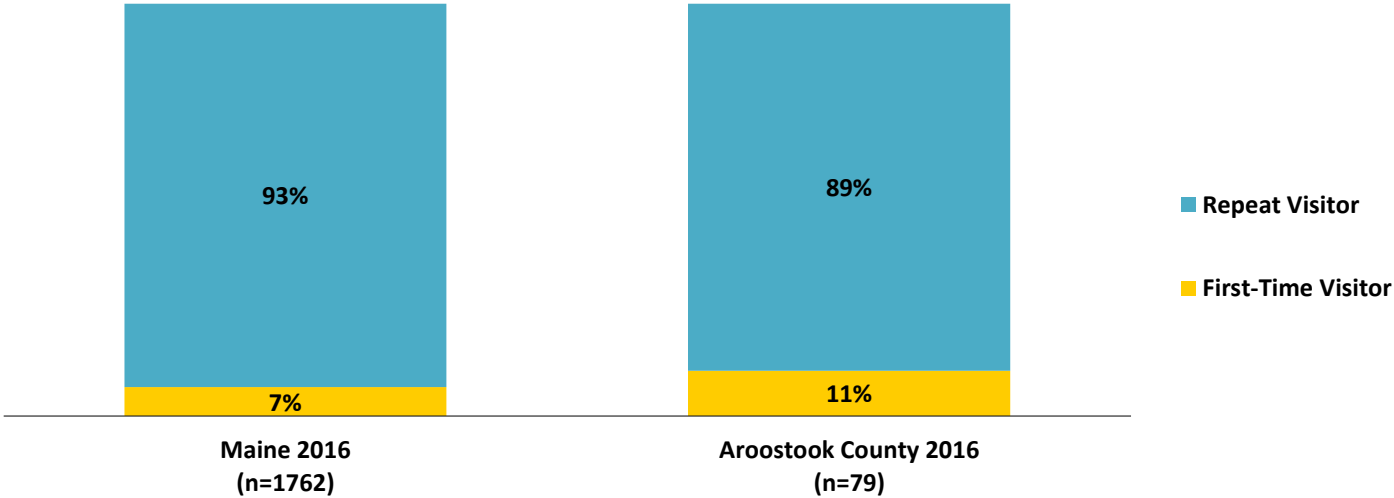
Q2. In which State or Province do you live?

<> 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.

Nine in ten day visitors to Aroostook County have visited Maine previously.

Repeat vs. First-Time Visitors

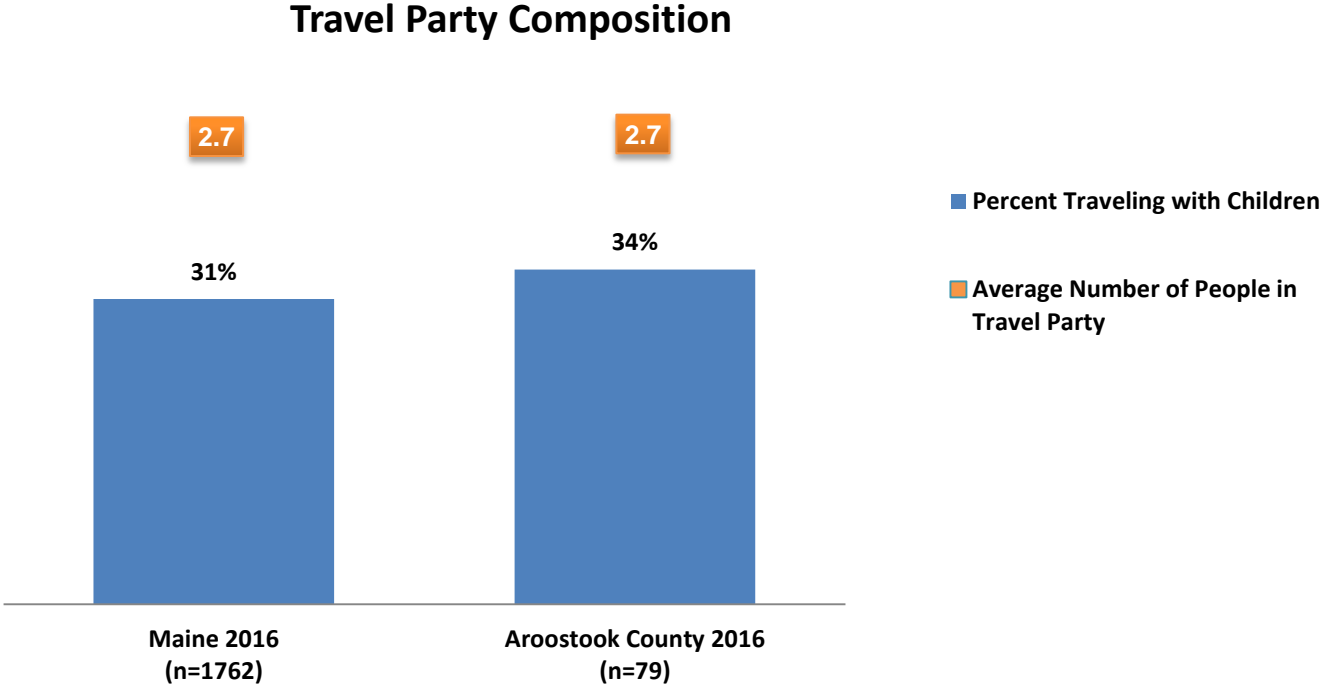


Q10. Was this your first trip to Maine?

<> 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.

One in three day visitors to Aroostook County are traveling with children.



Q15. Including yourself, how many people (adults and children) were in your immediate travel party on this specific trip to Maine?

Q16. How many of these people were: Children

<> 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.

Day Visitors: Trip Experience

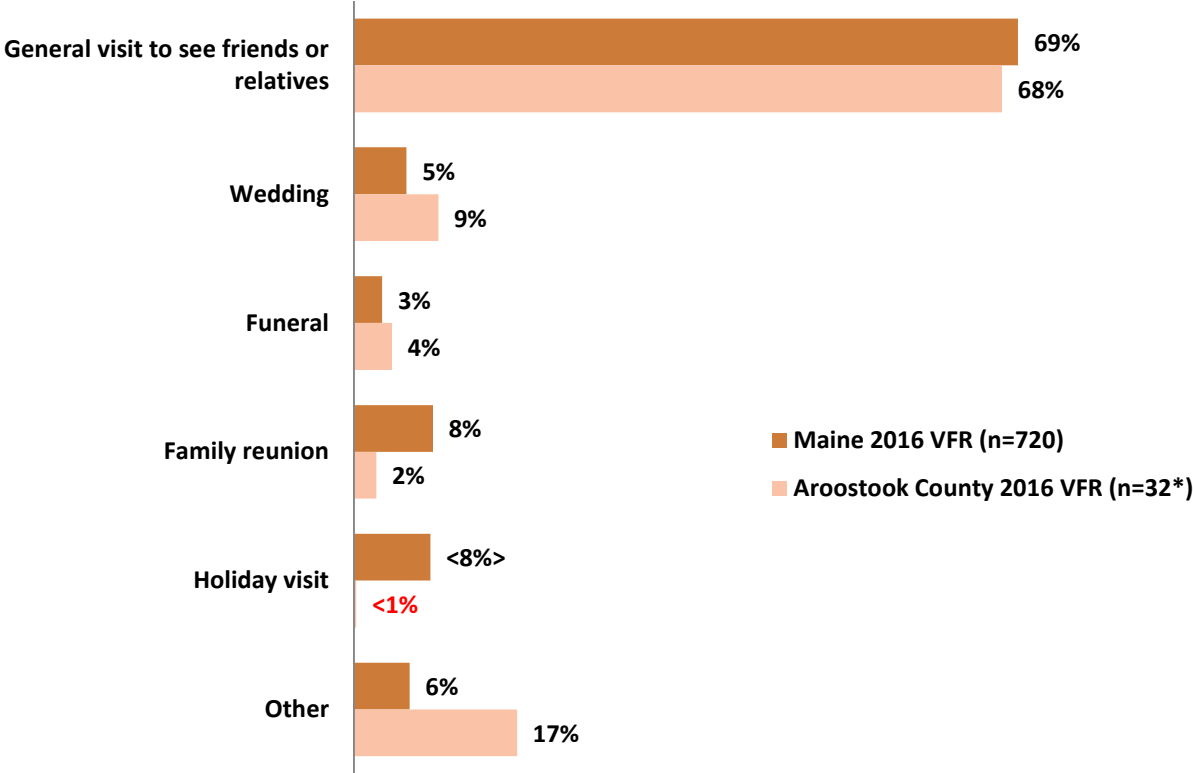
Sample Size Exclusions

Data for some questions is not presented on the following pages because the sample sizes are too small. The results not shown include:

- Primary purpose of business trips (n=21)
- Trip Activities: Water (n=15)
- Trip Activities: History/Culture (n=13)
- Trip Activities: Family Fun/Children's Activities (n=14)

Two-thirds of day visitors to Aroostook County for a VFR trip cite a *general visit to friends or relatives* as the primary purpose of their trip.

Primary Purpose of Day VFR Trips



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

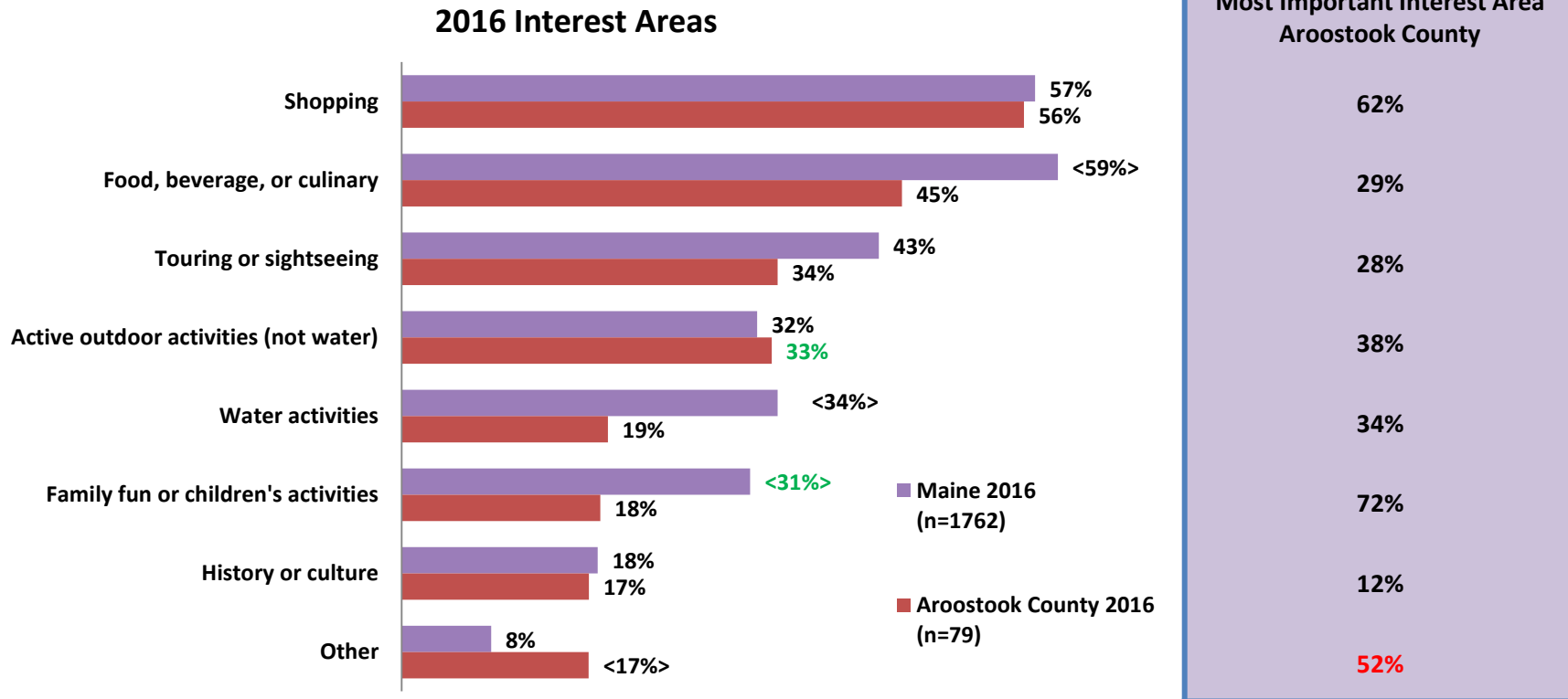
<> indicates a significant difference between subgroups at the 95% confidence level.

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

*Please note small sample size. Use caution when interpreting results.

Shopping is the most common interest area among day visitors to Aroostook County, followed by food/beverage/culinary interests.

- Aroostook County day visitors are less likely than day visitors to the State overall to be interested in food/beverage/culinary activities, water activities, and family fun/children's activities.



Q18. Which of the following *interest areas* did you want to pursue during this trip to Maine? Please check all that apply.

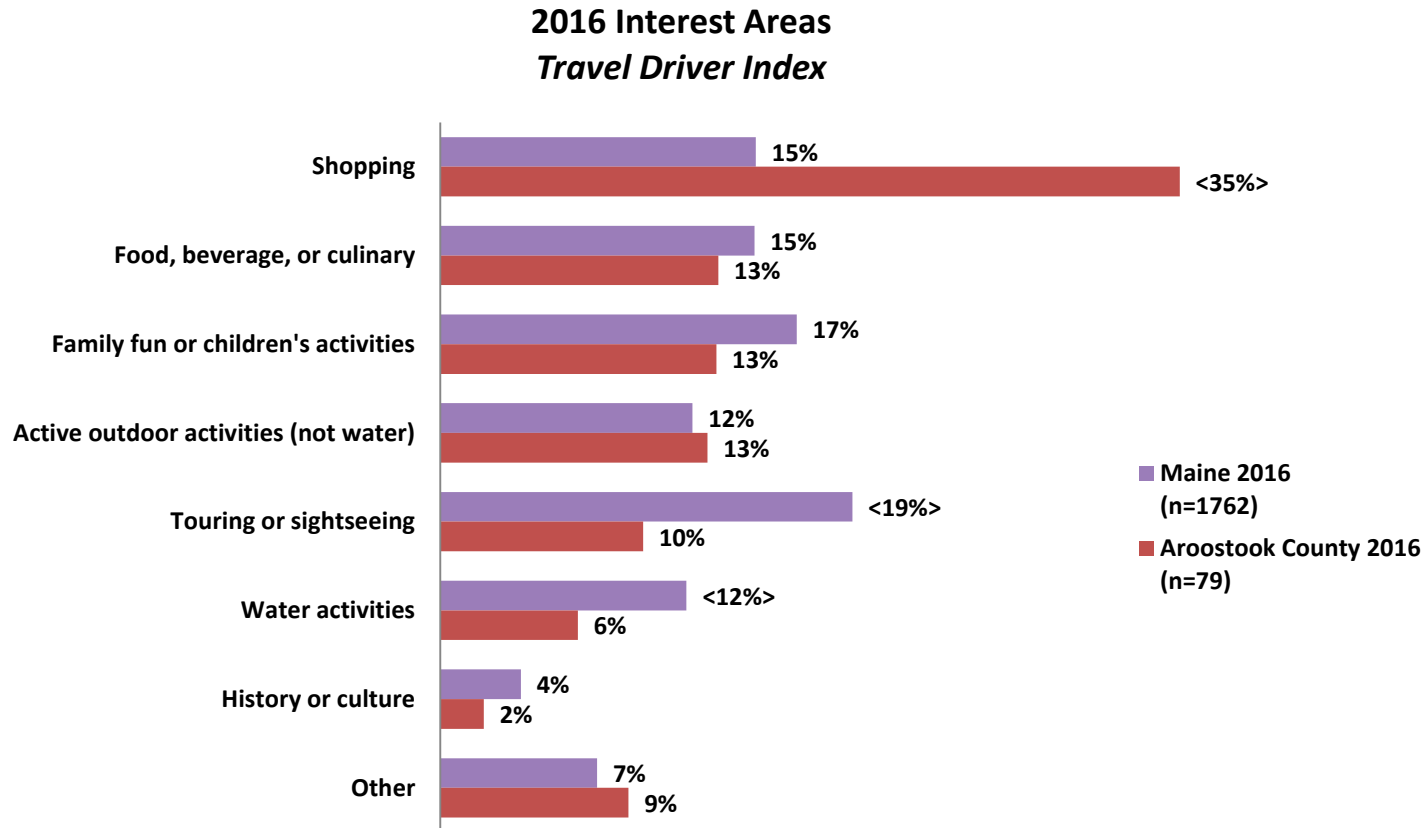
Q19. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important.

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

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

When considering both interest and importance in deciding to visit, *shopping* ranks highest by a large margin among day visitors to Aroostook County.

- The *Travel Driver Index* for Aroostook County shows more importance placed on *shopping* than for day visitors to the State as a whole and less importance placed on *touring/sightseeing* and *water activities*.



Travel Driver Index = percentage selecting category as interest area X percentage ranking same interest area as most important

Q18. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

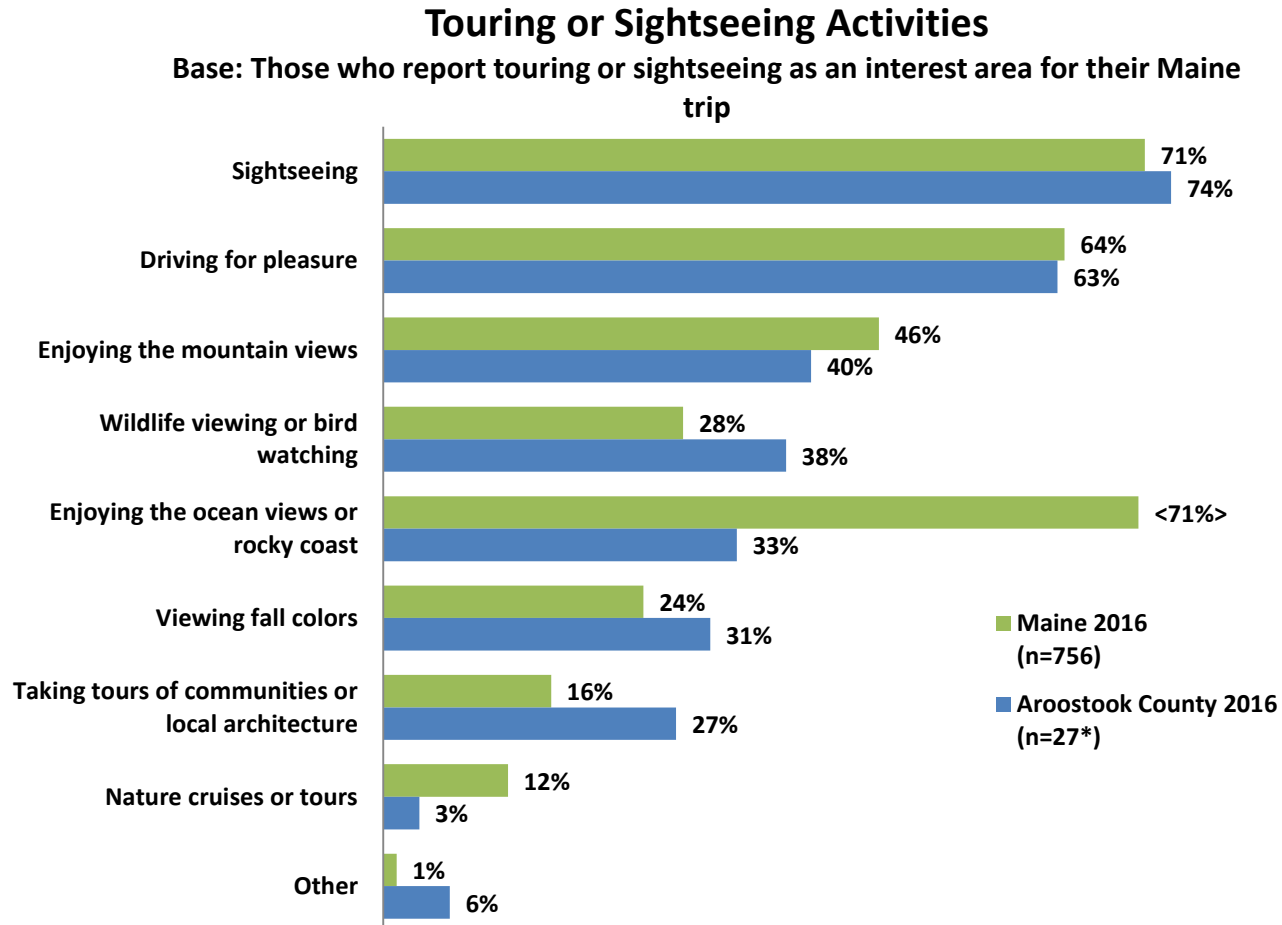
Q19. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important.

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

Among day visitors to Aroostook County interested in touring or sightseeing activities, three-fourths participate in *general sightseeing*.

- Many also *drive for pleasure* (63%).



Q20. 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.

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

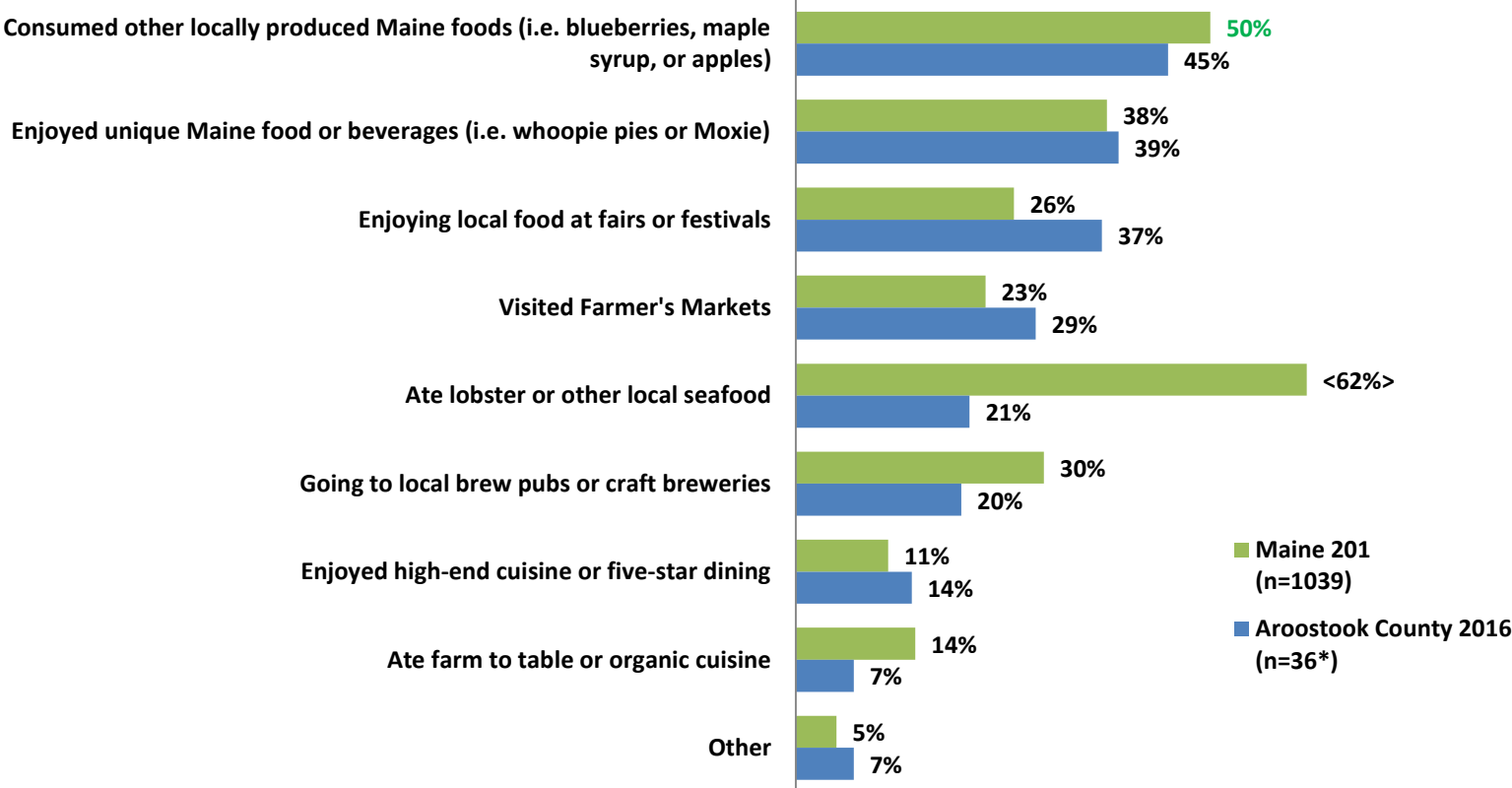
*Please note small sample size. Use caution when interpreting results.

Consuming locally produced Maine foods is the most common food/beverage/culinary activity among day visitors to Aroostook County.

- Enjoying unique Maine food/beverages or local food at fairs/festivals are also popular among day visitors to Aroostook County.

Food, Beverage, or Culinary Activities

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



Q20. 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.

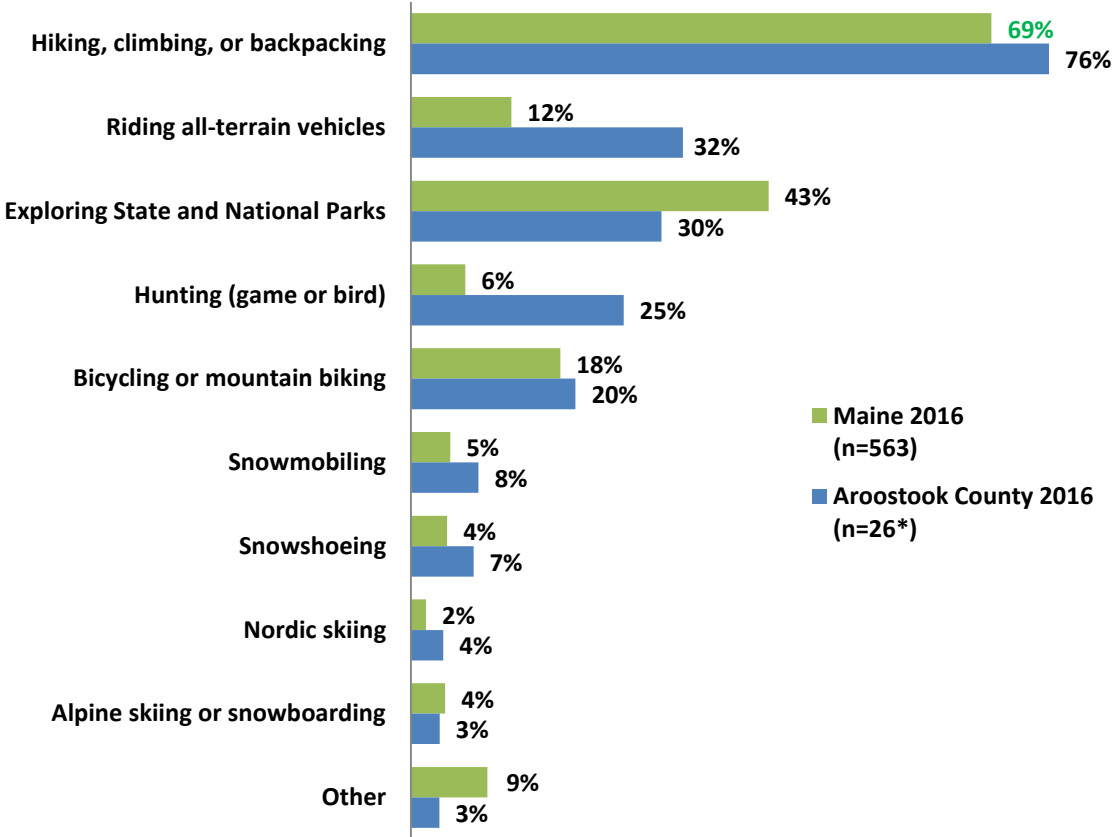
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note small sample size. Use caution when interpreting results.

The most common non-water active outdoor activity among Aroostook County day visitors is *hiking/climbing/backpacking*.

Active Outdoor Activities – Non-Water

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



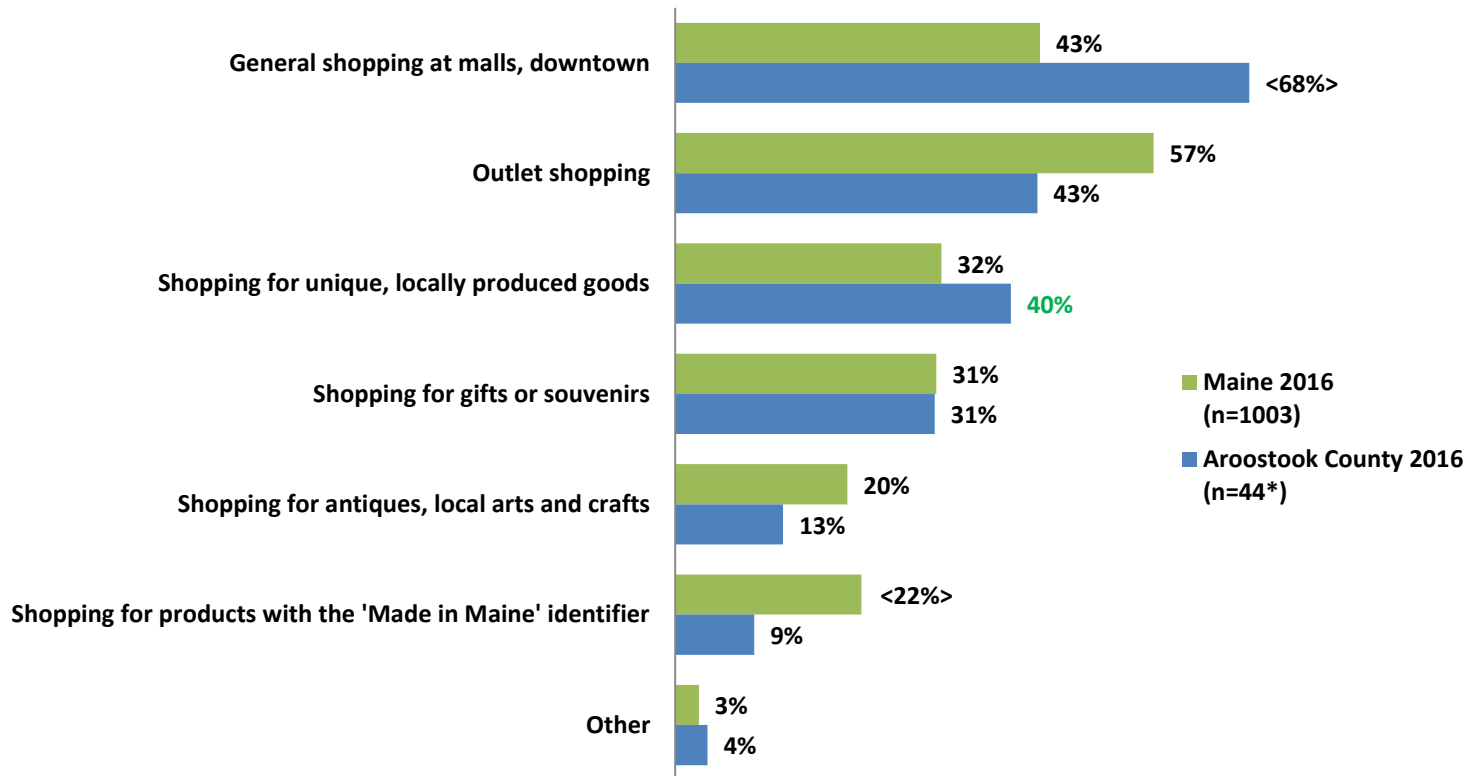
Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*
<> indicates a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.
*Please note small sample size. Use caution when interpreting results.

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

- *General shopping at malls/downtown* is more popular among day visitors to the Aroostook County region as compared to Maine visitors as a whole.
- Maine visitors overall are more likely to *shop for products with the 'Made in Maine' identifier* than are Aroostook County visitors.

Shopping Activities

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



Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*

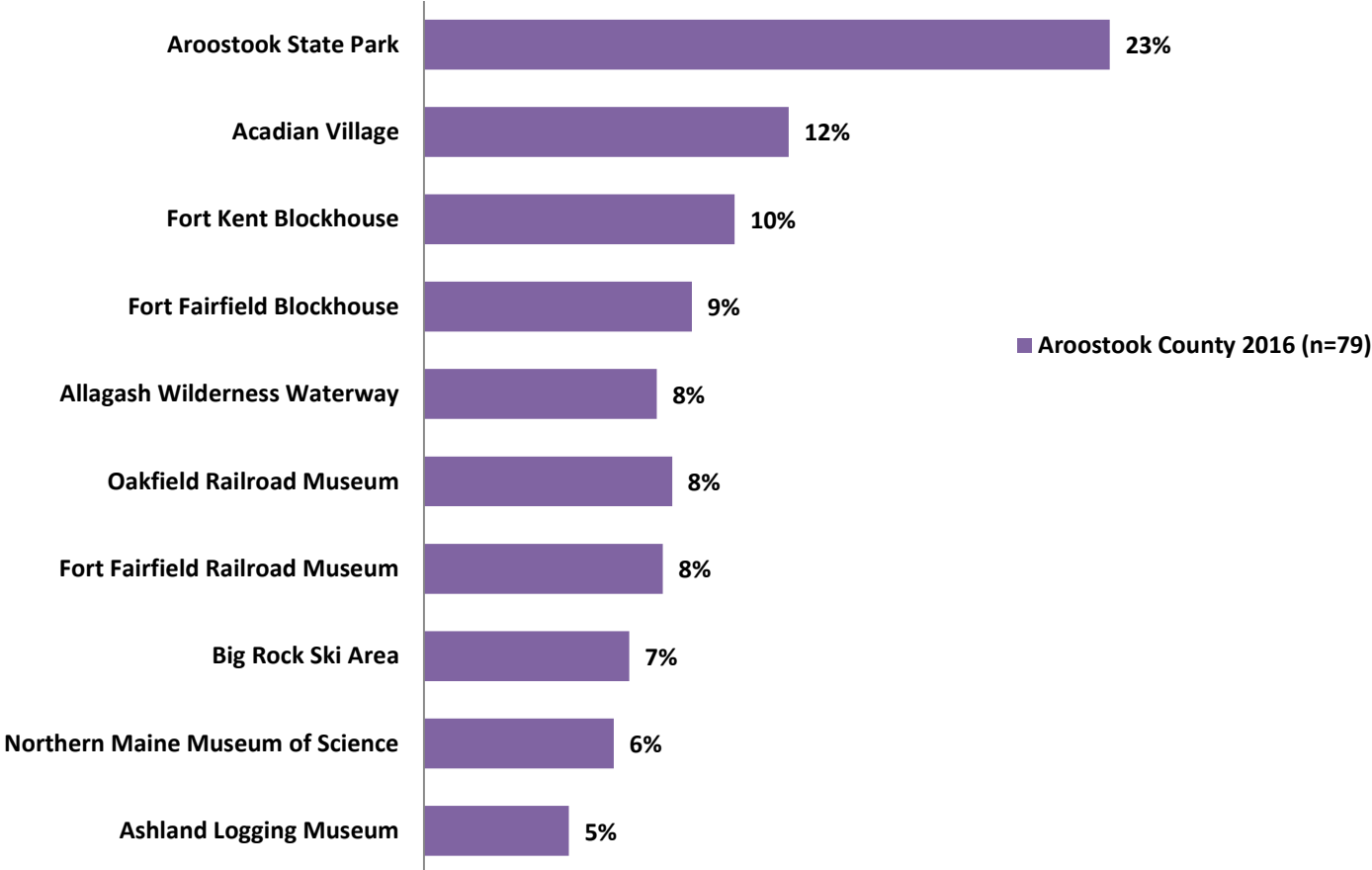
<> indicates a significant difference between subgroups at the 95% confidence level.

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*Please note small sample size. Use caution when interpreting results.

Aroostook State Park is the most popular attraction among day visitors to Aroostook County.

Top Attractions/Locations Visited*



* Does not include response options selected by fewer than 5% of respondents.

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 origin of the 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 of these differences are shown on the following pages.

Visitor Origin

Compared to visitors to the entire State, Aroostook County visitors differ in the following ways:

OVERNIGHT VISITORS

**Higher proportion from
Maine**

**Lower proportion from
Massachusetts**

Visitor Origin

DAY VISITORS

Higher proportion from
Canada and Maine

Lower proportion from
the **United States**
(especially **MA and NH**)

Visitor Demographics

OVERNIGHT VISITORS

Younger

More likely to be employed full-time

Trip Interest Areas

DAY VISITORS

Less likely to want to pursue:

Food/beverage/culinary

Water activities

Family fun/children's activities

OVERNIGHT VISITORS

Less likely to want to pursue:

Touring or sightseeing

Trip Interests and Importance (Travel Driver Index)

DAY VISITORS

**More likely to place
importance on
shopping**

**Less likely to place
importance on:
Touring/sightseeing
Water activities**

Trip Activities

OVERNIGHT AND DAY VISITORS

**More likely to do some
general shopping at
malls or downtown**

**Less likely to be:
Going to the beach
Enjoying the ocean
views**

Trip Activities

OVERNIGHT VISITORS

More likely to be:

Bicycling or mountain biking

Snowshoeing

Attending sports events

Shopping for “Made in Maine” products

Attending summer camps

White water rafting

Less likely to be:

Sightseeing

Trip Activities

DAY VISITORS

Less likely to be:

Eating lobster or other local seafood
Shopping for “Made in Maine” products



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