



Maine Office of Tourism Visitor Tracking Research 2016 Calendar Year Annual Report

Regional Insights: Downeast & Acadia



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

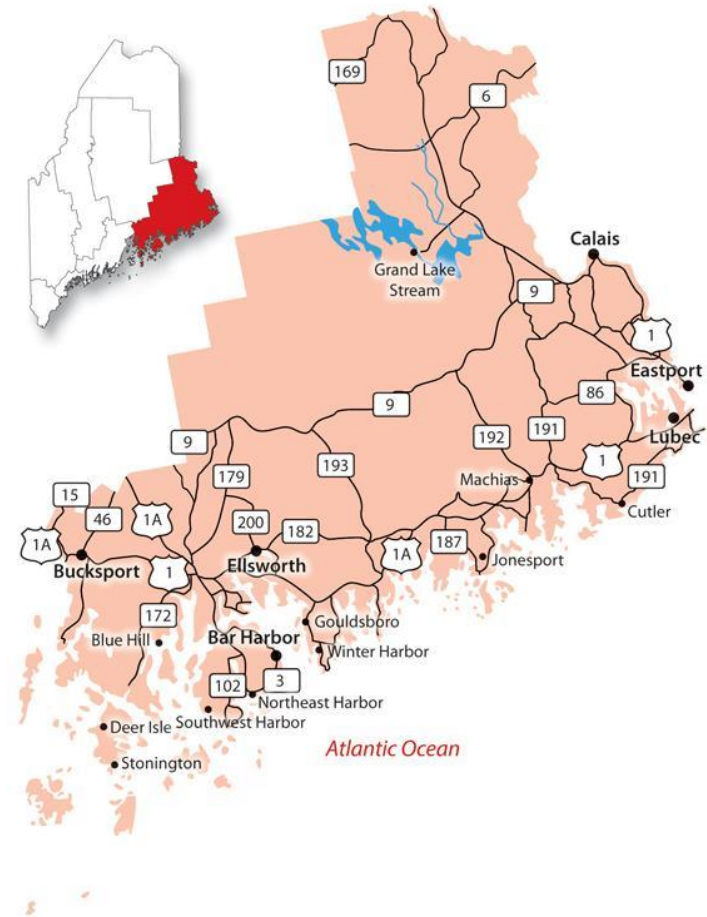
Research Objectives and Methodology

- 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 results among visitors to the **Downeast & Acadia** tourism region during 2016, including:
 - 429 overnight visitors, and
 - 191 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 < >. *(A statistically significant difference means the observed difference is more than would be expected by chance 95 out of 100 times.)*
- Statistically significant differences between 2015 and 2016 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 average 43 years old and have average annual household incomes of \$104,000. More than two-thirds have a college degree, and two-thirds are employed full-time.

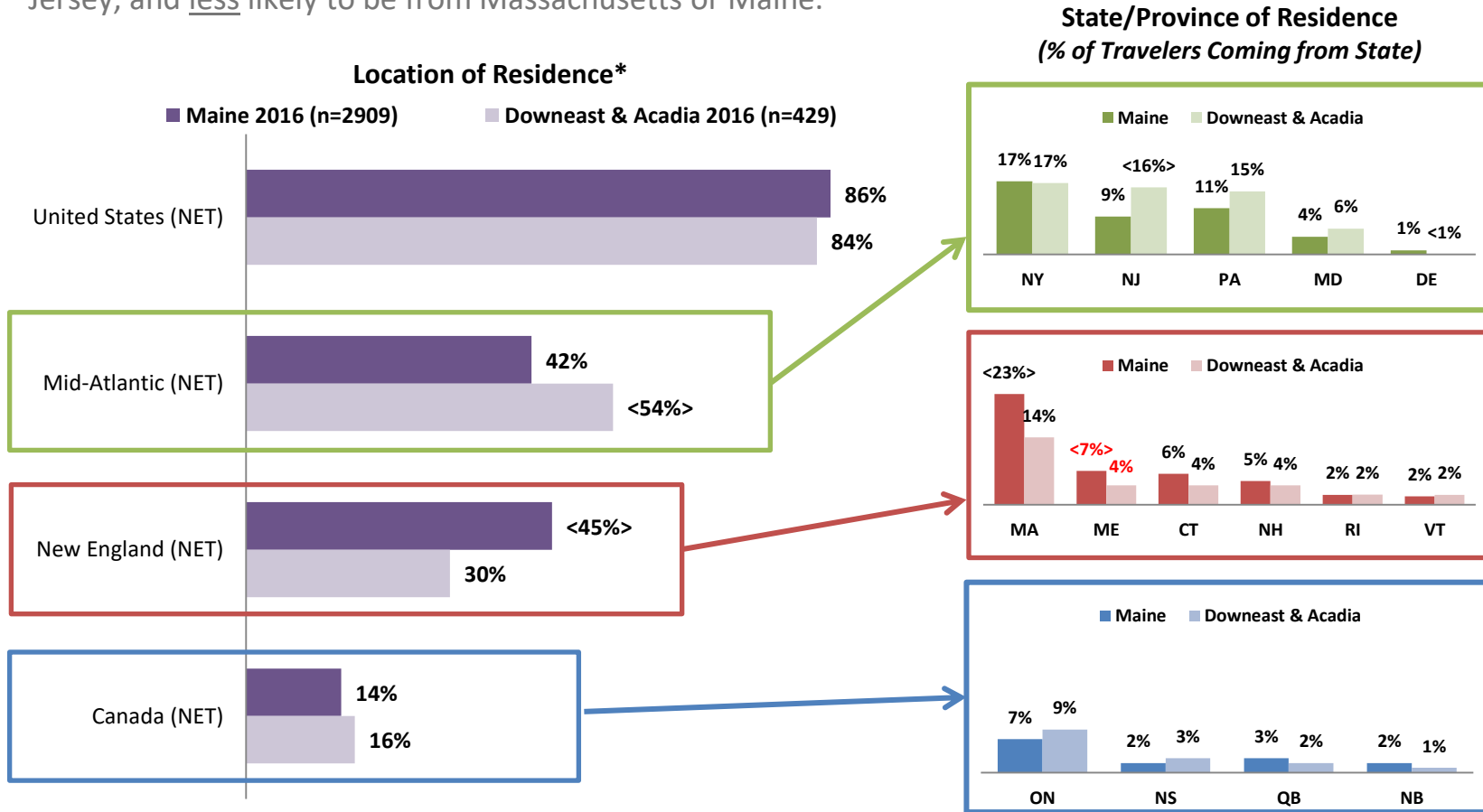
Overnight Visitors	Maine 2016 (n=2909)	Downeast & Acadia 2016 (n=429)
Age:		
< 35	34%	35%
35 - 44	22%	19%
45 - 54	18%	16%
55 +	26%	30%
Mean Age (Years)	42.8	43.4
Income:		
< \$50,000	20%	18%
\$50,000 - \$99,000	42%	40%
\$100,000 +	39%	43%
Mean Income	\$98,700	\$104,000
Female	60%	58%
College Degree or Higher	66%	69%
Married	56%	56%
Employed Full-Time	66%	65%

<> 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.

More than half of overnight visitors to the Downeast & Acadia region are from the Mid-Atlantic region of the United States.

- A greater proportion of overnight visitors to the Downeast & Acadia region originate from the Mid-Atlantic, as compared to overnight visitors to the State of Maine overall.
- Overnight visitors to this region are more likely than visitors to the State as a whole to arrive from New Jersey, and less likely to be from Massachusetts or Maine.



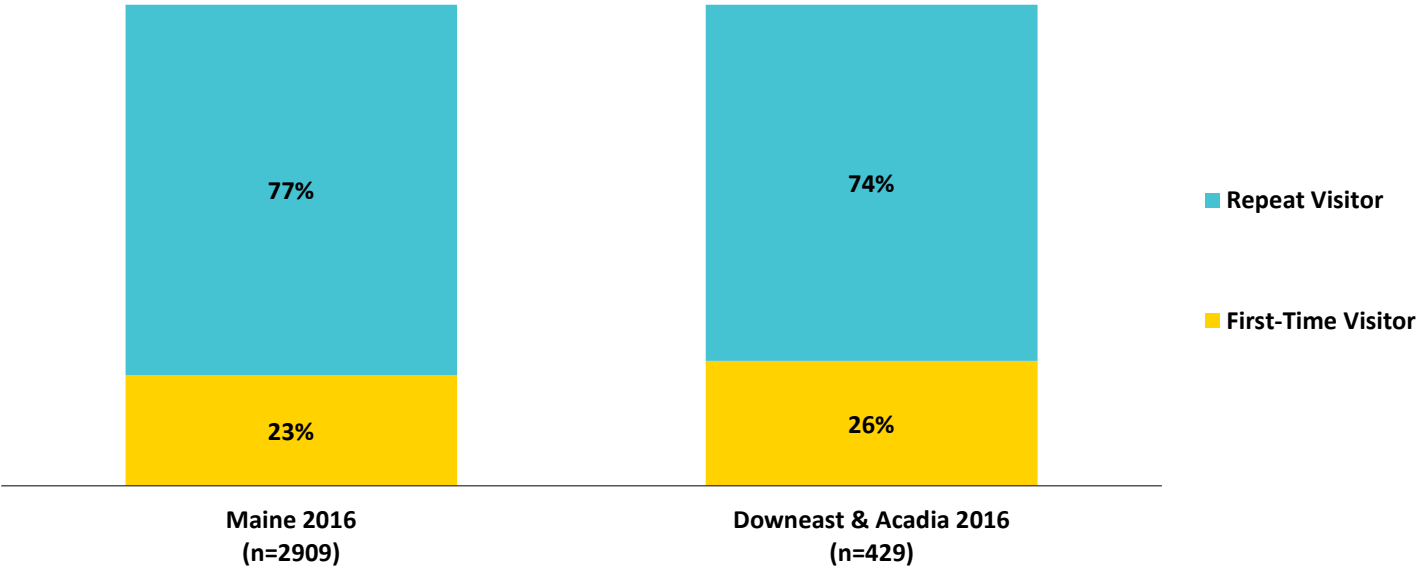
*Regions/states/provinces of residence reported here reflect the geographic target area included in the Visitor Profile surveying. Though people from other areas of the country do visit Maine, this study only includes those residing in Maine's core advertising markets.

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One in four overnight visitors to the Downeast & Acadia region are visiting for the first time.

Repeat vs. First-Time Visitors

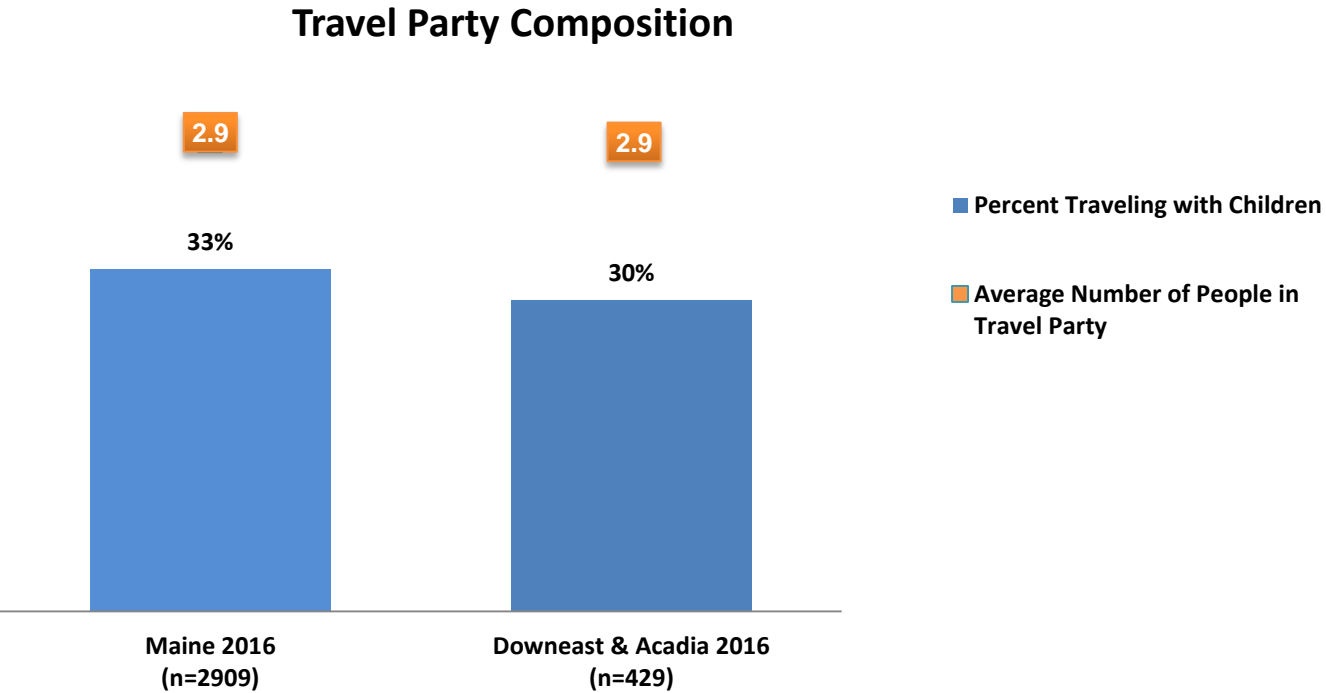


Q11. Was this your first visit in Maine?

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Just under one-third of overnight visitors to the Downeast & Acadia region are traveling with children.

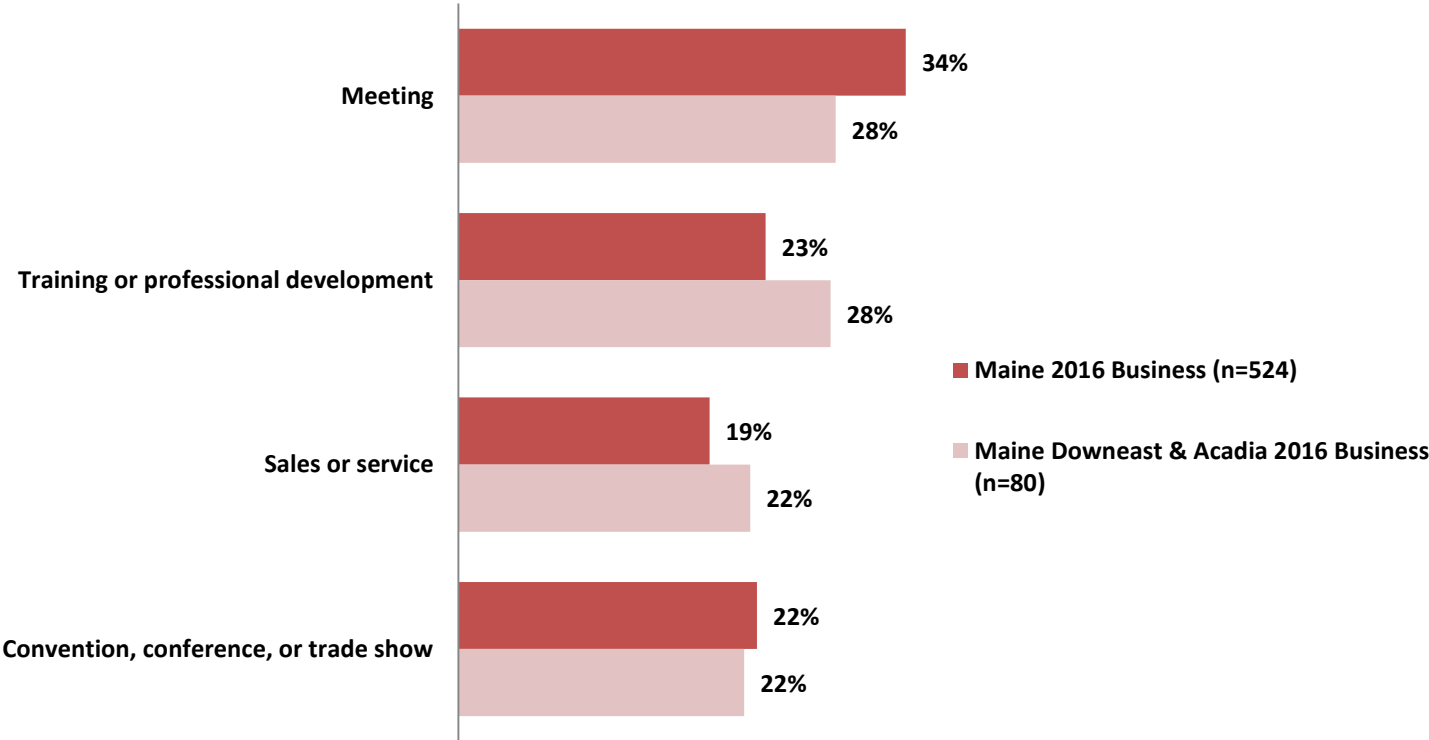


Q21. Including yourself, how many people (adults and children) were in your immediate travel party on this specific trip to Maine?
Q22. How many of these people were: Children?
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Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitors: Trip Experience

One-fourth of overnight business travelers to Downeast & Acadia are attending a *meeting or training/professional development*.

Primary Purpose of Overnight Business Trips



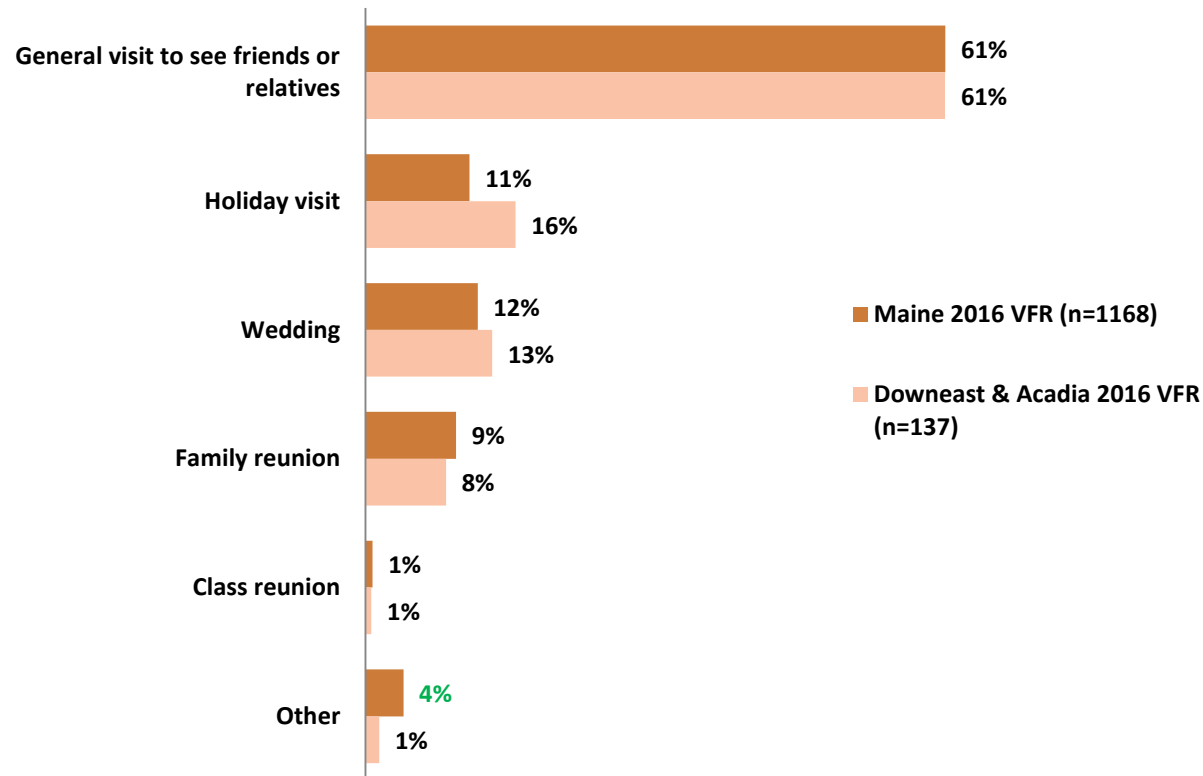
Q8. What was the primary purpose of your most recent business trip in Maine?

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The majority of overnight VFR visitors cite a *general visit to see friends/relatives* as their reason for visiting the Downeast & Acadia region.

Primary Purpose of Overnight VFR Trips



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

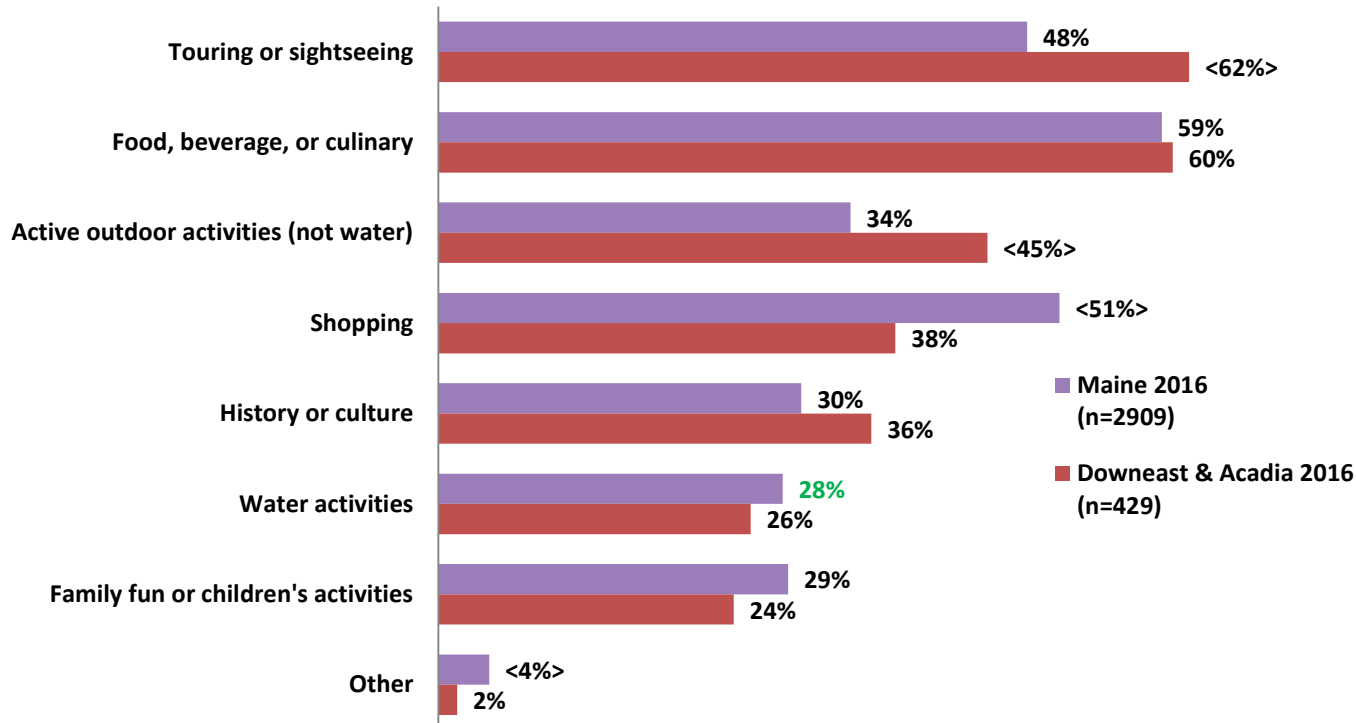
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Three in five overnight visitors to the region are interested in *touring or sightseeing or food/beverage/culinary activities*.

- 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* and *active outdoor activities*. They are less likely to be interested in *shopping*.

2016 Interest Areas



Most Important Interest Area Downeast & Acadia	
Touring or sightseeing	56%
Food, beverage, or culinary	24%
Active outdoor activities (not water)	50%
Shopping	15%
History or culture	26%
Water activities	12%
Family fun or children's activities	37%
Other	100%

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

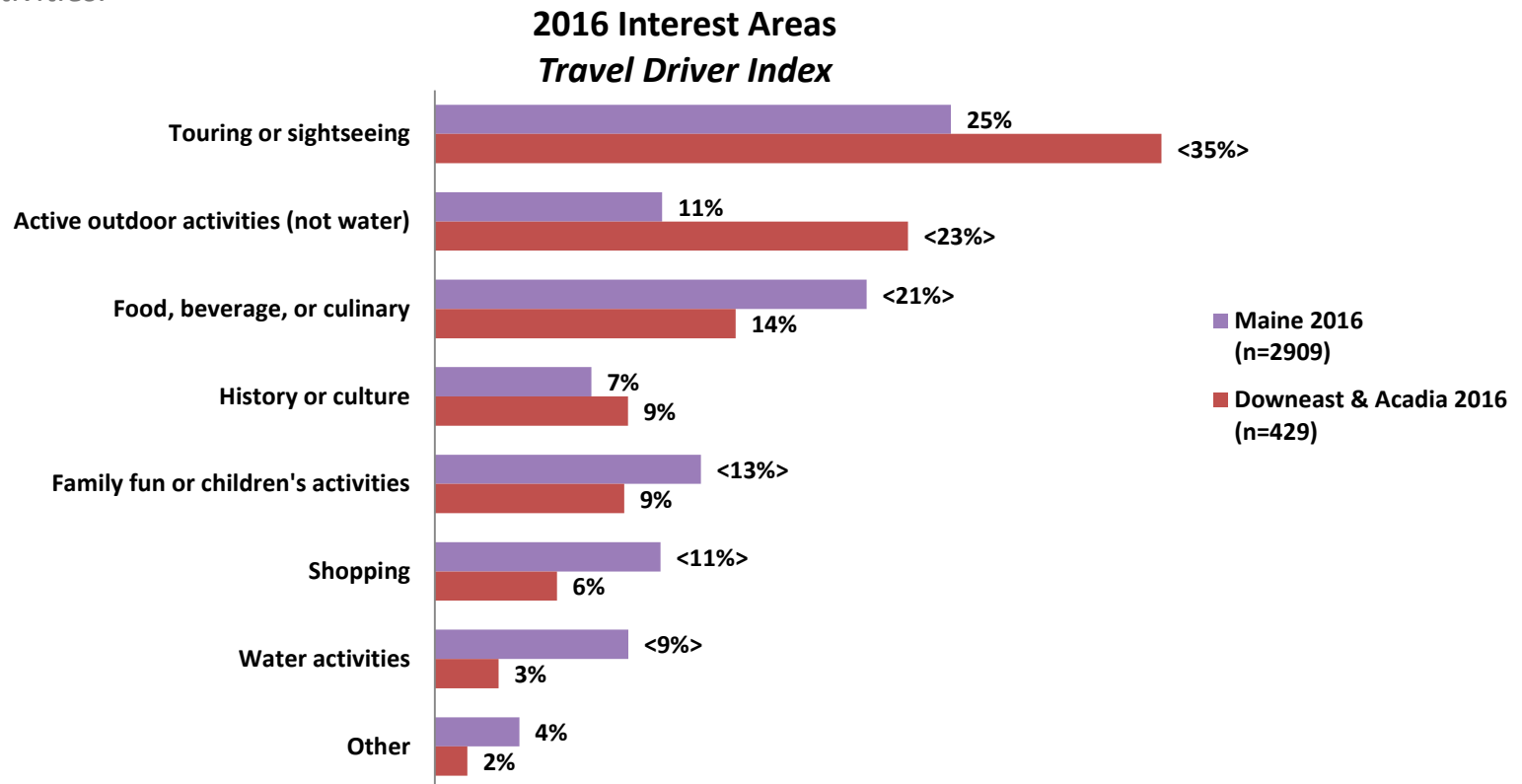
Q33. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 15

<> 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* ranks highest among overnight visitors.

- When looking at visitors' interest in various activities along with the importance they place on these activities in selecting Maine as a destination, visitors to the Downeast & Acadia region place more importance than visitors to the State as a whole in *touring/sightseeing* and *active outdoor activities*. They place less importance on *food/beverage/culinary activities*, *family fun/children's activities*, *shopping*, and *water activities*.



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.*

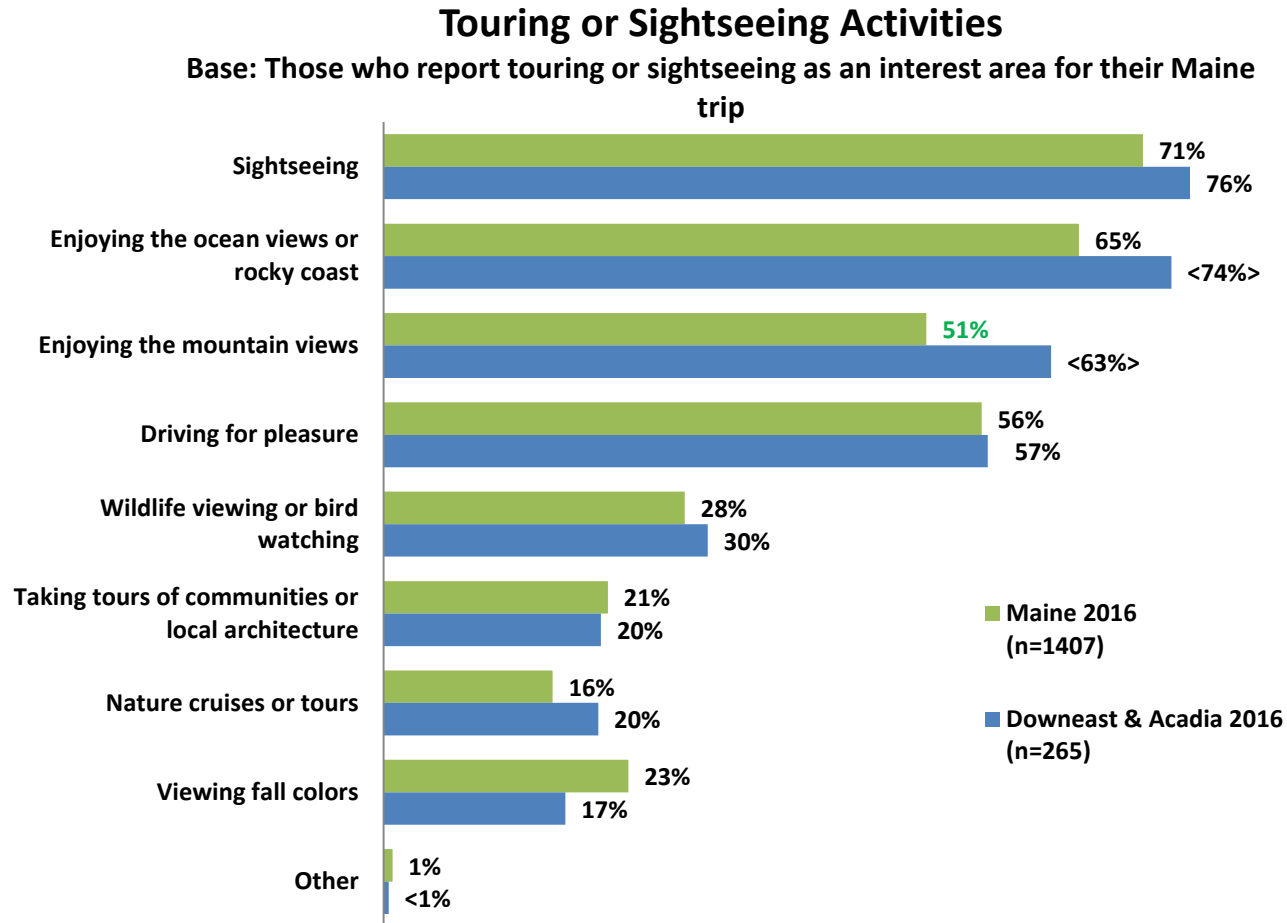
Q33. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 16

<> 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.

Three-fourths of visitors interested in touring/sightseeing do some general sightseeing or enjoy the ocean views/rocky coast while visiting.

- Visitors to the Downeast & Acadia region are more likely than overnight visitors to Maine overall to enjoy the ocean views/rocky coast and the mountain views.



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.

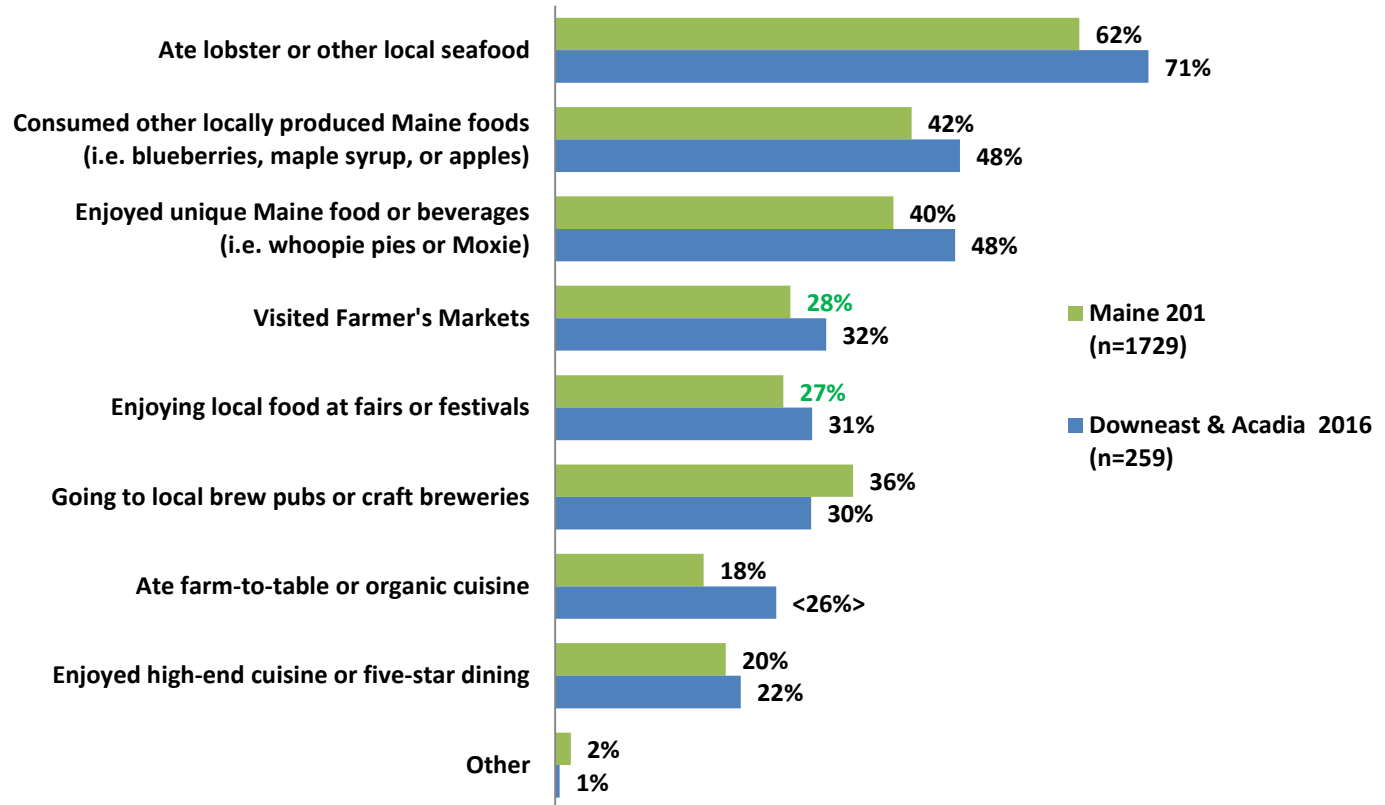
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Eating lobster/other local seafood is the most common activity among overnight visitors interested in food/beverage/culinary activities.

- Overnight visitors to the Downeast & Acadia region are more likely to *eat farm-to-table or organic cuisine* than are 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 their Maine trip



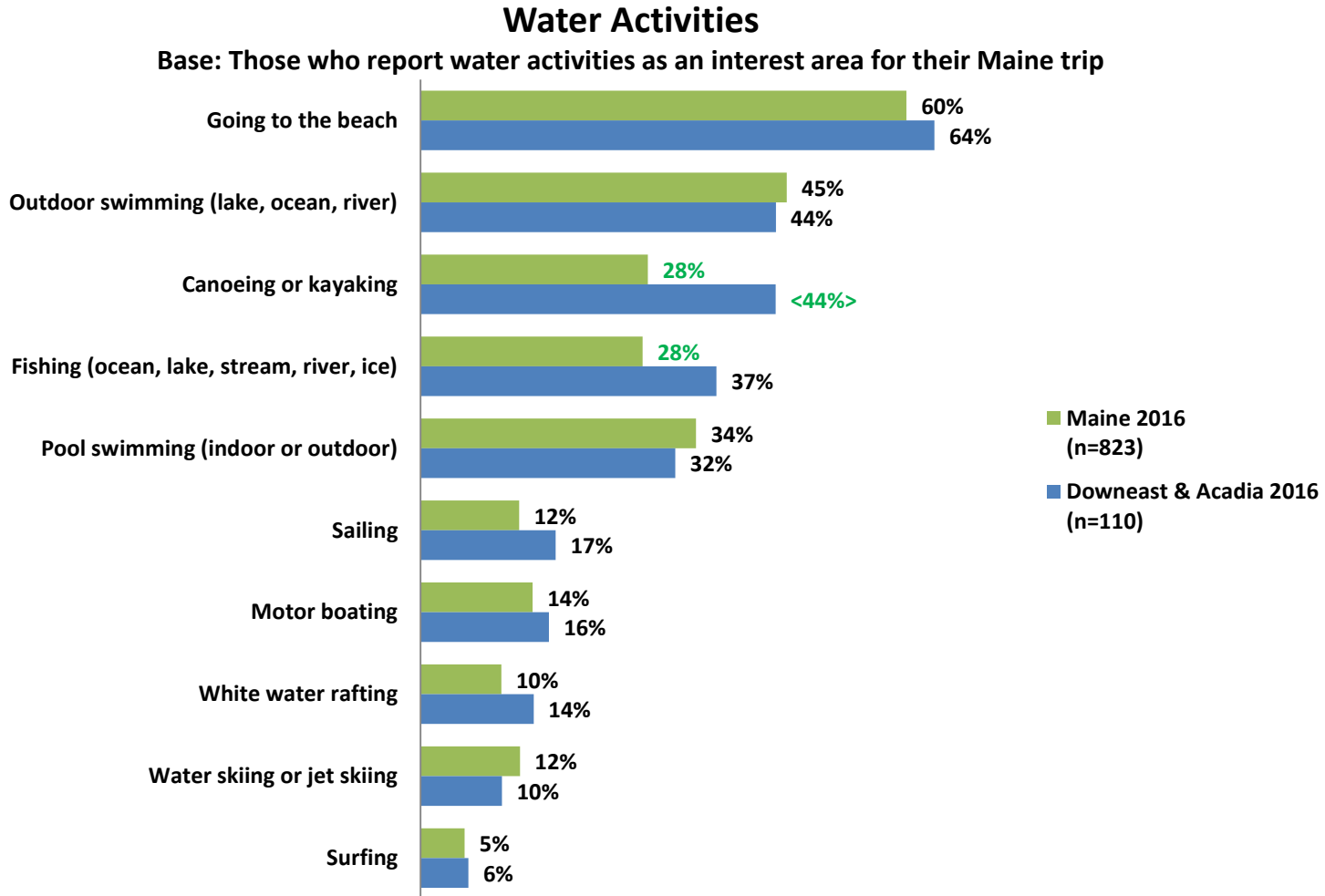
Q34. In which of the following activities did you participate during this trip? *Please check all that apply.*

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

- Canoeing or kayaking is more popular among overnight visitors to the Downeast & Acadia region than among visitors to the State as a whole.



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

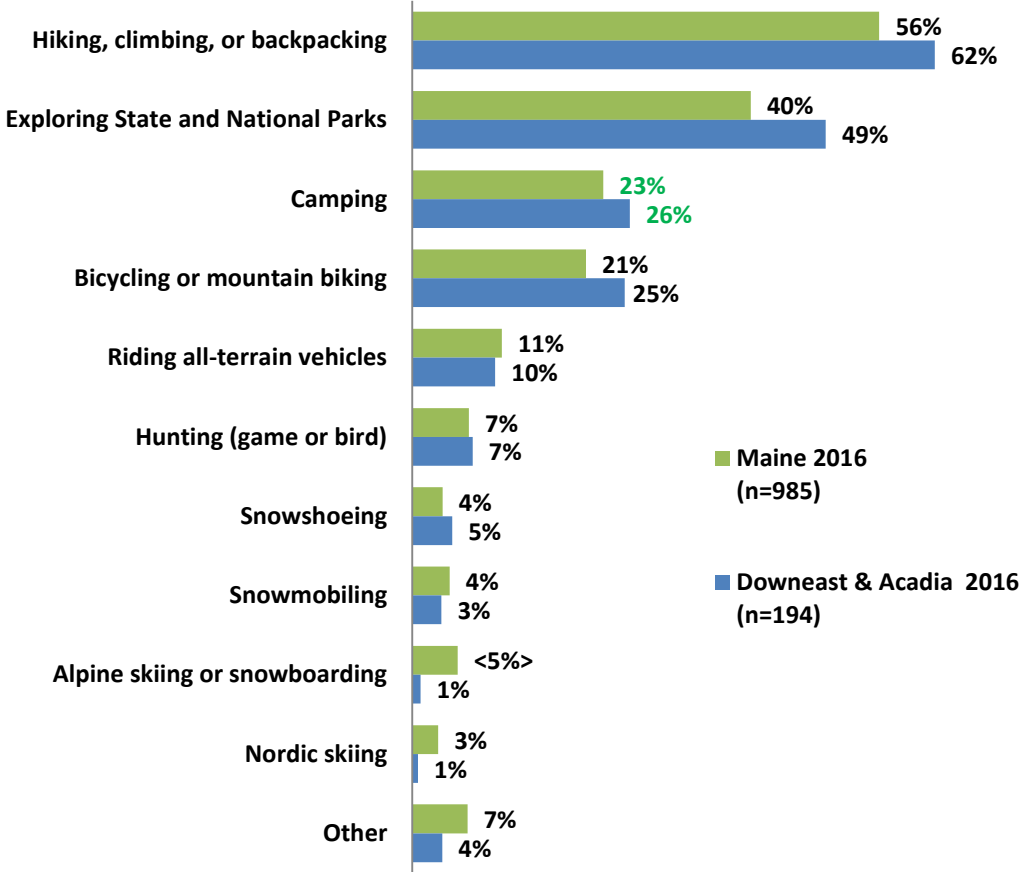
<> indicates a significant difference between subgroups at the 95% confidence level.

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The most common active outdoor activities among overnight visitors are *hiking/climbing/backpacking* and *exploring state and national parks*.

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.

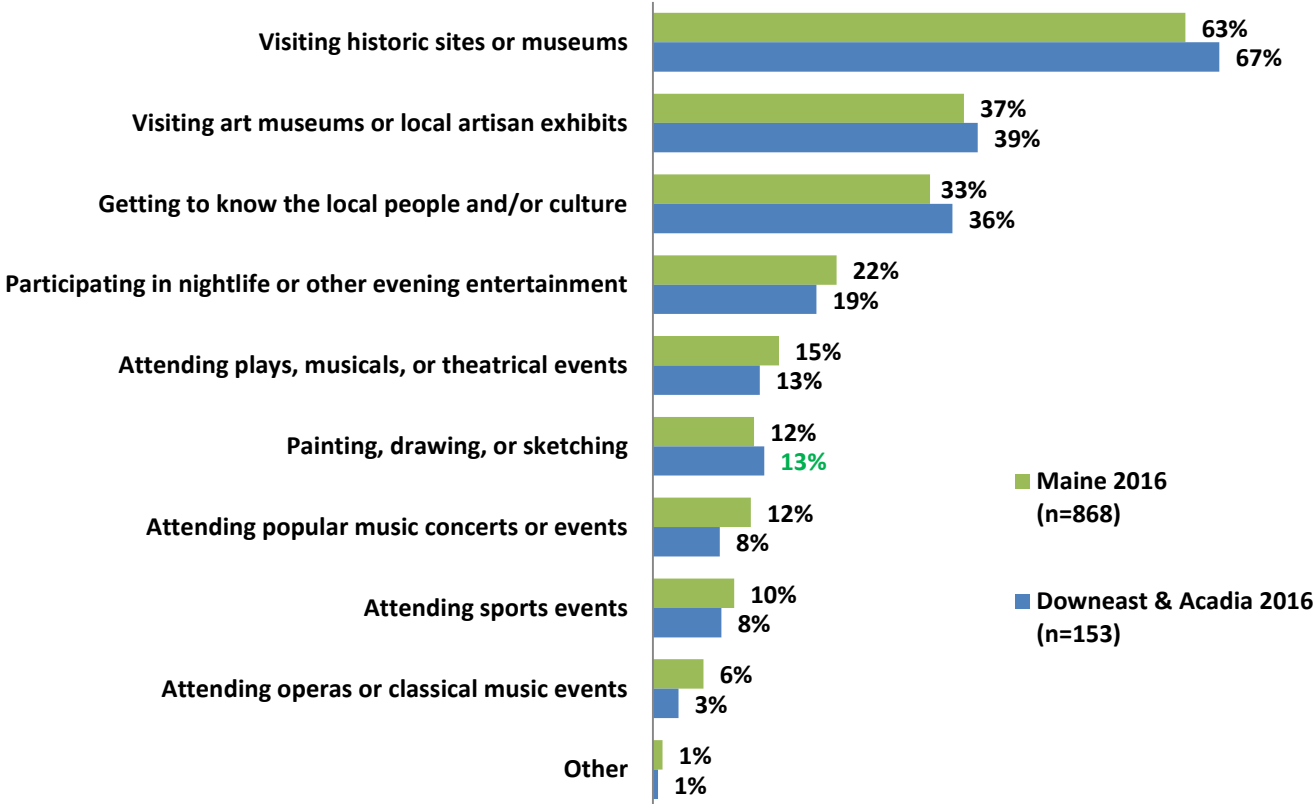
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Visiting historic sites/museums is the most popular activity among overnight visitors who are interested in history/culture.

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.

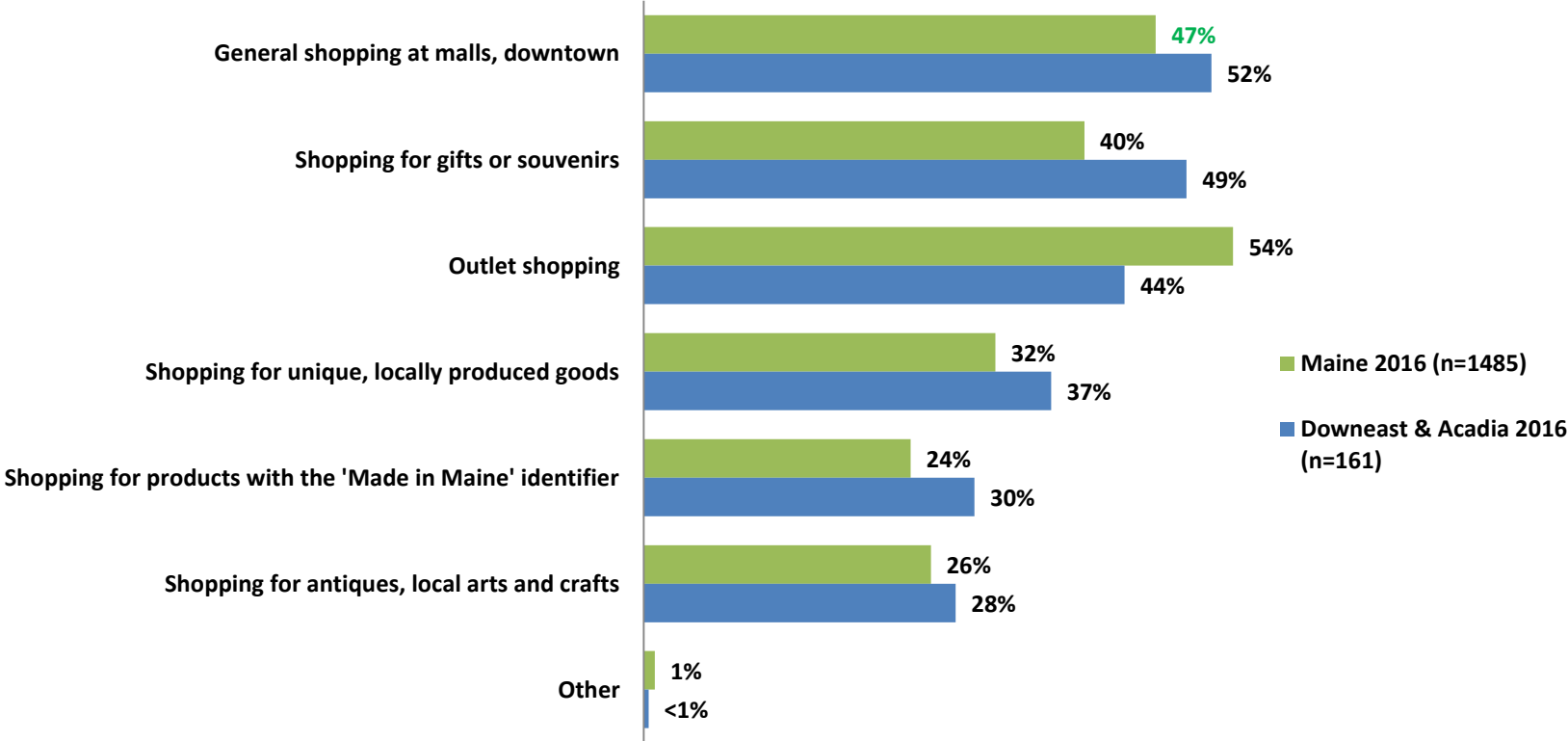
<> indicates a significant difference between subgroups at the 95% confidence level.

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

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.

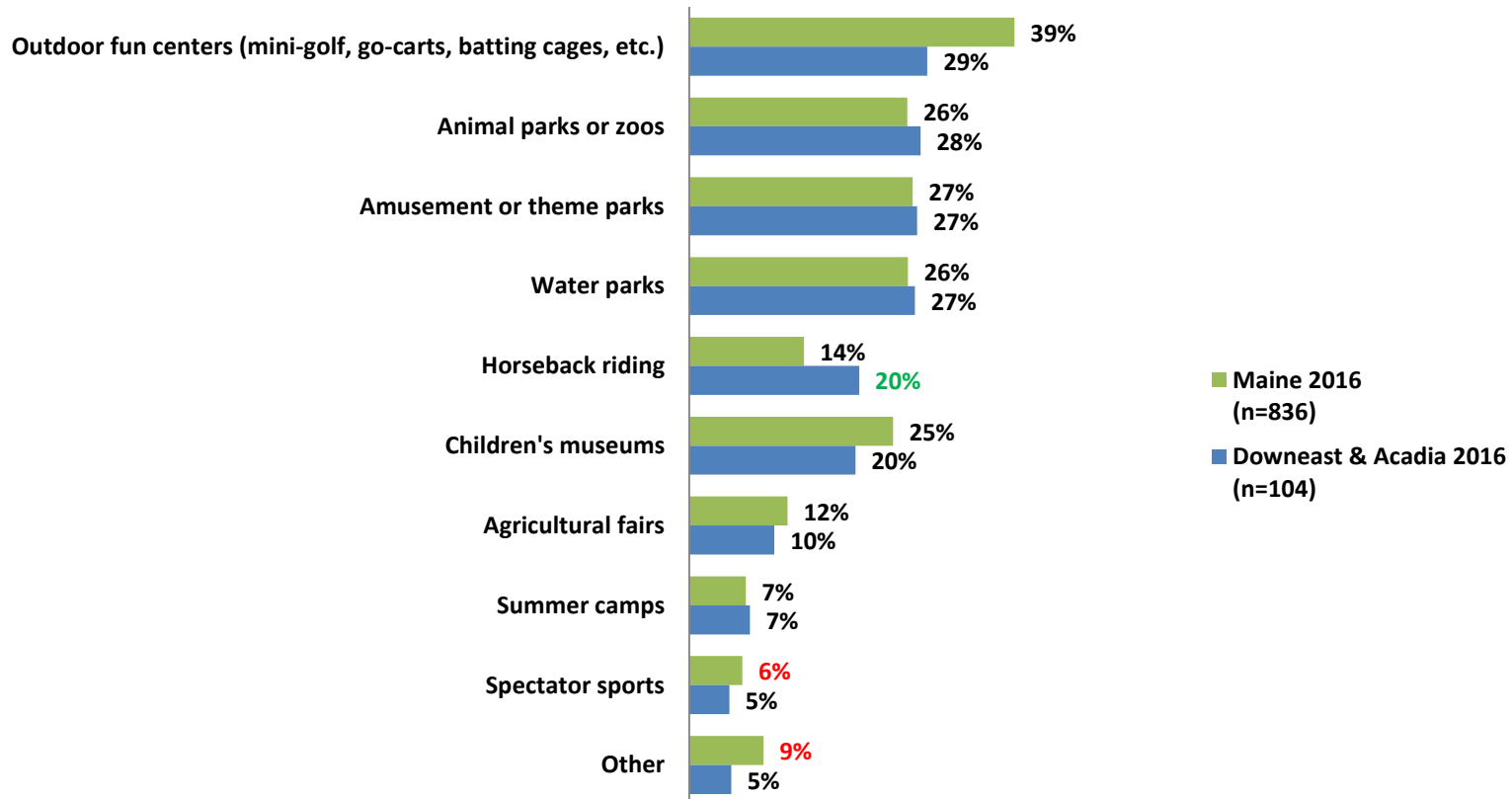
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Overnight visitors who are interested in family fun/children's activities participate in a wide 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 their Maine trip



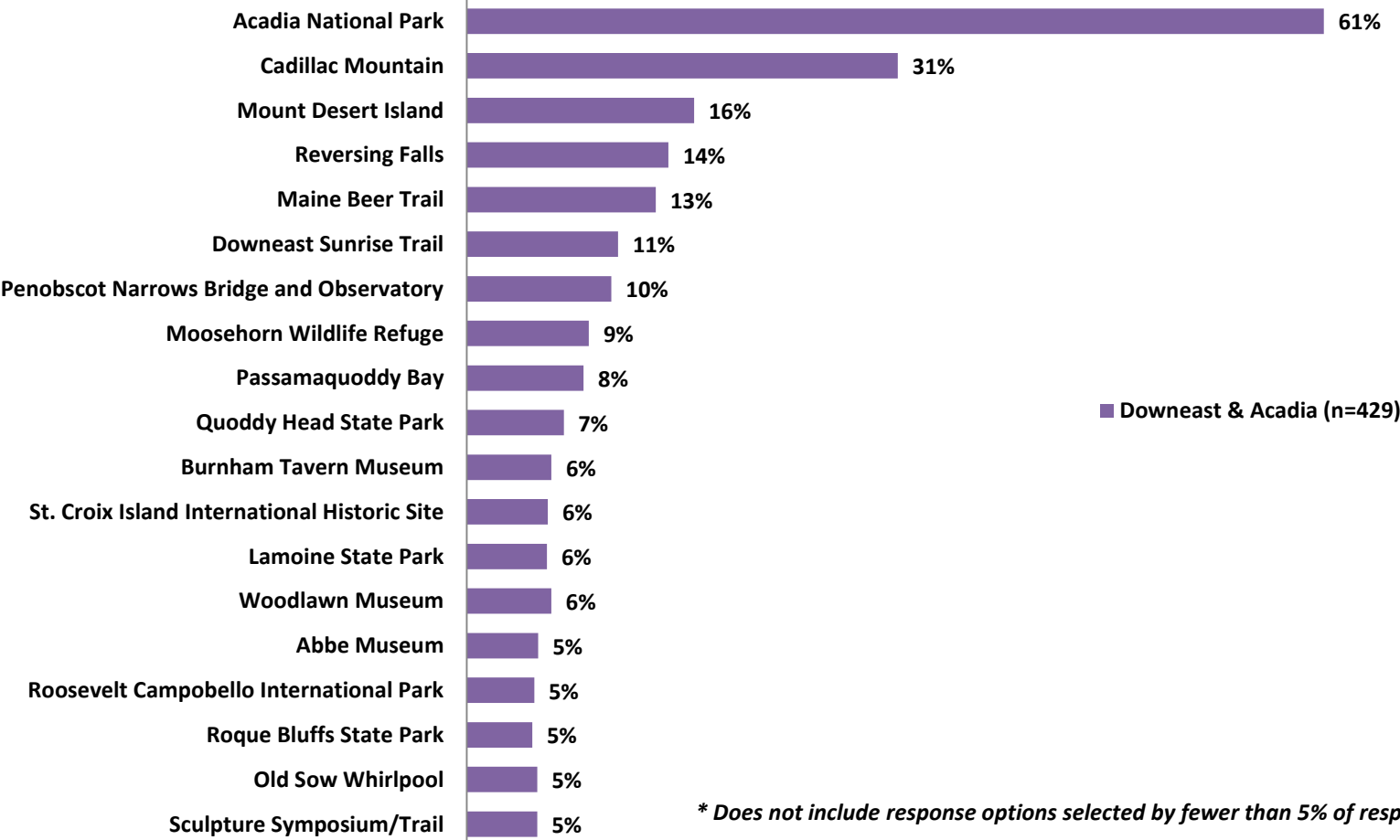
Q34. In which of the following activities did you participate during this trip? *Please check all that apply.*

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Six in ten overnight visitors to the Downeast & Acadia region visited Acadia National Park.

Top Attractions/Locations Visited*



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

Q29: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

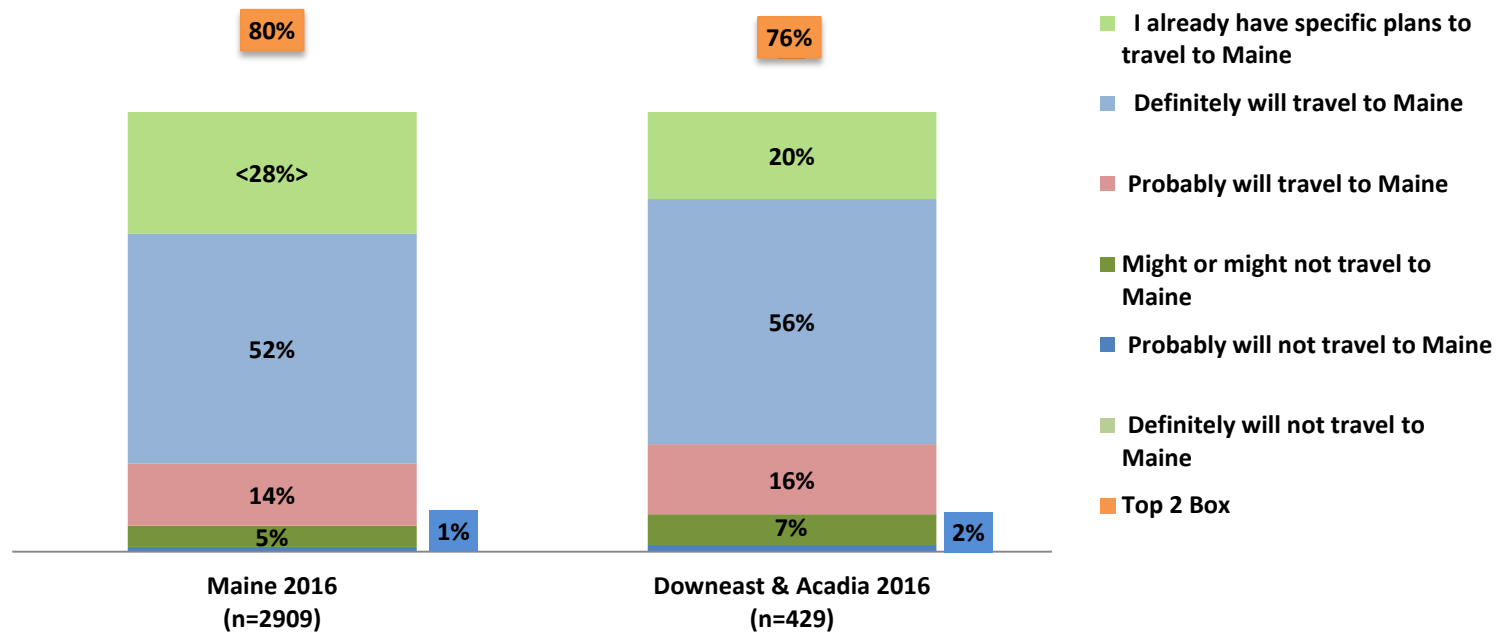
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Three-fourths of overnight visitors to the region either already have plans to return to Maine or indicate that they definitely will return.

- Overnight visitors to the Downeast & Acadia region are less likely than visitors 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



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

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Day Visitors: Traveler Description

Day Visitor Demographics

- Day visitors to the Downeast & Acadia tourism region average 45 years old and have annual household incomes just over \$73,000. Nearly two-thirds have at least a college degree, and about half are married.
- Day visitors to this region have average household incomes that are lower than day visitors to the State overall, but are more likely to be employed full-time.

Day Visitors	Maine 2016 (n=1762)	Downeast & Acadia 2016 (n=191)
Age:		
< 35	28%	28%
35 - 44	18%	21%
45 - 54	19%	17%
55 +	35%	34%
Mean Age (Years)	46.0	45.4
Income:		
< \$50,000	26%	32%
\$50,000 - \$99,999	42%	47%
\$100,000 +	<32%>	21%
Mean Income	<\$88,100>	\$73,500
Female	75%	76%
College Degree or Higher	63%	62%
Married	56%	47%
Employed Full-Time	52%	<62%>

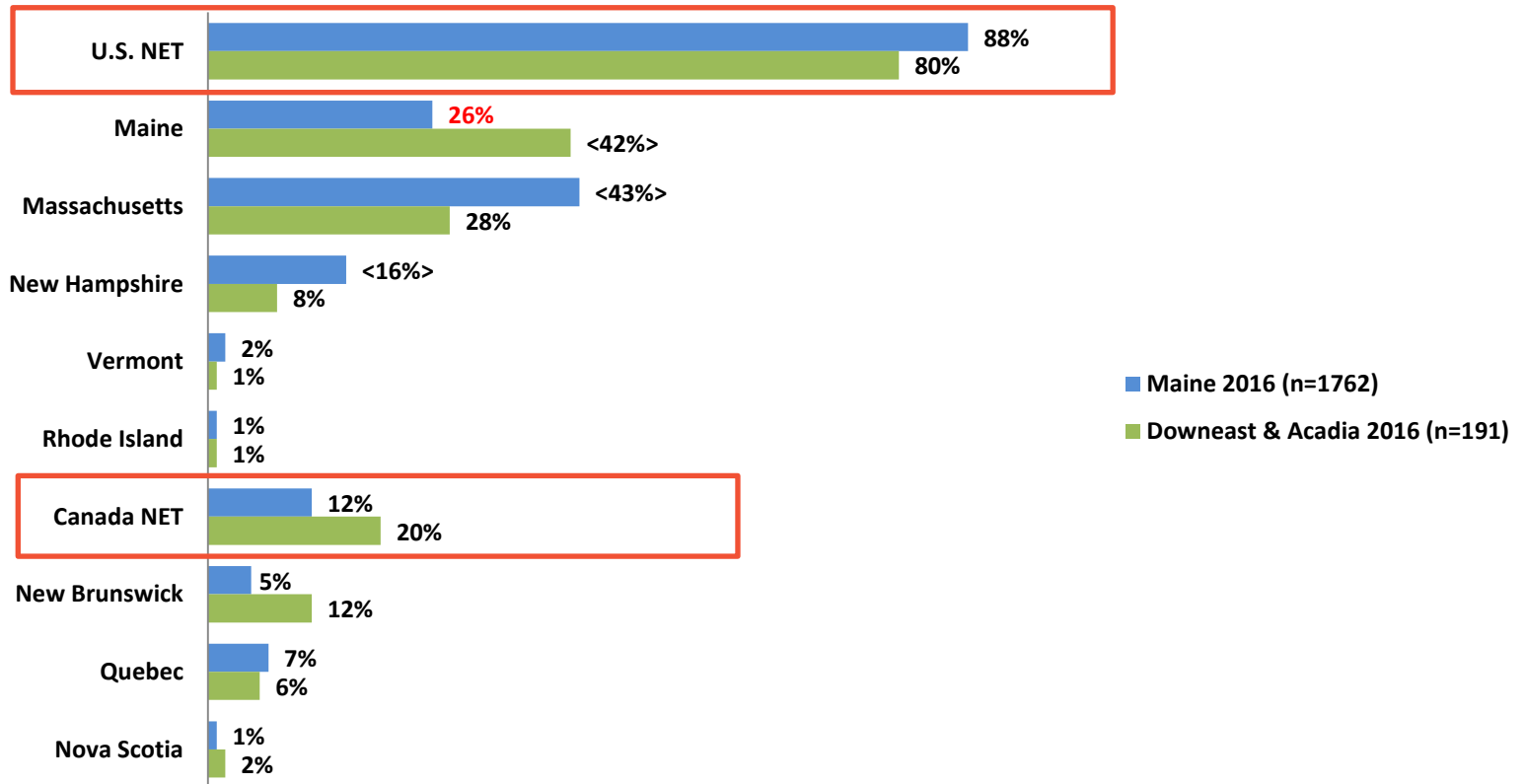
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Four in five day visitors to the Downeast & Acadia region are U.S. residents, with the highest proportion originating from Maine.

- The Downeast & Acadia region attracts a greater proportion of day visitors from Maine, as compared to the State 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.

State/ Province of Residence



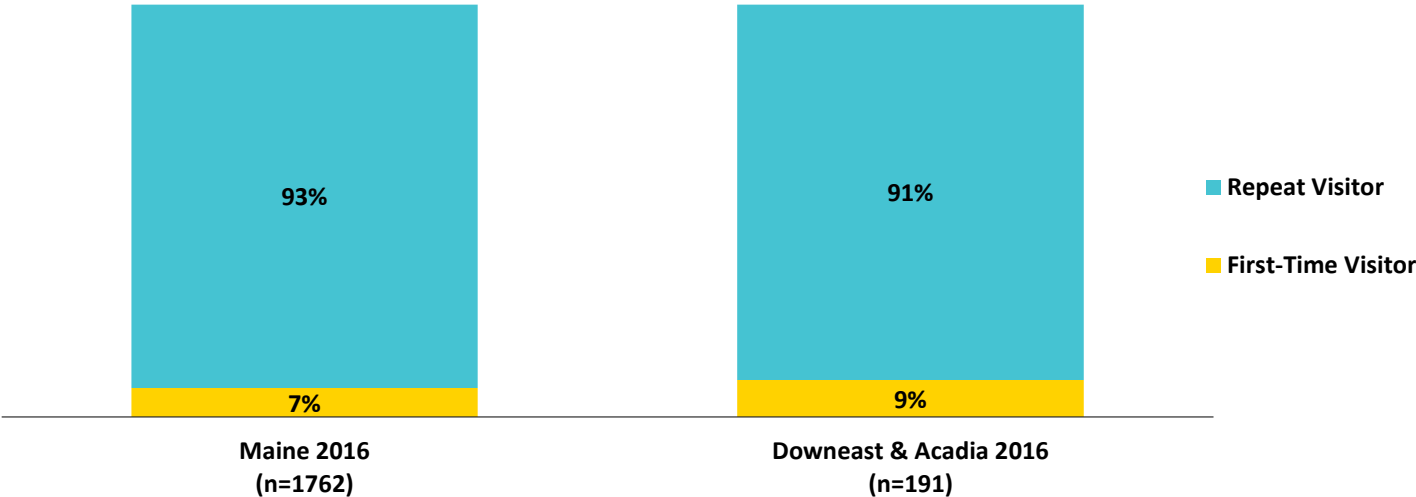
Q2. In what State or Province do you live?

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Nine in ten day visitors to the Downeast & Acadia region are repeat visitors.

Repeat vs. First-Time Visitors



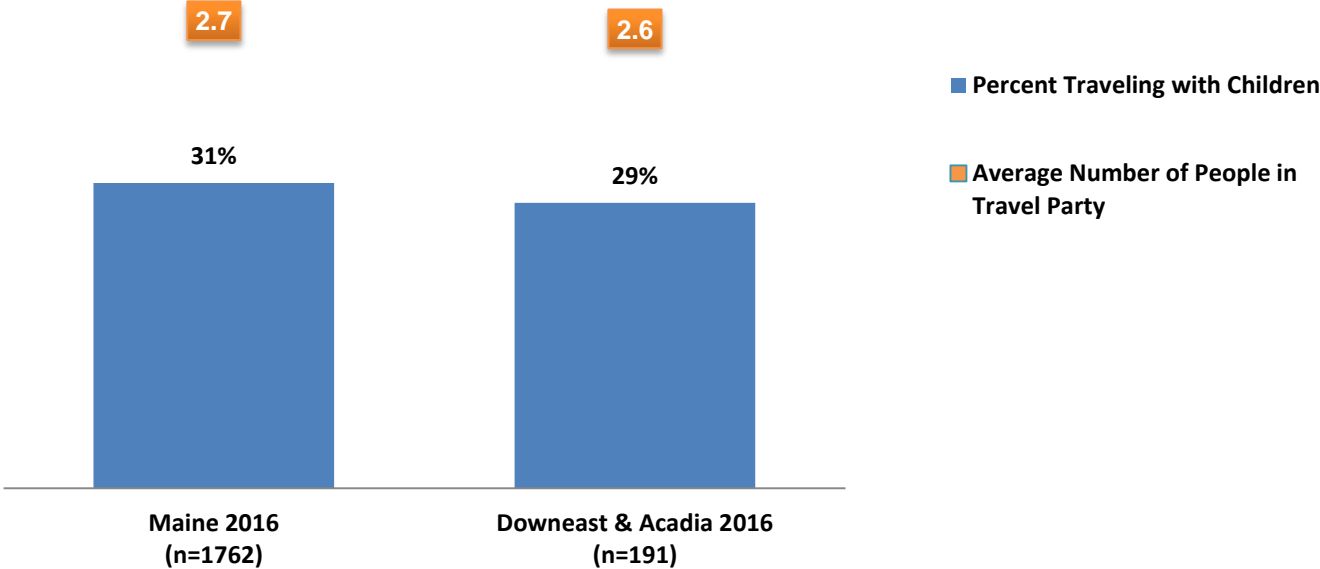
Q10. Was this your first visit to Maine?

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More than one-fourth of day visitors to the Downeast & Acadia region are traveling with children.

Travel Party Composition



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

Q16. How many of these people were: Children

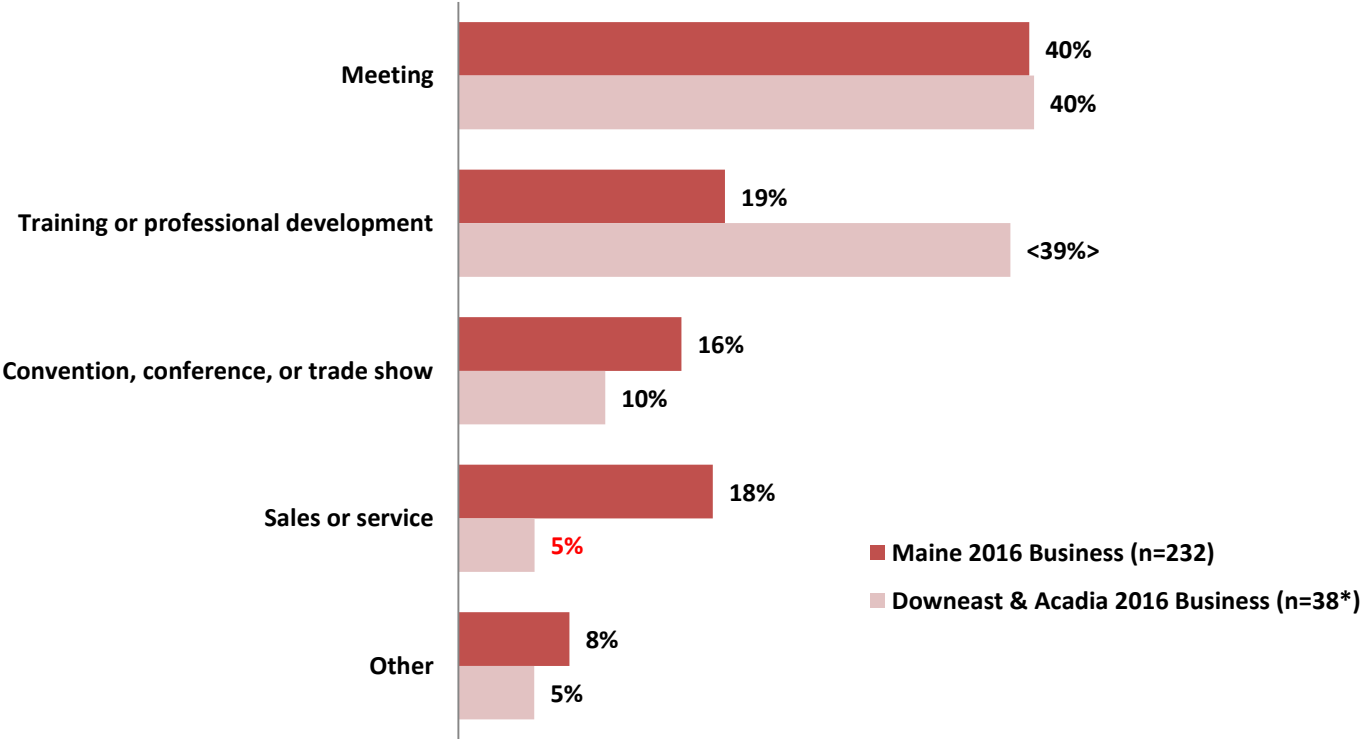
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Day Visitors: Trip Experience

Two in five business day visitors are in the Downeast & Acadia region for a general meeting or training/professional development.

Primary Purpose of Day Business Trips



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

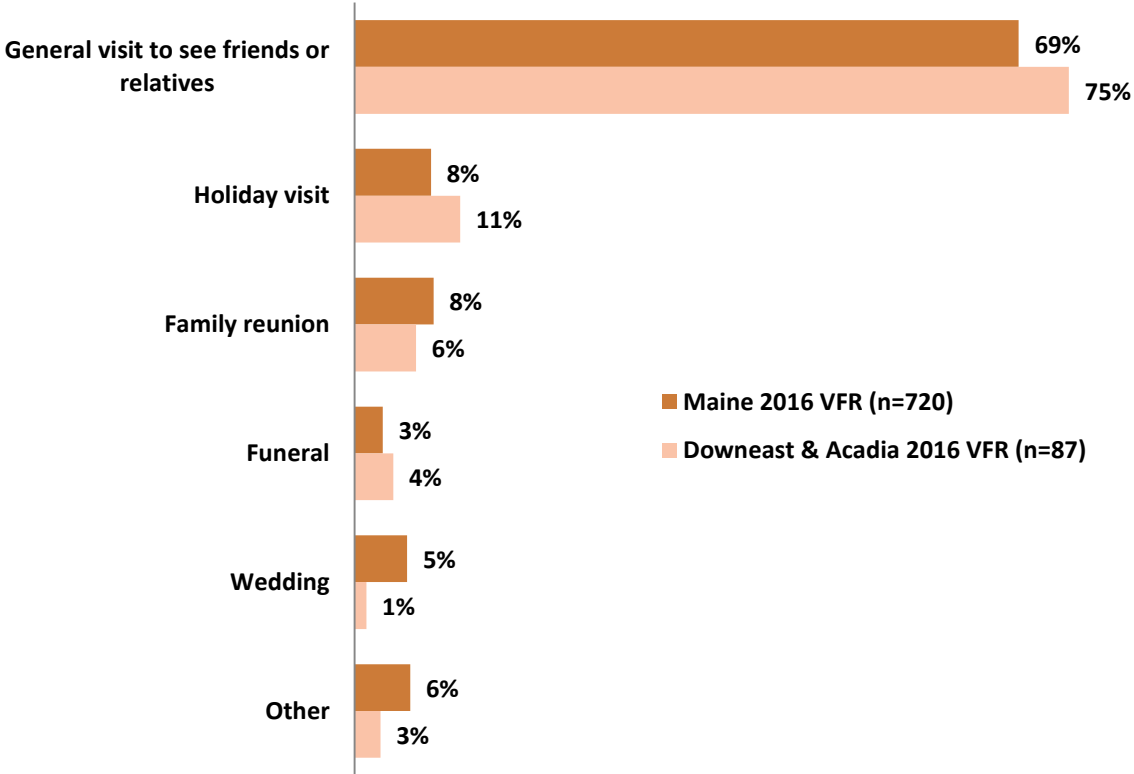
<> indicates a significant difference between subgroups at the 95% confidence level.

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. Use caution when interpreting results.

Most Downeast & Acadia day visitors on a VFR trip are visiting primarily for a *general visit to see friends/relatives*.

Primary Purpose of Day VFR Trips



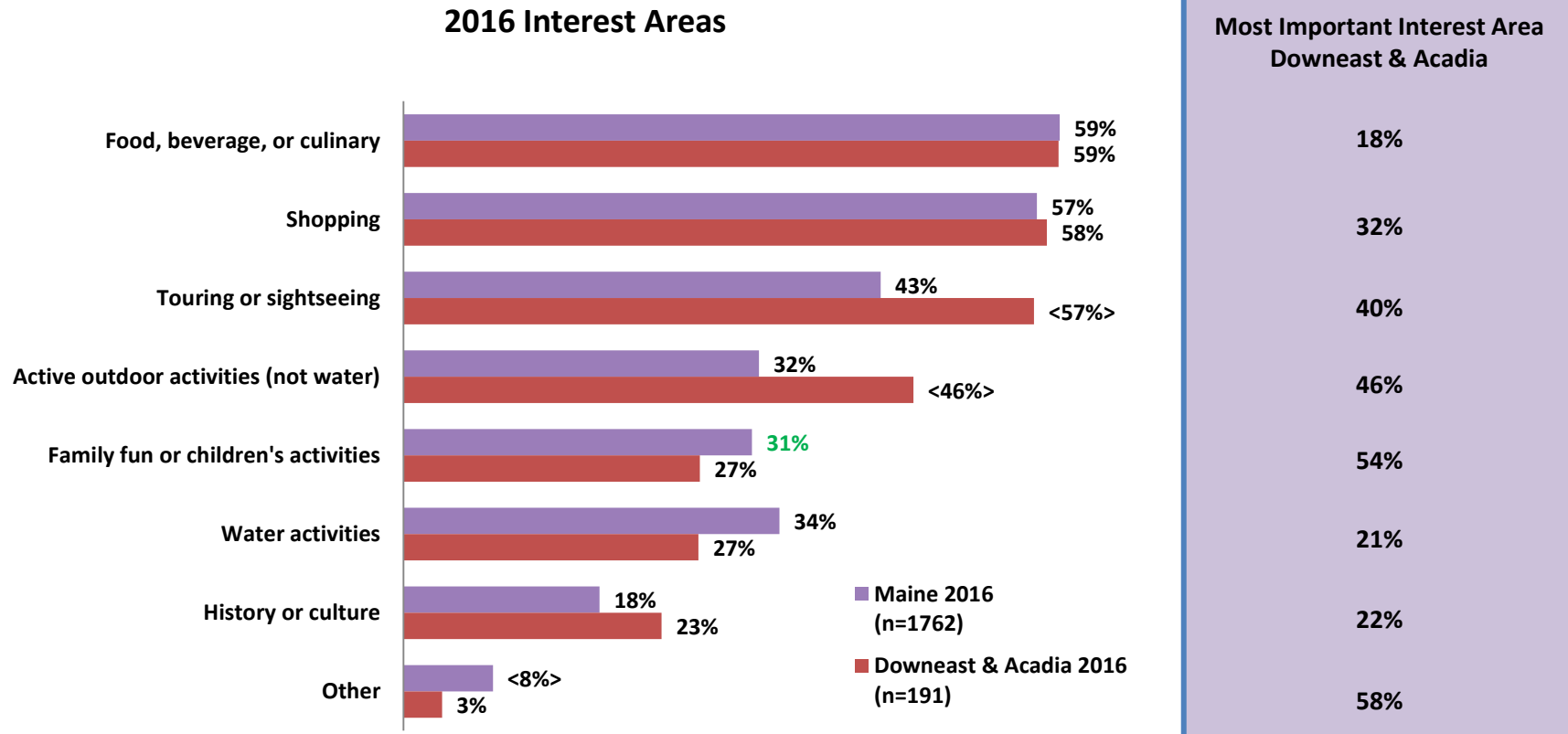
Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

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The top interest areas pursued by day visitors to this region are *food/beverage/culinary activities, shopping, and touring/sightseeing.*

- Day visitors to the Downeast & Acadia region are more likely than day visitors to Maine overall to be interested in pursuing *touring/sightseeing activities* and *active outdoor activities*.



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

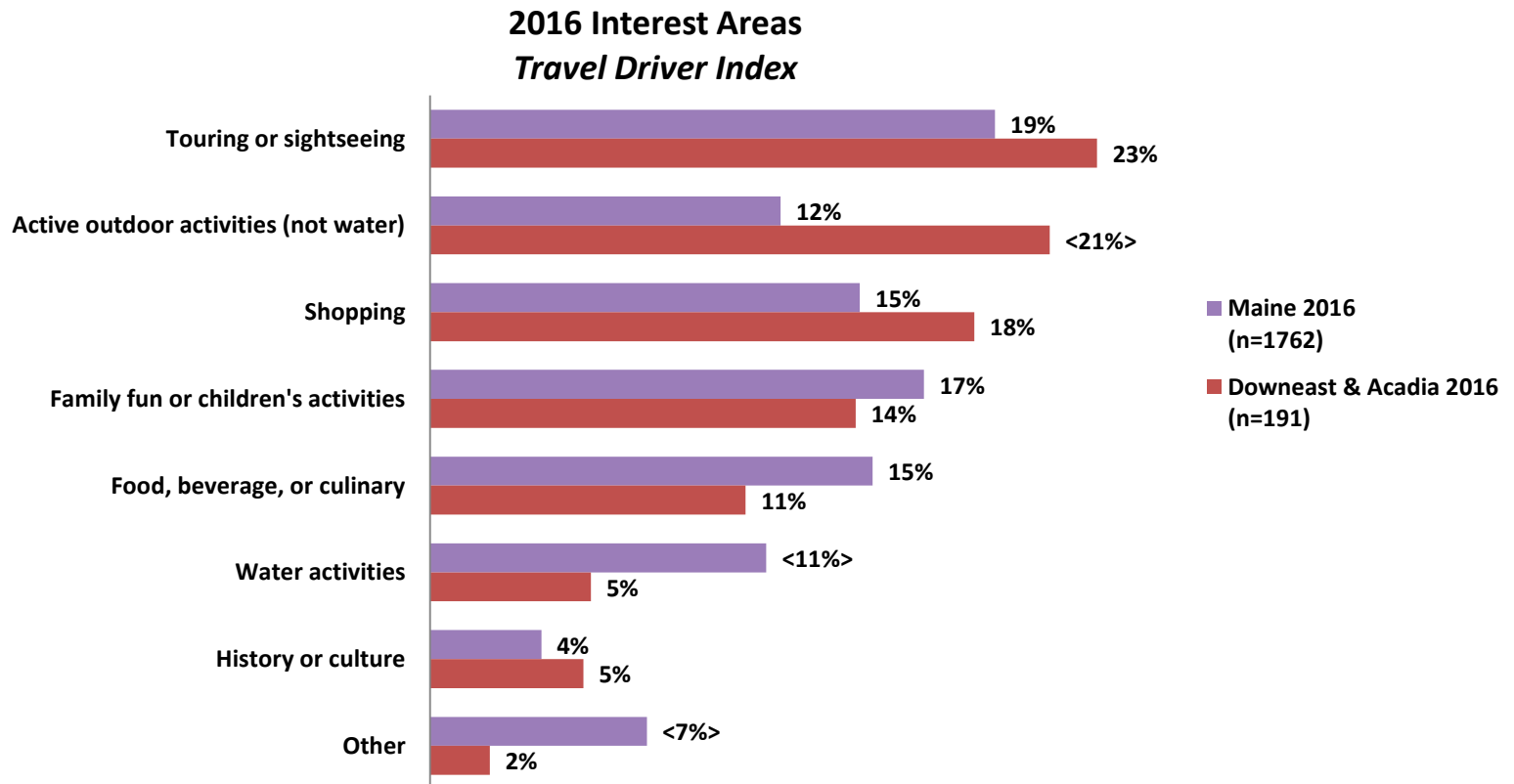
Q19. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 34

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

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When looking at both interest and importance, the highest ranked interest areas among this region's day visitors are *touring/sightseeing* and *non-aquatic outdoor activities*.

- When looking at visitors' interest in various activities along with the importance they place on these activities in selecting Maine as a destination, day visitors to the Downeast & Acadia region are more likely than visitors to the State as a whole to place importance on *active outdoor activities* and less likely to place importance on *water activities*.

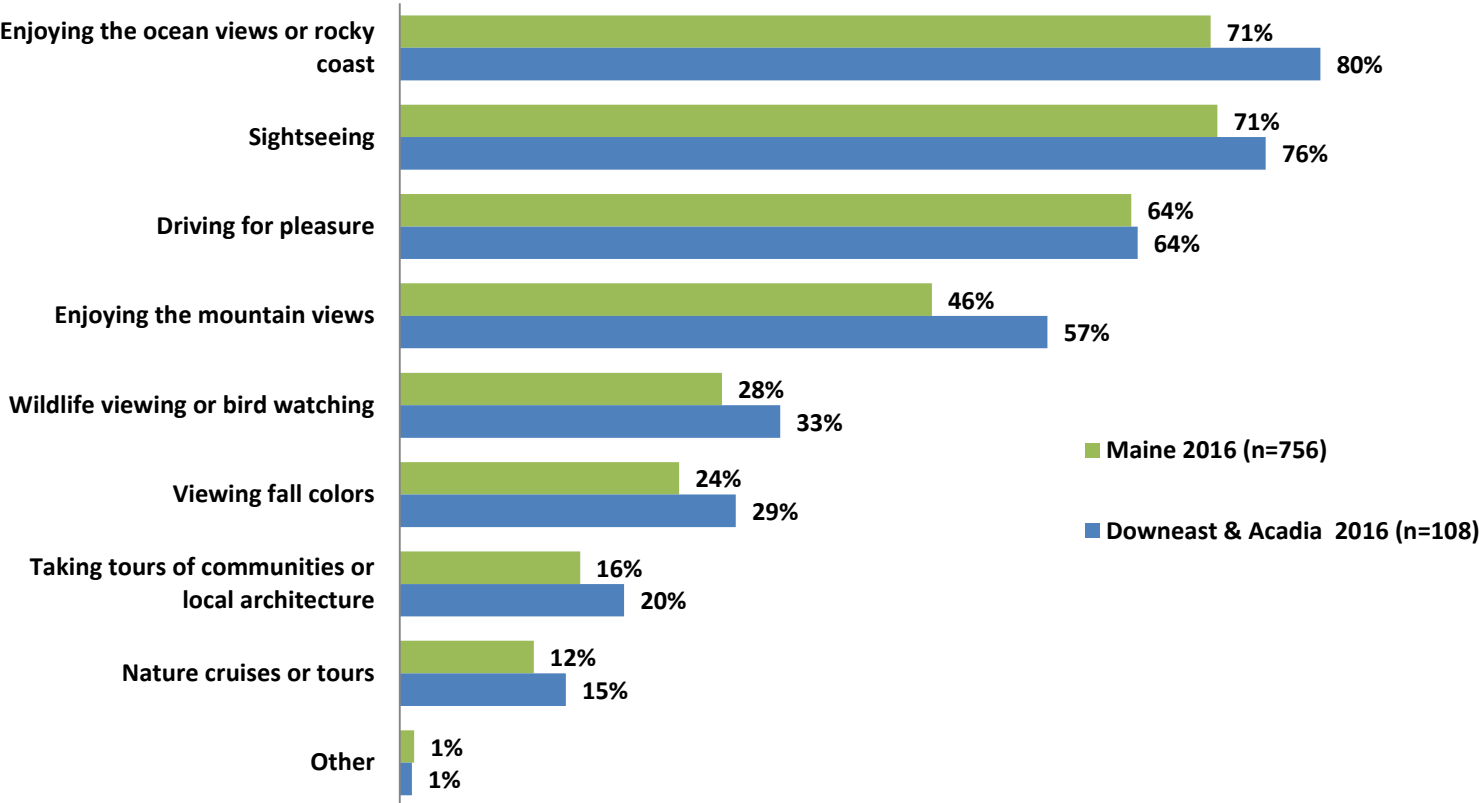


Travel Driver Index = percentage selecting category as interest area X percentage ranking same interest area as most important

Enjoying the ocean views/rocky coast and sightseeing are the most popular touring/sightseeing activities for day visitors to this region.

Touring or Sightseeing Activities

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



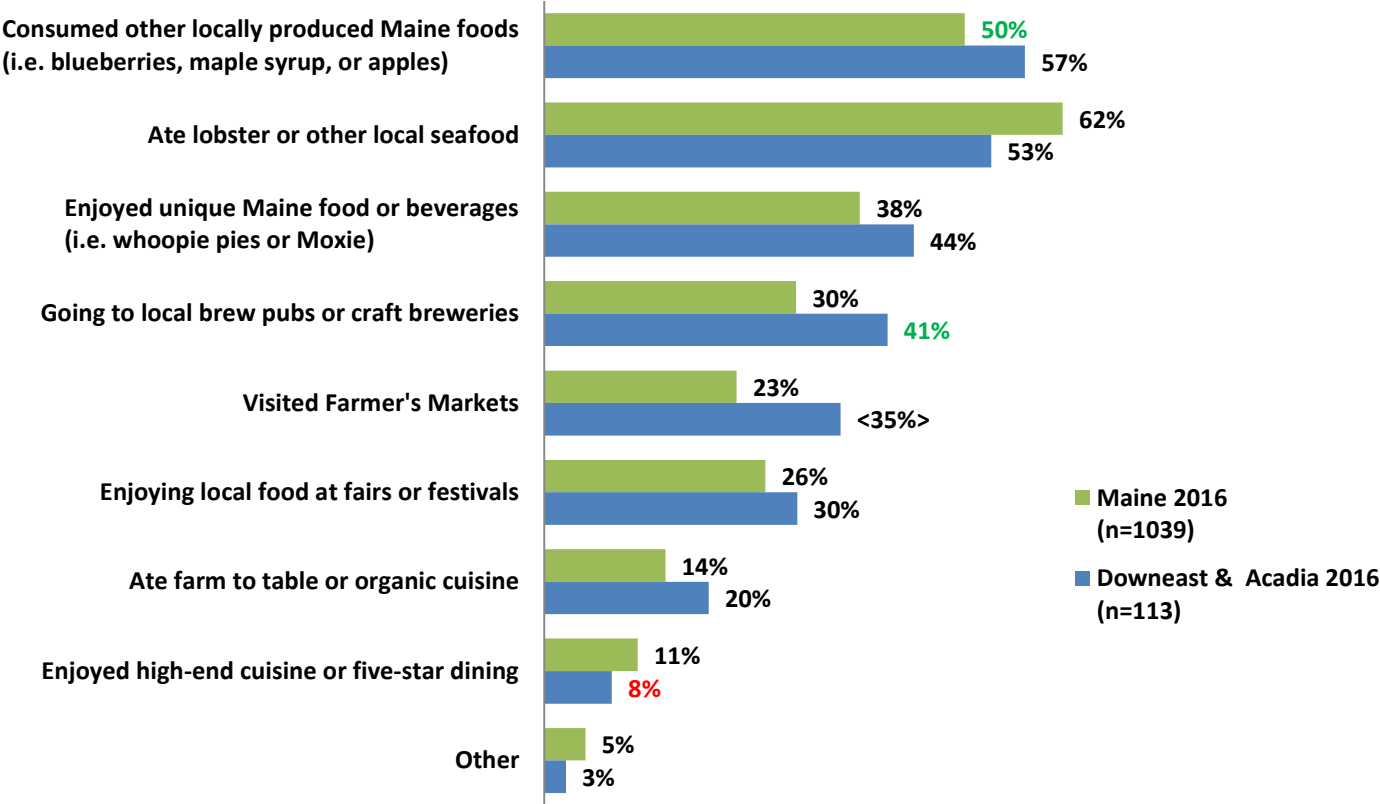
Q20. In which of the following activities did you participate during this trip? Please check all that apply.
 <> indicates a significant difference between subgroups at the 95% confidence level.
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Among day visitors interested in food/beverage/culinary activities, more than half say they ate lobster/other local seafood or consumed other locally produced Maine foods while visiting.

- Day visitors to the Downeast & Acadia region are more likely than visitors to the State as a whole to have visited Farmer's Markets while in the area.

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.

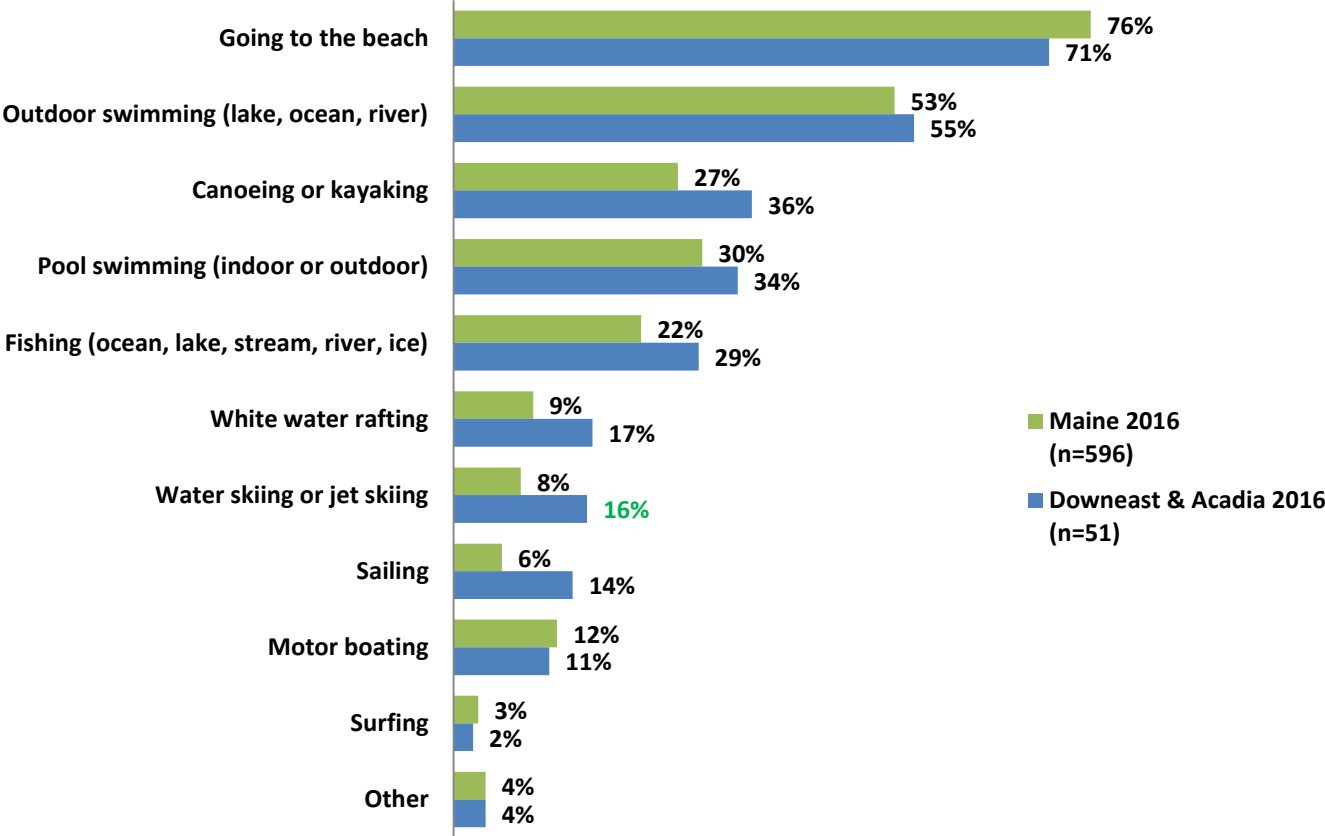
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Downeast & Acadia day visitors who are interested in water activities are most likely to *go to the beach*.

Water Activities

Base: Those who report water 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.

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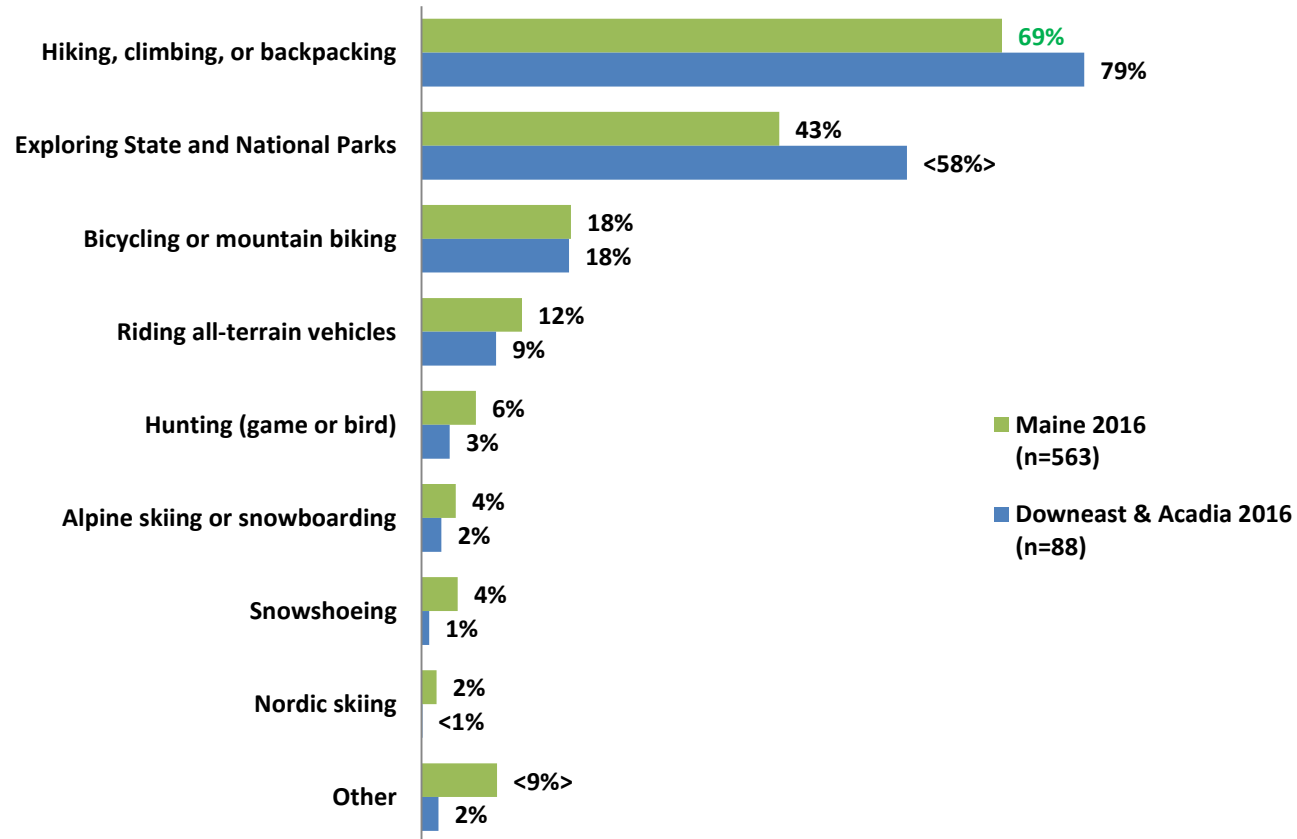
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Four in five day visitors who are interested in outdoor activities say they went hiking, climbing, or backpacking while visiting the Downeast & Acadia region.

- As expected, day visitors to the Downeast & Acadia region are more likely than visitors to the State as a whole to have spent time *exploring state and national parks* while in the area.

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.*

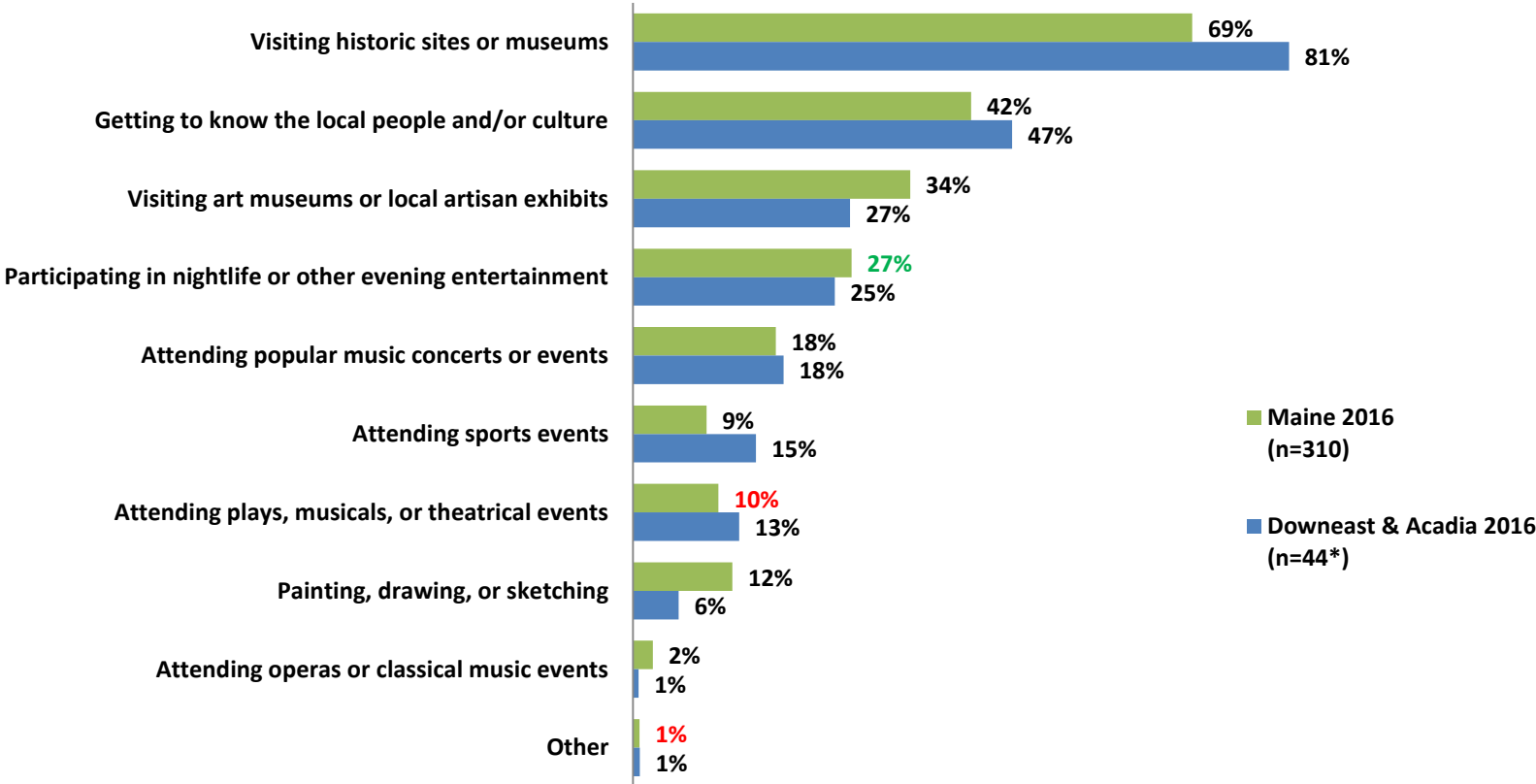
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Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

The most common history or culture activity Downeast & Acadia day visitors take part in is *visiting historic sites/museums*.

History or Culture Activities

Base: Those who report history or culture 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.

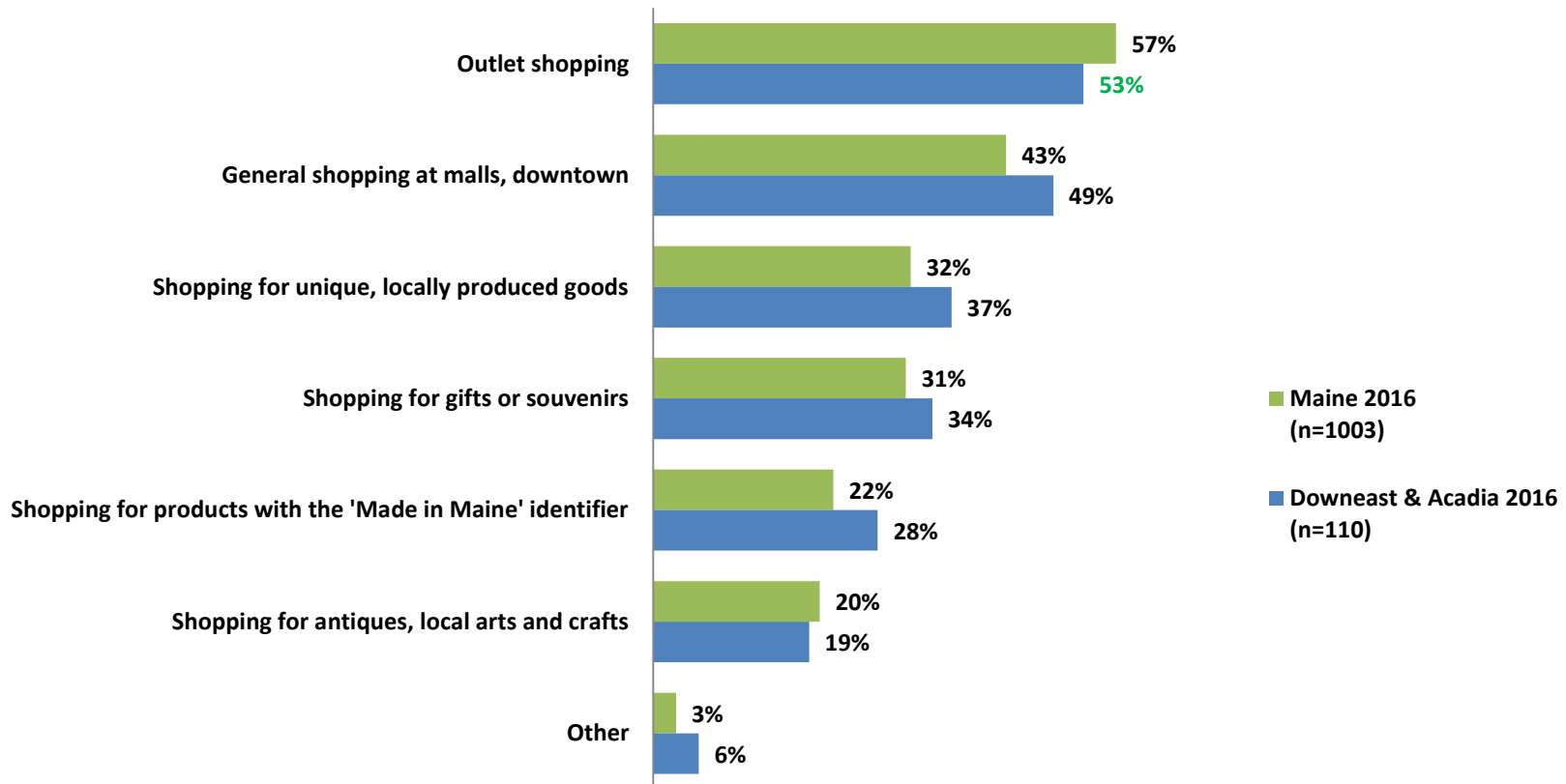
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

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

Shopping Activities

Base: Those who report shopping 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.*

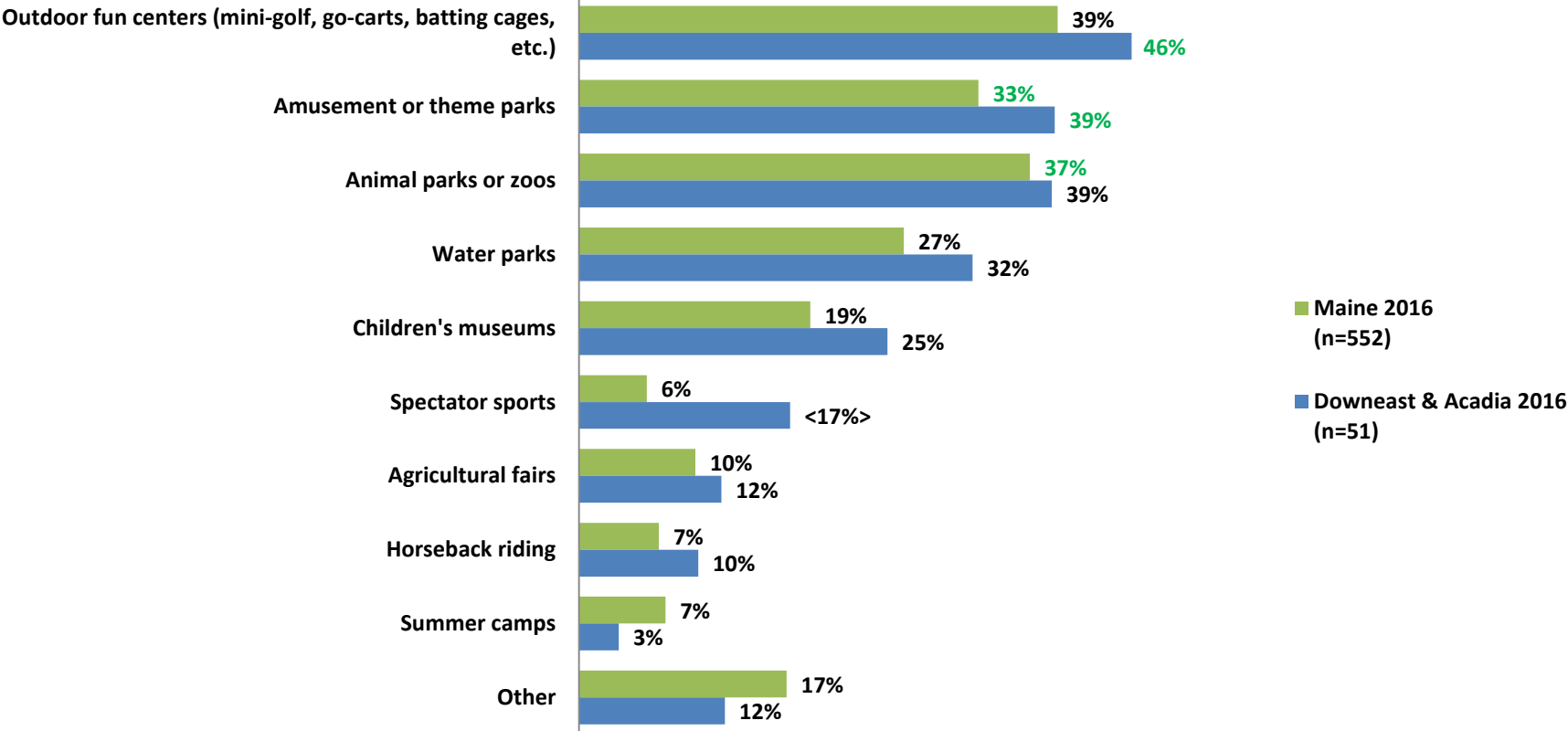
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Outdoor fun centers are the most common family fun/children’s activity among Downeast & Acadia day trippers.

Family Fun/Children’s Activities

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



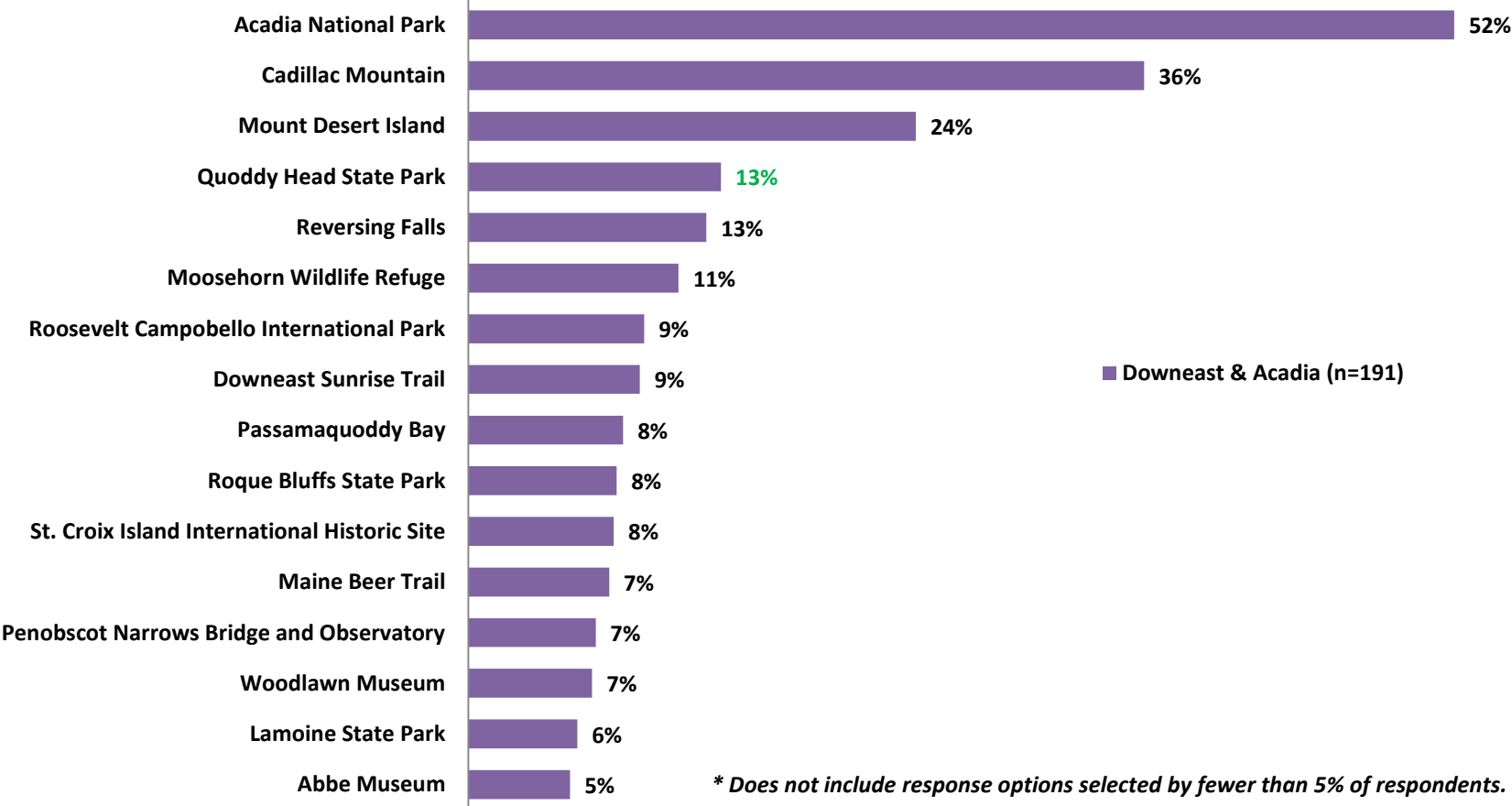
Q20. In which of the following activities did you participate during this trip? Please check all that apply.

<> 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.

As seen with overnight visitors to the Downeast & Acadia region, Acadia National Park is also the most visited attraction among day visitors.

Top Attractions/Locations Visited*



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:
 - Visitor demographics,
 - Visitor origin,
 - Areas of interest, 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 of these differences are shown on the following pages.

Visitor Origin

Compared to visitors to the entire State, visitors to the Downeast & Acadia region differ in the following ways:

OVERNIGHT VISITORS

Greater proportion
from **Mid-Atlantic**
states
(specifically **NJ**)

Lesser proportion
from **New England**
(specifically **MA** and
ME)

Visitor Origin

DAY VISITORS

Greater proportion
from **Maine**

Lesser proportion
from **MA** and **NH**

Visitor Demographics

DAY VISITORS

Lower annual household income
More likely to be employed full-time

Trip Interest Areas

OVERNIGHT AND DAY
VISITORS

OVERNIGHT VISITORS

More likely to want to
pursue:
Active outdoor activities
Touring or sightseeing

Less likely to be
interested in **shopping**

Trip Interests and Importance (Travel Driver Index)

OVERNIGHT AND
DAY VISITORS

More likely to place
importance on **active
outdoor** activities

Less likely to place
importance on **water
activities**

Trip Interests and Importance (Travel Driver Index)

OVERNIGHT VISITORS

More likely to place importance on **touring and sightseeing**

Less likely to place importance on:

Food/beverage/culinary activities

Family fun/children's activities

Shopping

Trip Activities

OVERNIGHT VISITORS

More likely to be:

Enjoying the mountain views
Eating farm-to-table or organic
cuisine
Canoeing/kayaking
Enjoying the ocean views
and/or rocky coast

Less likely to be:

Alpine skiing/snowboarding

Trip Activities

DAY VISITORS

More likely to be:
Visiting Farmer's Markets
Exploring state and national parks
Spectator sports



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