



Maine Office of Tourism Visitor Tracking Research 2016 Calendar Year Annual Report *Regional Insights: Mid-Coast*



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

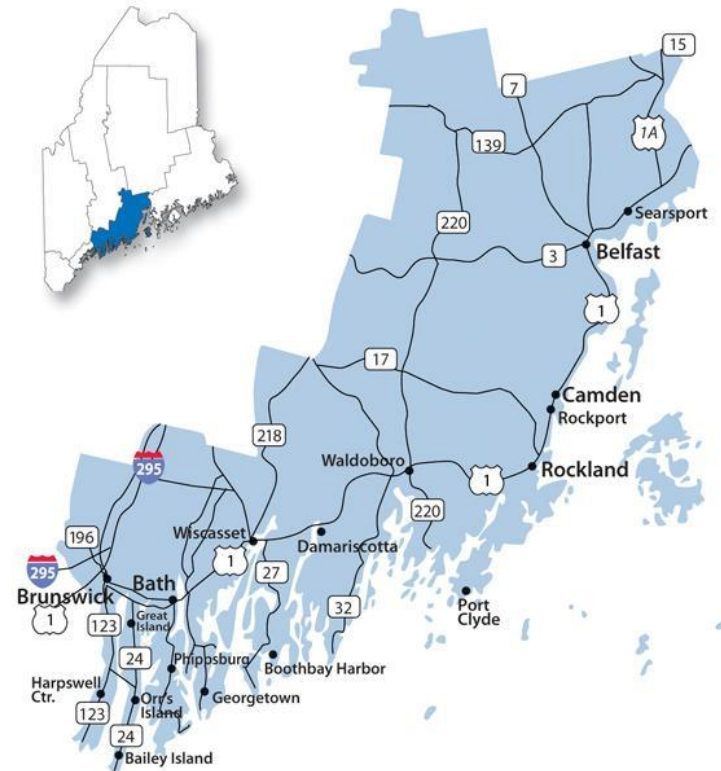
Research Objectives and Methodology

- 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 **Mid-Coast tourism region** during 2016, including:
 - 321 overnight visitors, and
 - 175 day visitors.
- Throughout this report, data for the **Mid-Coast** 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 Mid-Coast 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 Mid-Coast tourism region average 43 years old and have average annual household incomes of just under \$98,000. Seven out of ten have at least a college degree and half are married. Over two-thirds are employed full-time.

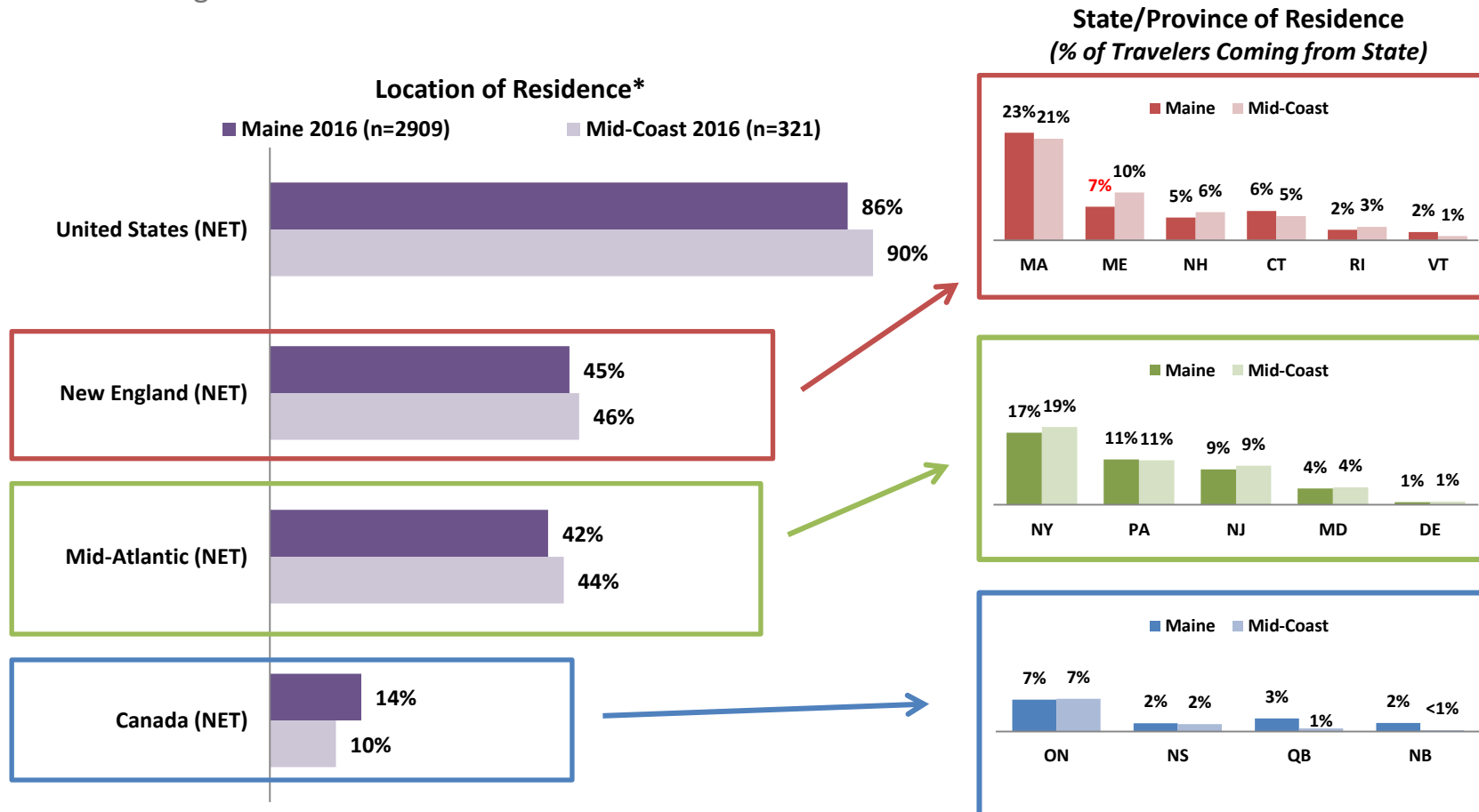
Overnight Visitors	Maine 2016 (n=2909)	Mid-Coast 2016 (n=321)
Age:		
< 35	34%	31%
35 - 44	22%	20%
45 - 54	18%	23%
55 +	26%	26%
Mean Age (Years)	42.8	43.2
Income:		
< \$50,000	20%	19%
\$50,000 - \$99,999	42%	<51%>
\$100,000 +	<39%>	30%
Mean Income	\$98,700	\$97,600
Female	60%	57%
College Degree or Higher	66%	69%
Married	56%	51%
Employed Full-Time	66%	69%

<> 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 overnight visitors to the Mid-Coast region are from the United States.

- The largest proportion of visitors to the Mid-Coast originate in Massachusetts (21%) or New York (19%).
- The Mid-Coast region attracts roughly equal proportions of visitors from New England and from the Mid-Atlantic region.



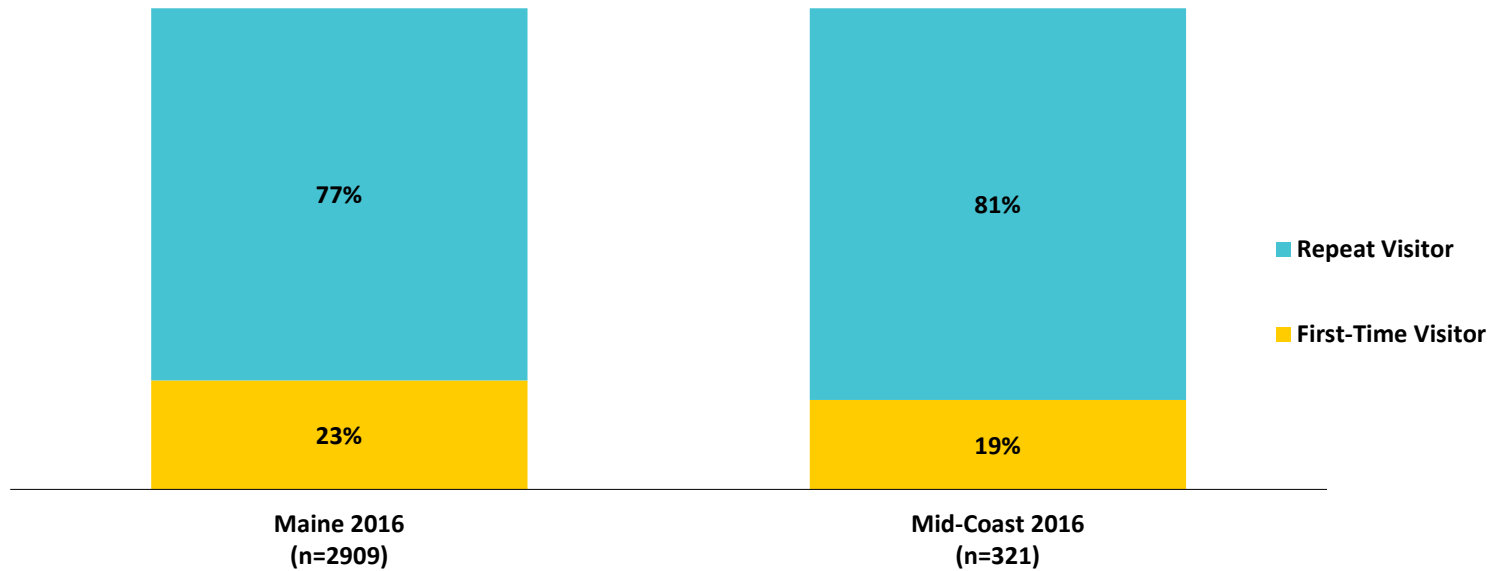
*Regions/states/provinces of residence reported here reflect the geographic target area included in the Visitor Profile surveying. Though people from other areas of the country do visit Maine, this study only includes those residing in Maine's core advertising markets.

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

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One-fifth of overnight visitors to the Mid-Coast region are visiting for the first time.

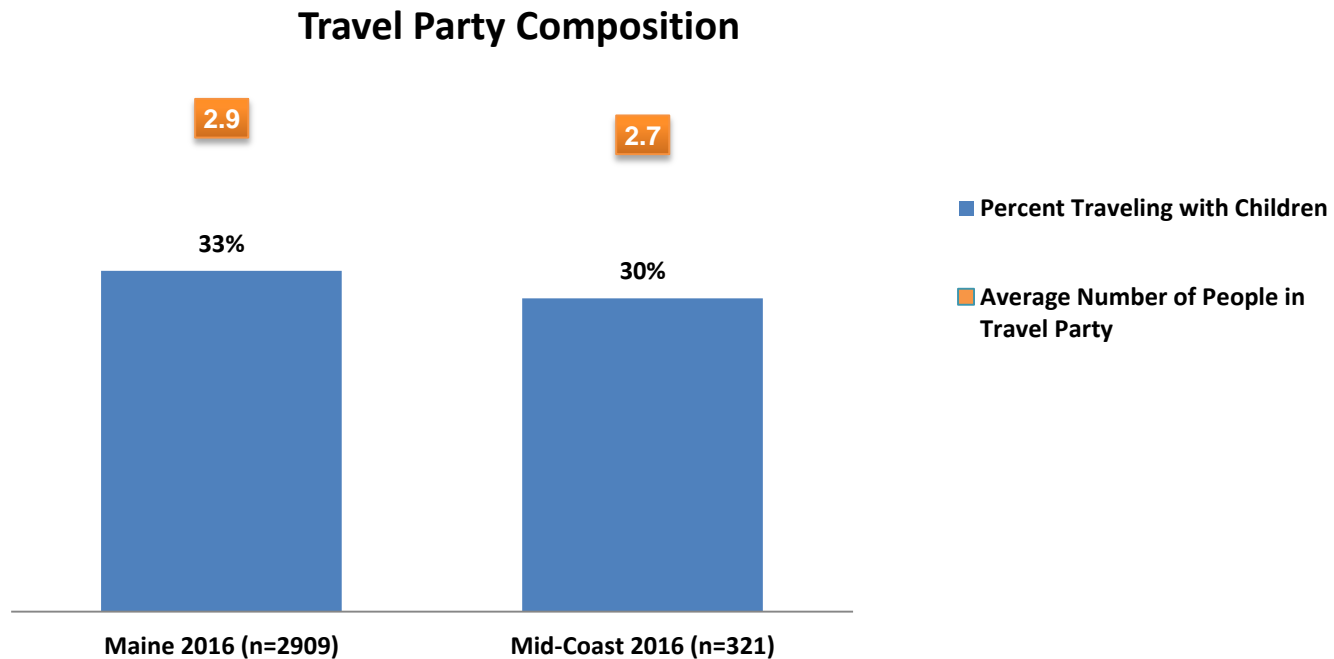
Repeat vs. First-Time Visitors



Q11. Was this your first visit in Maine?

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

Almost one-third of Mid-Coast travel parties include children, with travel parties including an average of three people.



Q21. Including yourself and any children, how many people were in your immediate travel party on this specific trip to Maine?

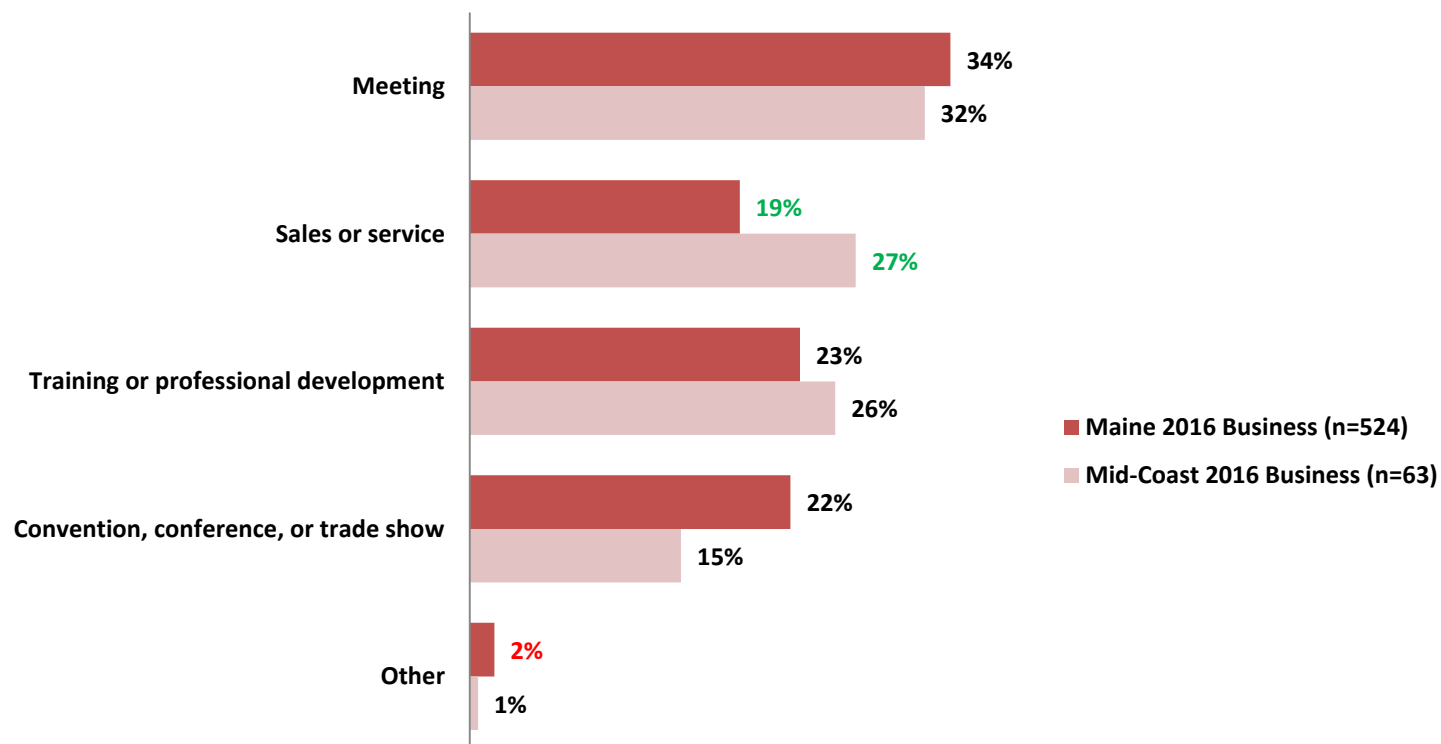
Q22. How many of these people were: Children?

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

One-third of overnight business travelers to the Mid-Coast region cite a *meeting* as the main reason for their business trip.

Primary Purpose of Overnight Business Trips



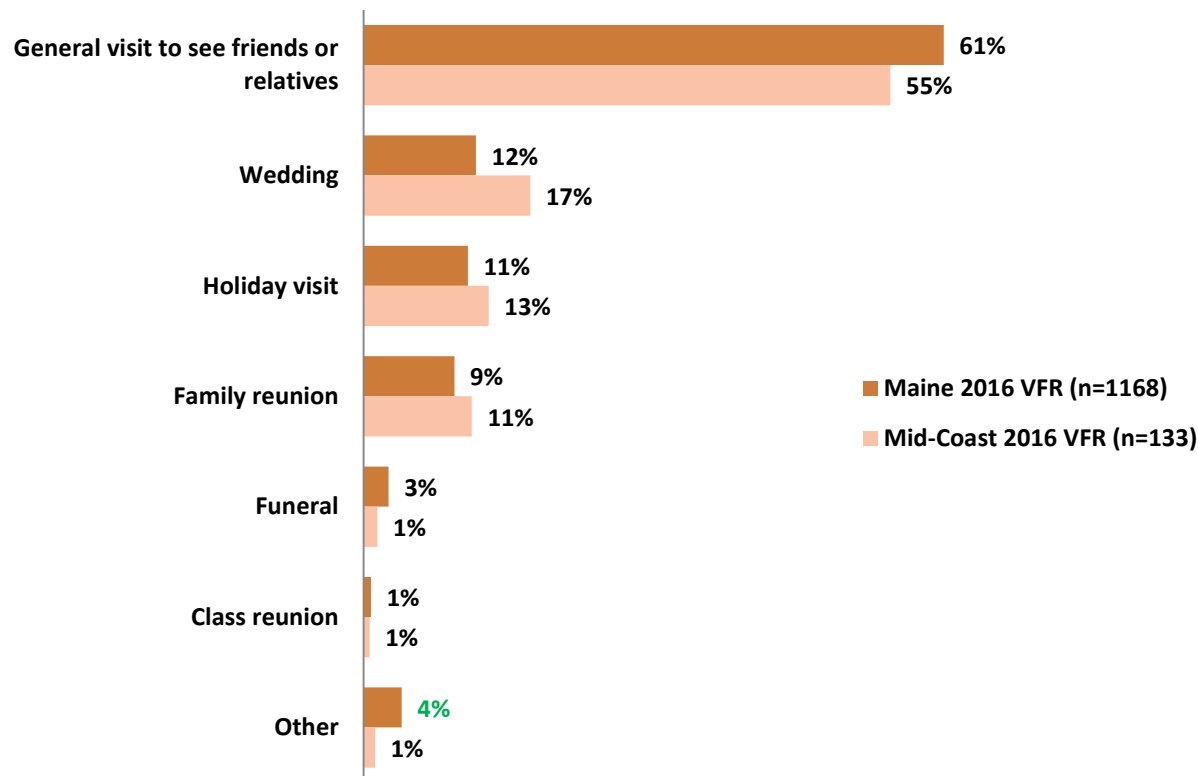
Q8. What was the primary purpose of your most recent business trip in Maine?

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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 widely cited reason to visit the Mid-Coast among overnight VFR travelers, by far, is a *general visit to see friends/relatives*.

Primary Purpose of Overnight VFR Trips



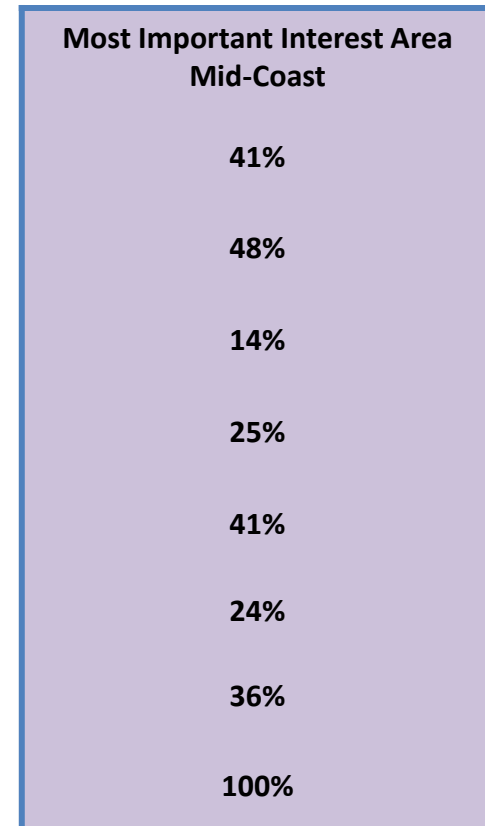
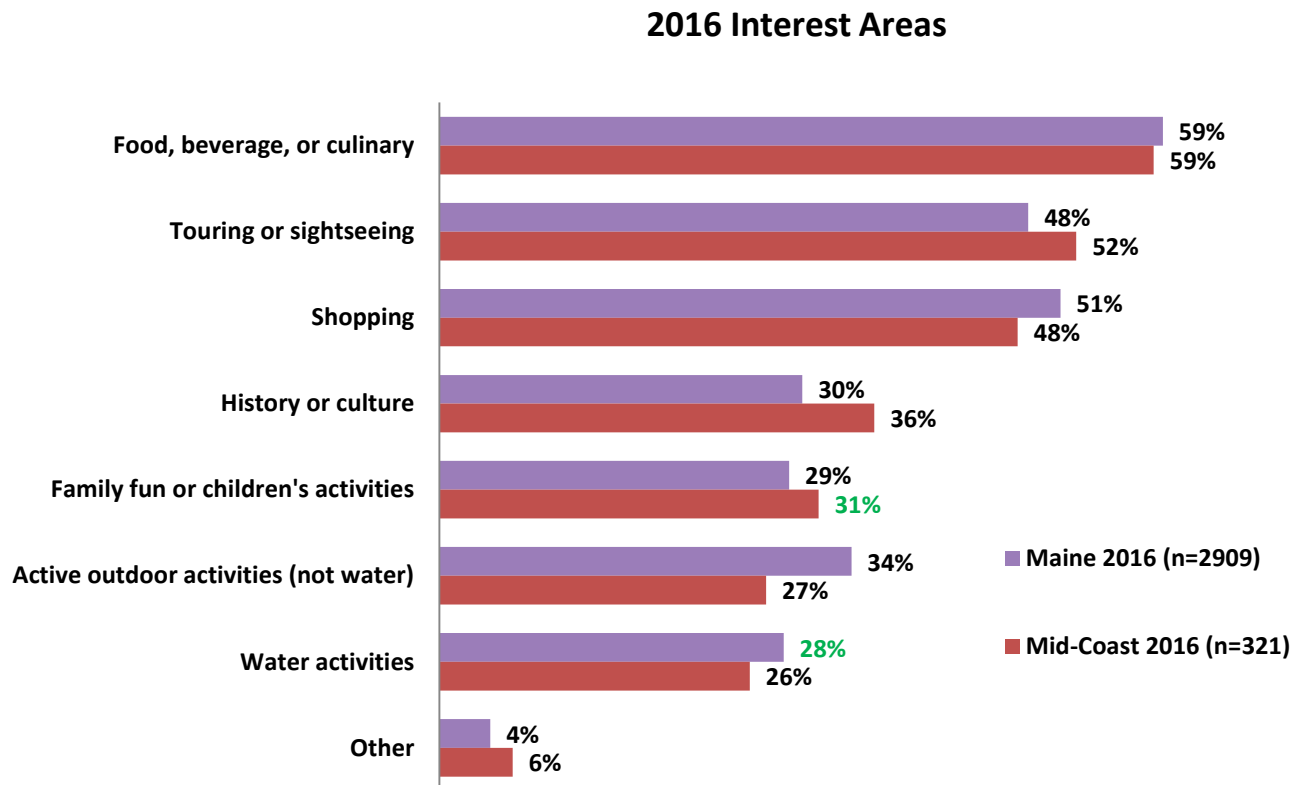
Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

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

The most common interest area pursued by overnight visitors to the Mid-Coast region includes *food/beverage/culinary activities*.

- A higher proportion of Mid-Coast visitors selected *family fun/children's activities* as an interest area in 2016 as compared to 2015 (31% versus 21%).



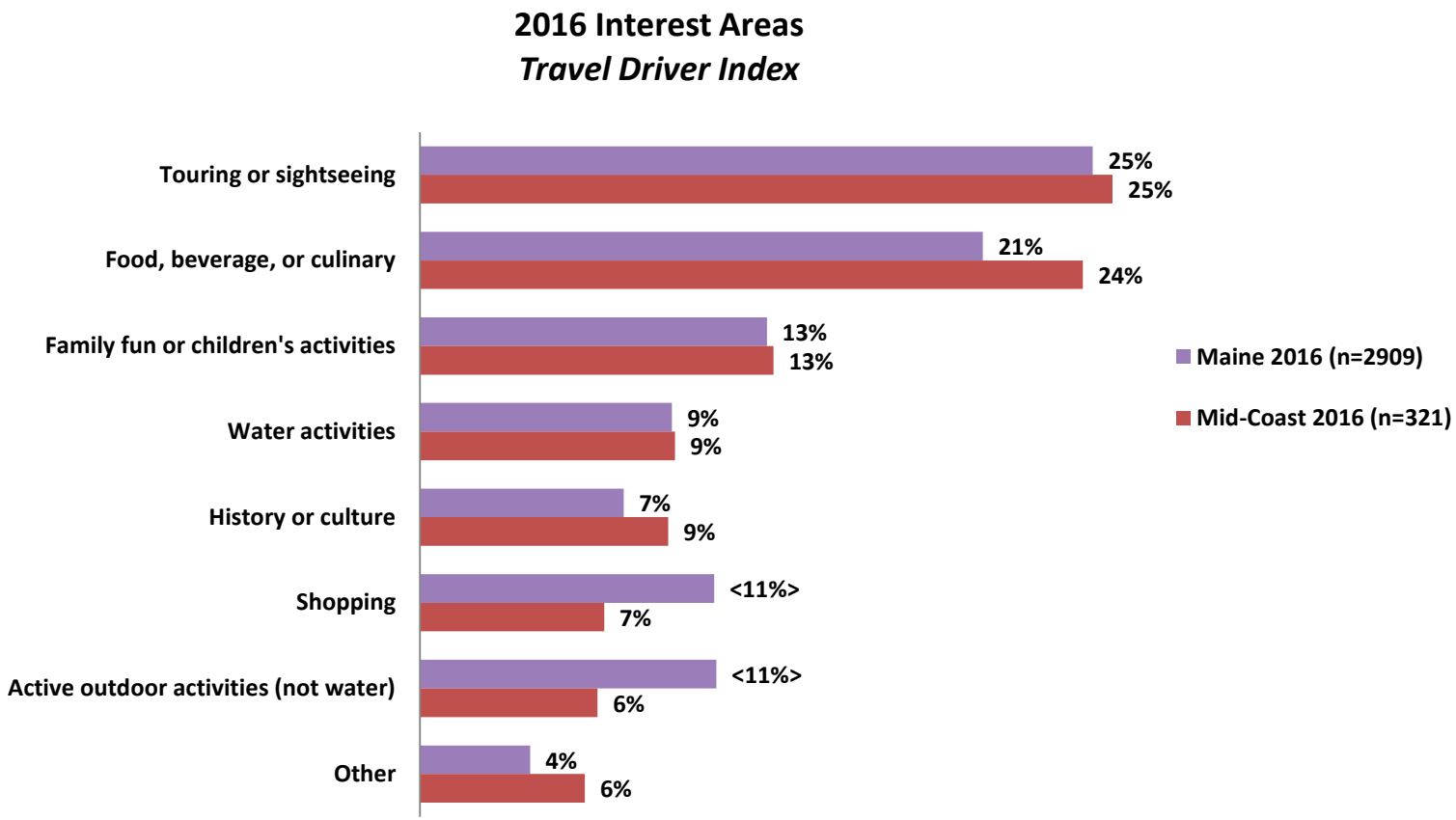
Q32. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

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 activities rank highest among overnight visitors to the Mid-Coast region.



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



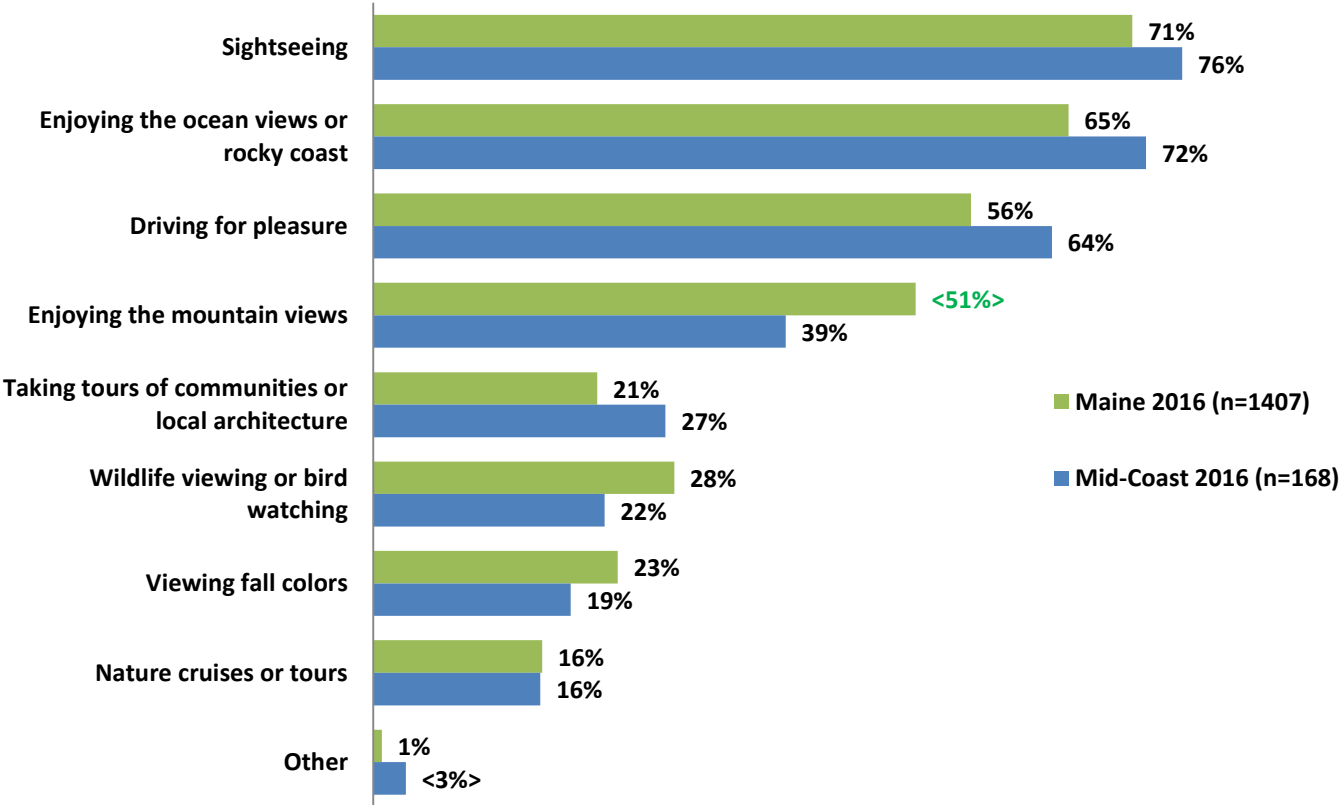
Q32. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*
 Q33. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 16
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Sightseeing and enjoying the ocean views/rocky coast are the most common touring/sightseeing activities among Mid-Coast overnight visitors.

- Overnight visitors to the Mid-Coast region are less likely than visitors to Maine overall to spend time enjoying the mountain views 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.

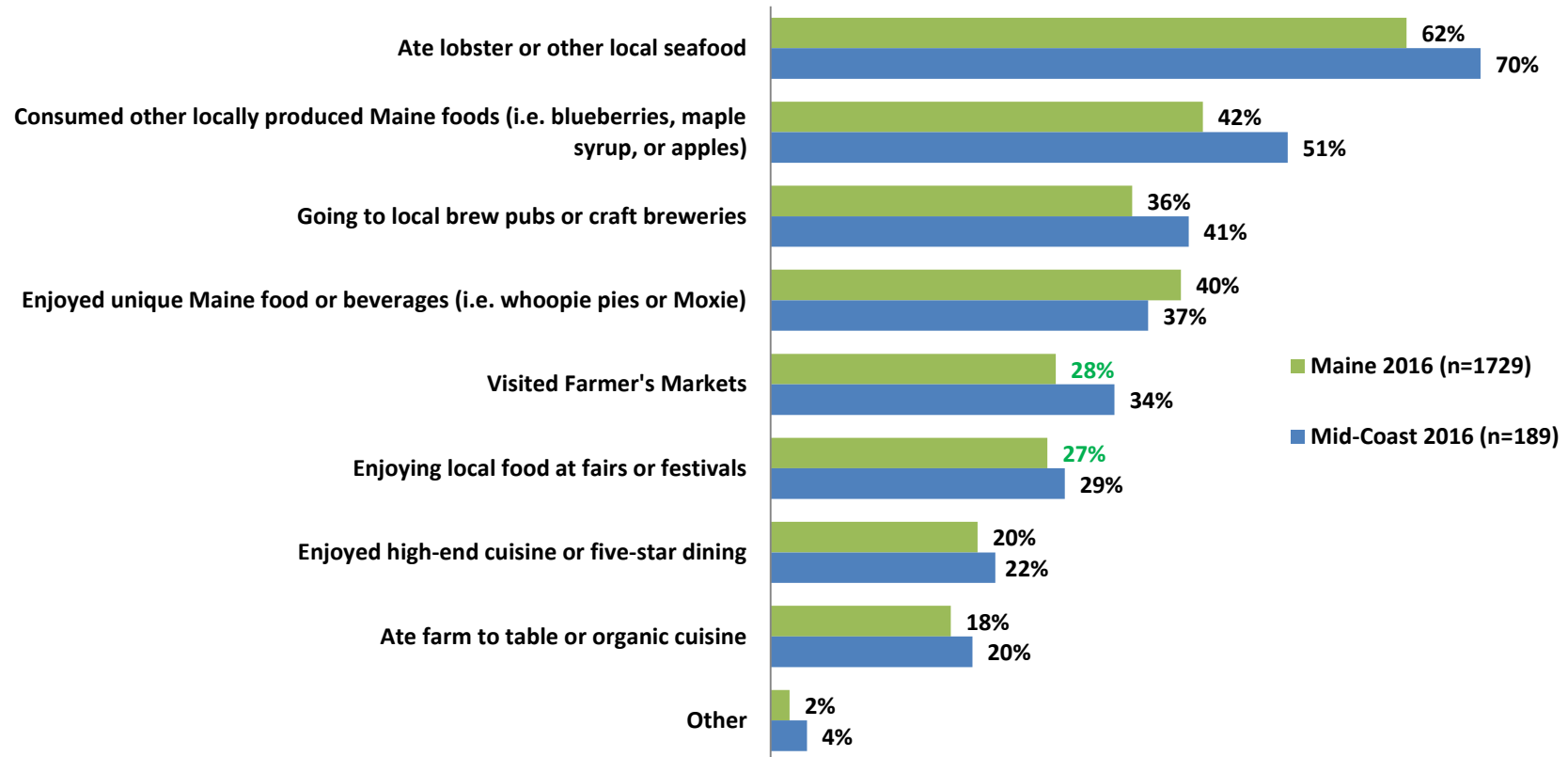
<> indicates a significant difference between subgroups at the 95% confidence level.
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Overnight visitors to the region who are interested in food/beverage/ culinary activities are most likely to *eat lobster/other local seafood* while visiting.

- Consuming other locally produced Maine foods is also popular among visitors to the Mid-Coast region.

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.

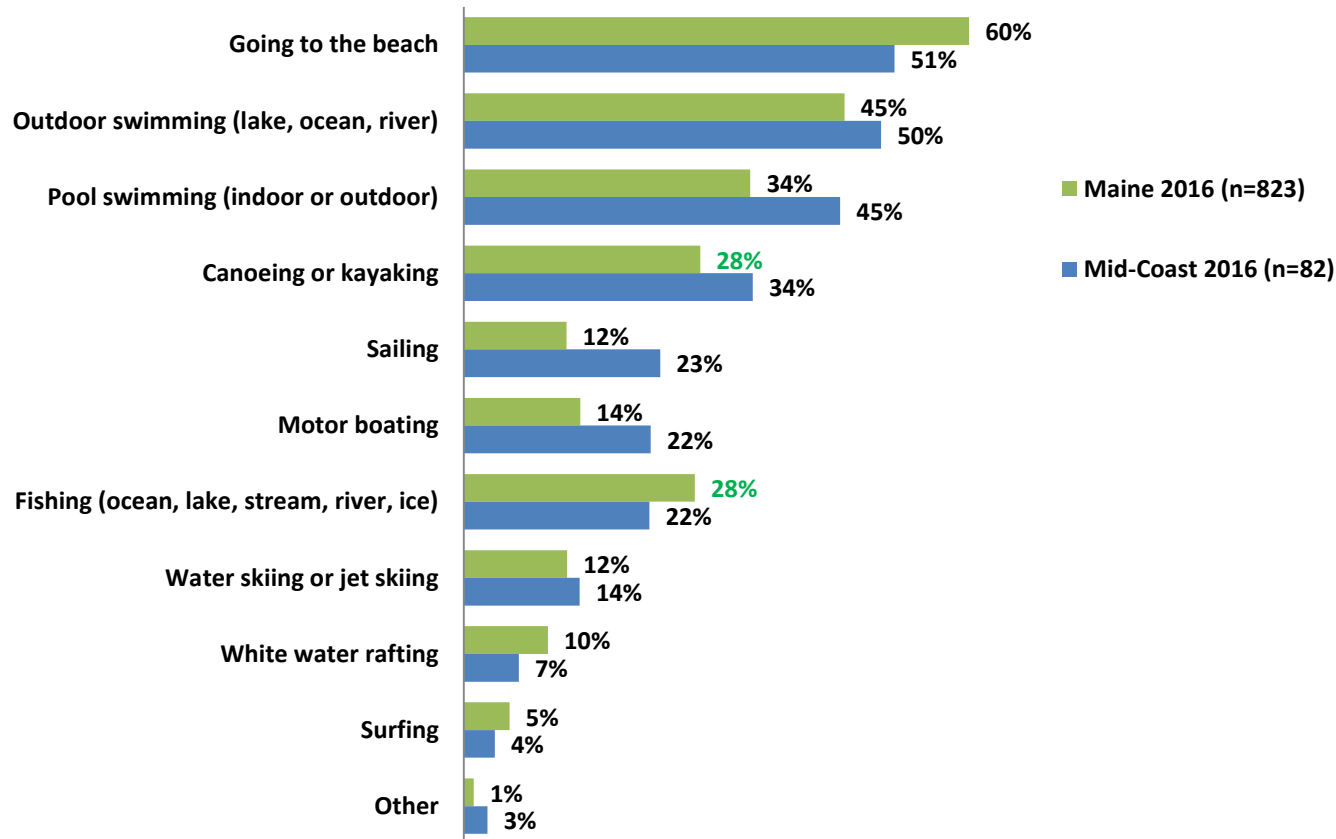
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Half of overnight visitors interested in water activities *go to the beach* or enjoy *outdoor swimming* while visiting the Mid-Coast region. Nearly as many *go swimming in pools*.

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.*

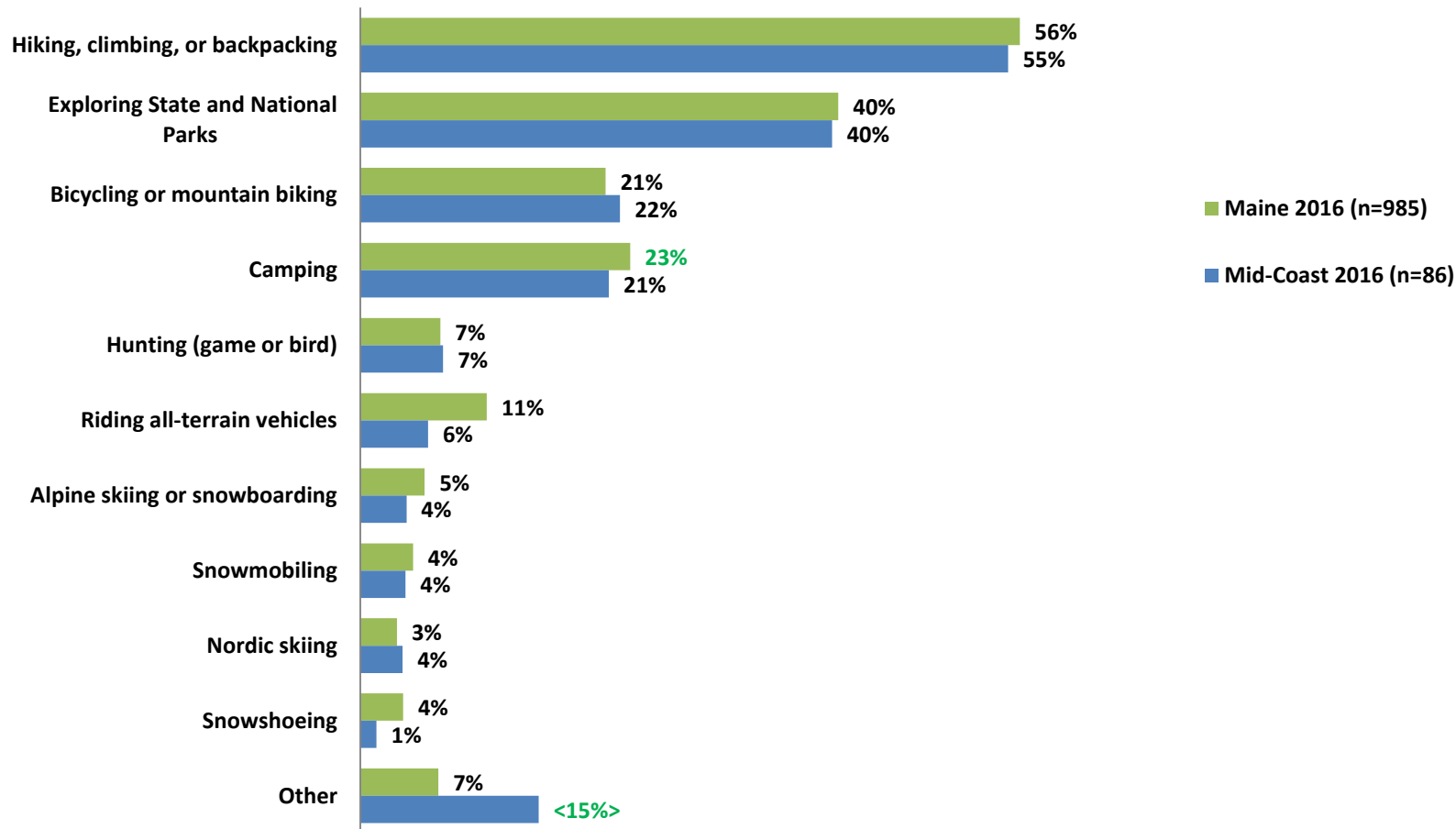
<> indicates a significant difference between subgroups at the 95% confidence level.

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Hiking/climbing/backpacking is the most common pursuit among Mid-Coast overnight visitors interested in active outdoor activities.

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.*

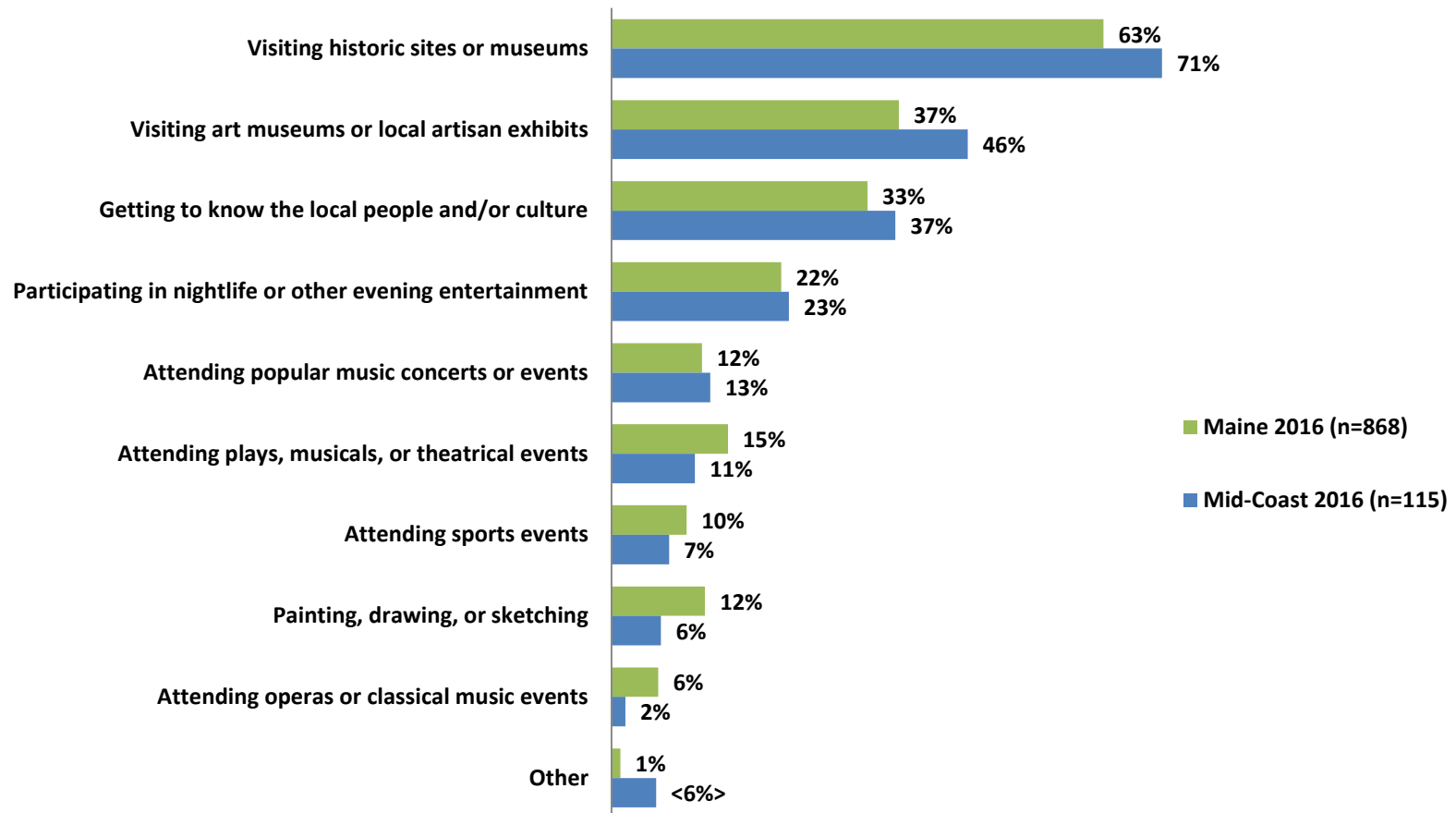
<> indicates a significant difference between subgroups at the 95% confidence level.

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Visiting historic sites/museums is the top history/culture activity in which Mid-Coast overnight visitors participate.

History or Culture Activities

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



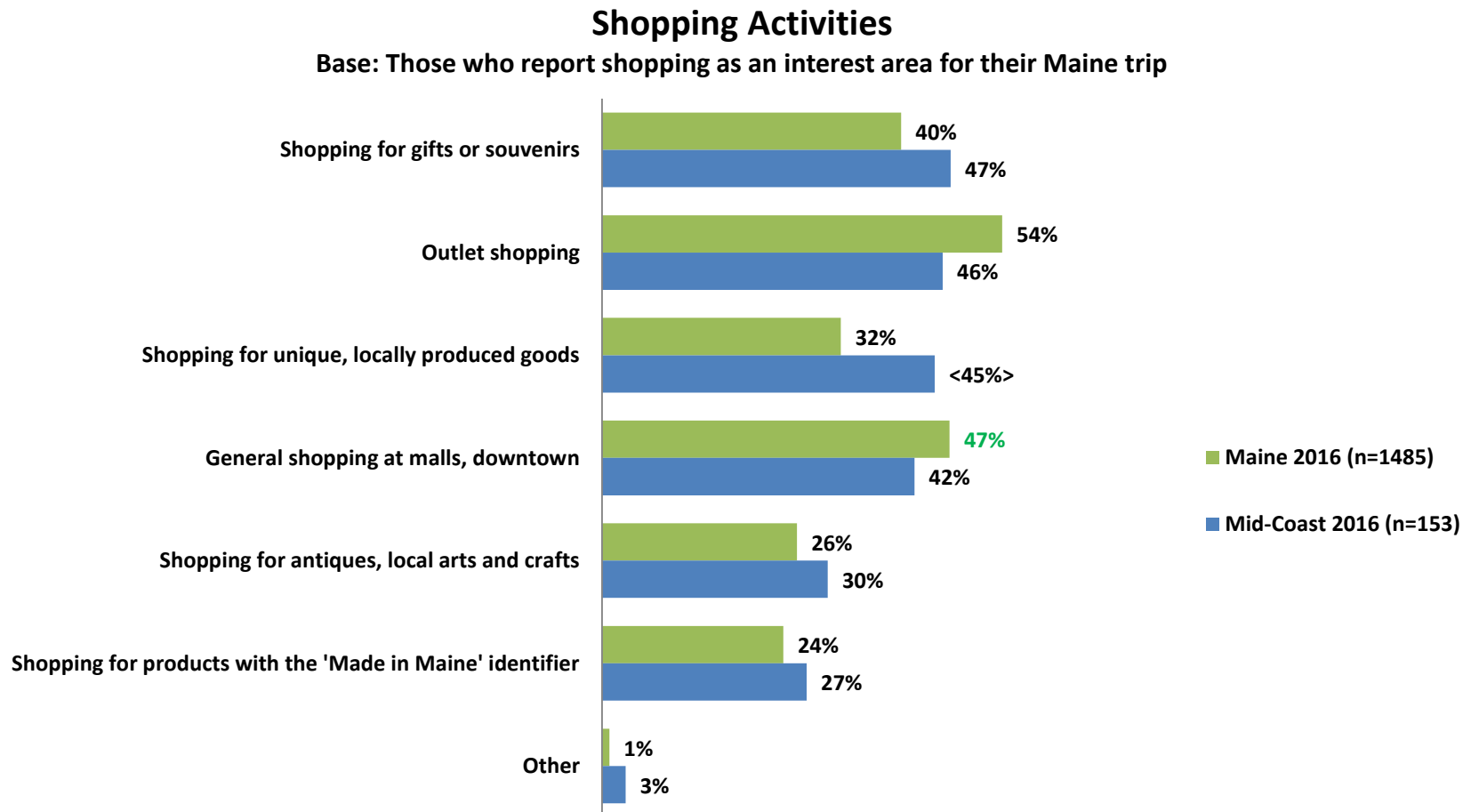
Q34. In which of the following activities did you participate during this trip? *Please check all that apply.*

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Various shopping activities are enjoyed by almost half of Mid-Coast overnight visitors who are interested in shopping.

- A higher proportion of Mid-Coast visitors shop for *unique, locally produced goods* as compared to visitors to the State of Maine as a whole.



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

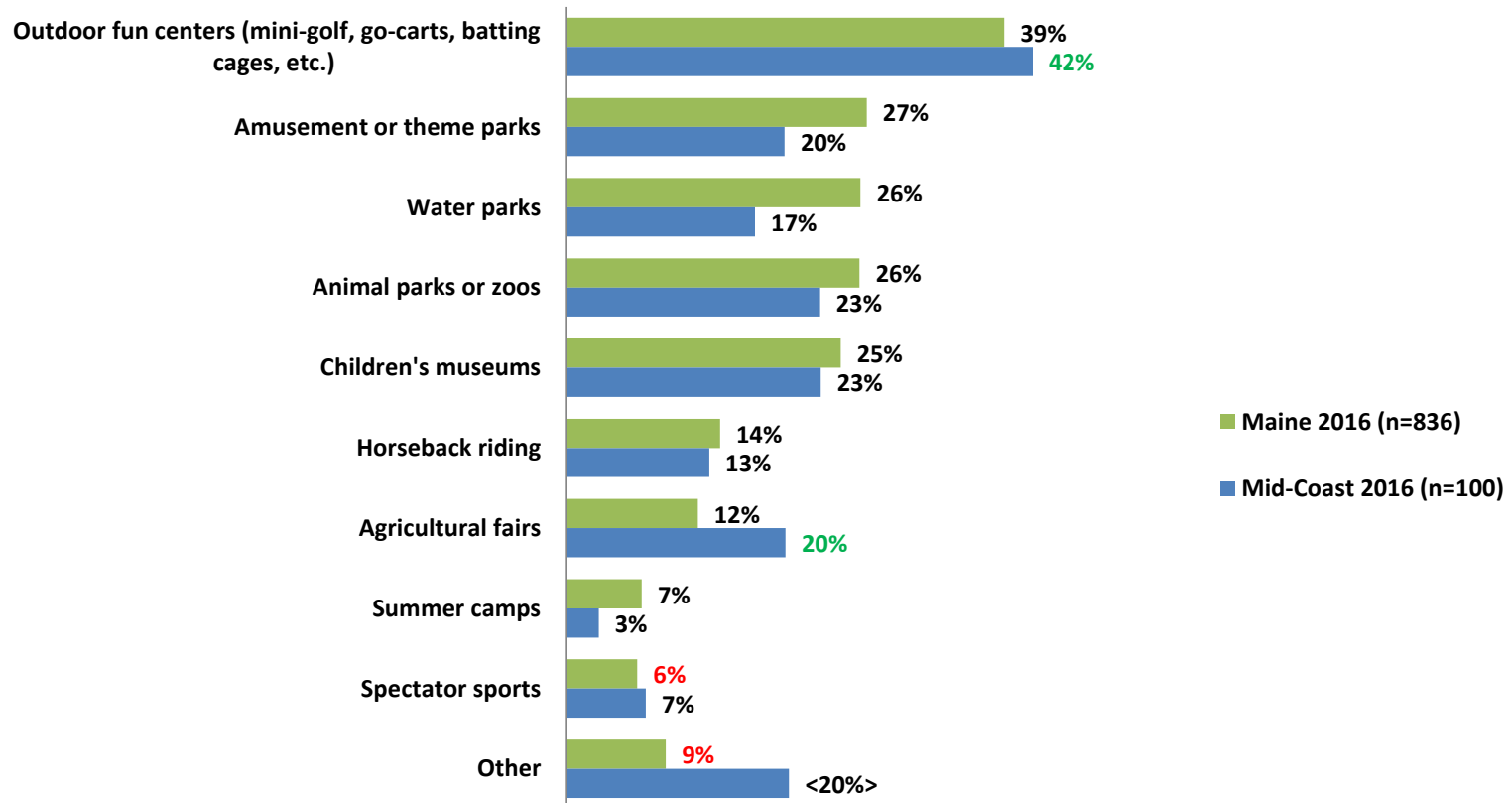
<> indicates a significant difference between subgroups at the 95% confidence level.

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Outdoor fun centers are the most popular family fun/children’s activity among overnight visitors to the Mid-Coast.

Family Fun/Children’s Activities

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



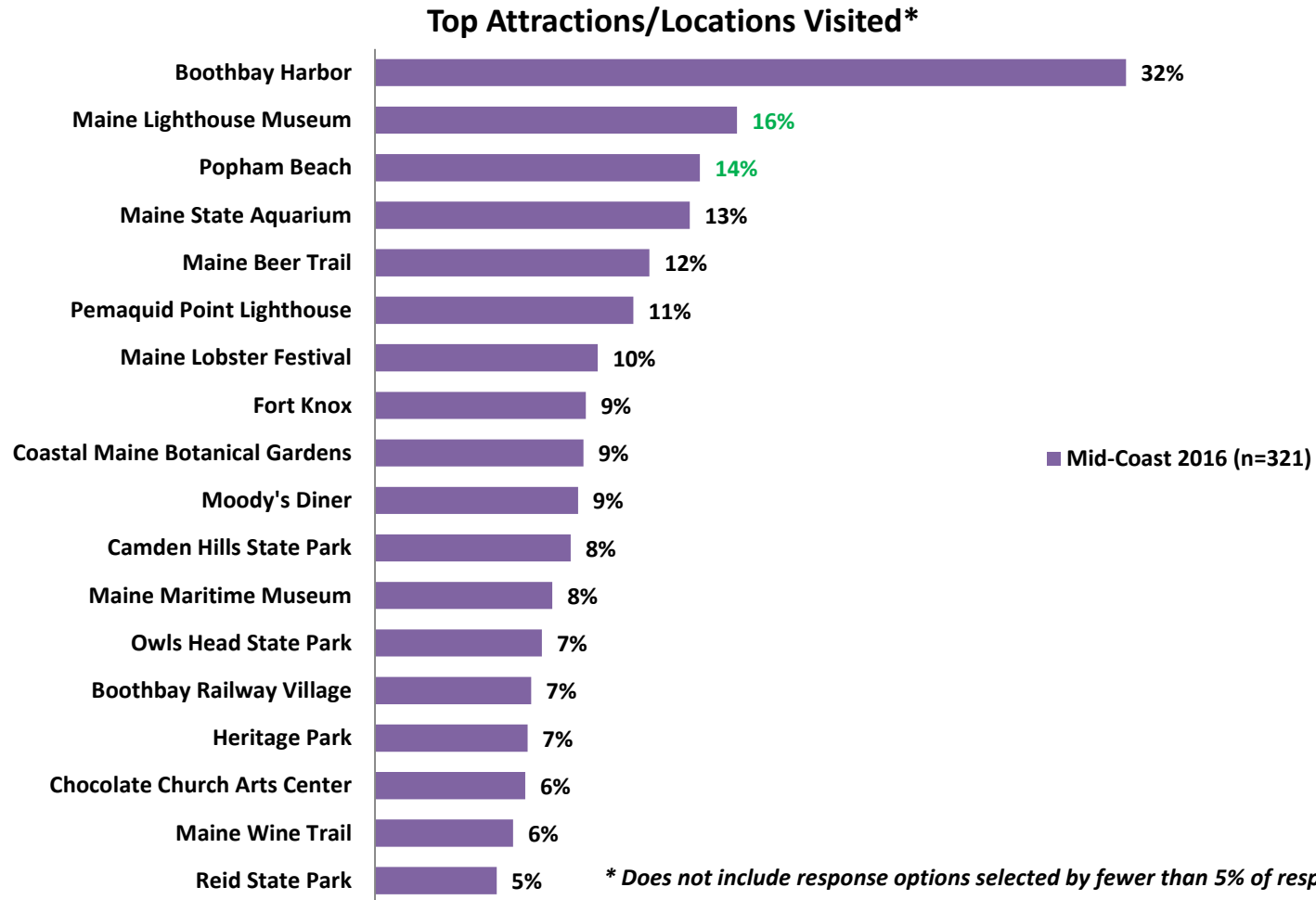
Q34. In which of the following activities did you participate during this trip? Please check all that apply.

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Boothbay Harbor is, by far, the most frequently visited attraction/location among overnight visitors to the Mid-Coast region.

- The *Maine Lighthouse Museum* and *Popham Beach* were both more popular in 2016 among overnight visitors to the Mid-Coast region, as compared to 2015.



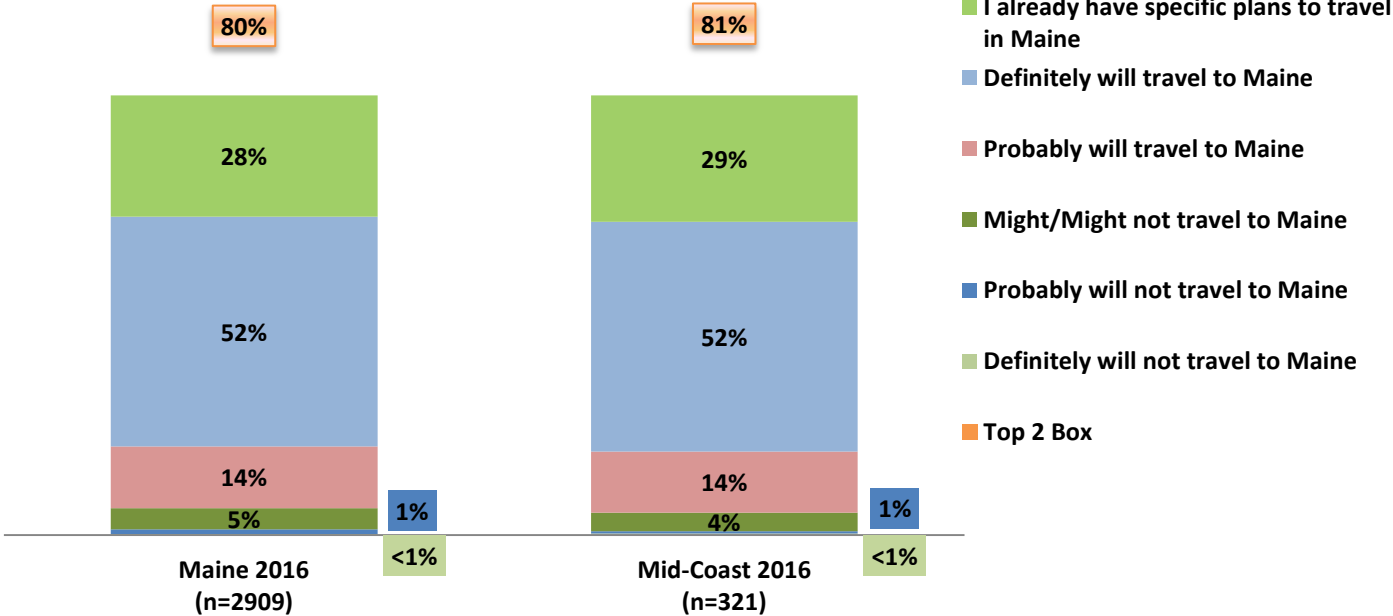
Q29: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

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Four in five visitors to the Mid-Coast region intend to visit 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 Mid-Coast region average 47 years of age and earn about \$92,500 annually. Six in ten have a college degree, and 57% are employed full-time. Two-thirds are married.

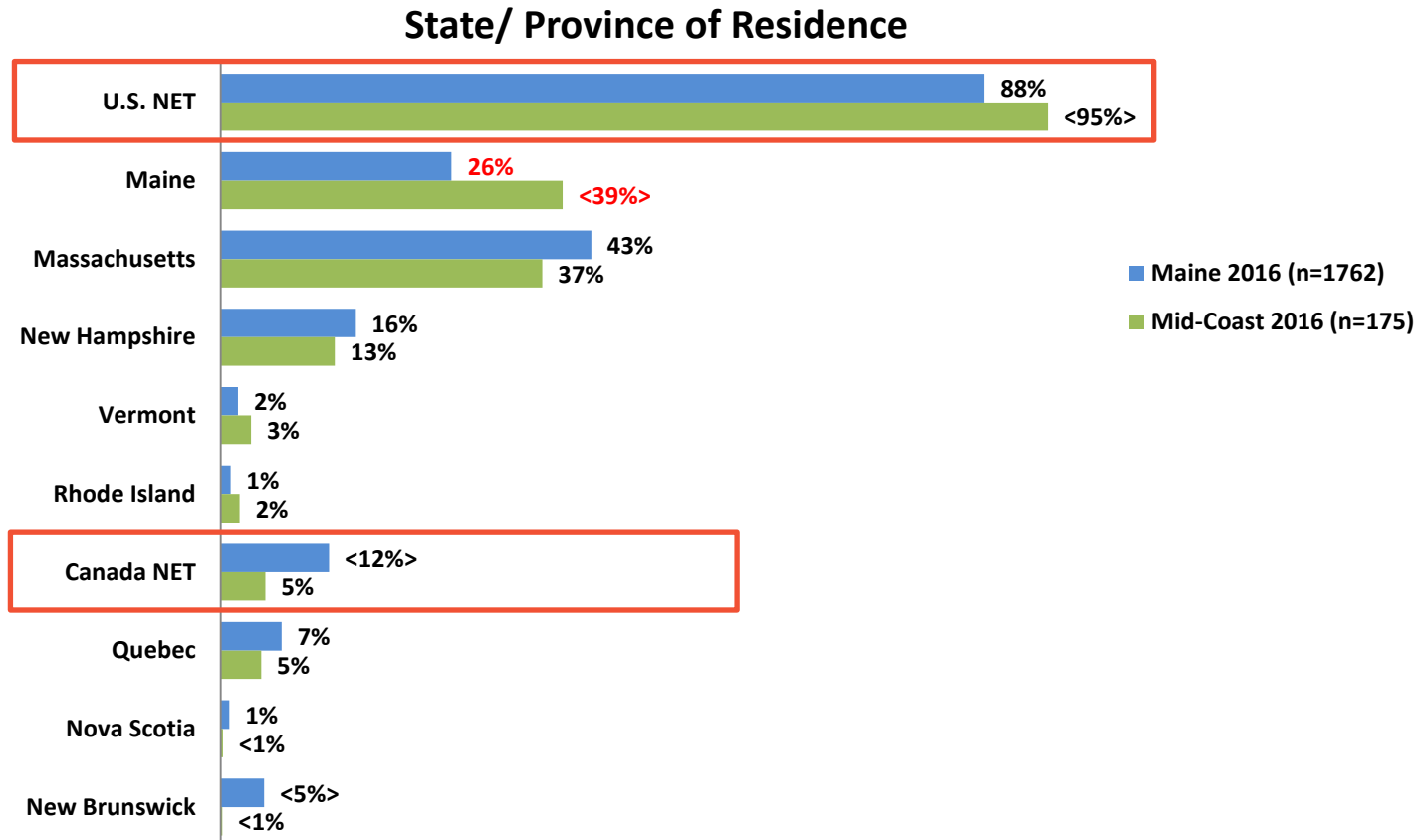
Day Visitors	Maine 2016 (n=1762)	Mid-Coast 2016 (n=175)
Age:		
< 35	28%	26%
35 - 44	18%	16%
45 - 54	19%	22%
55 +	35%	36%
Mean Age (Years)	46.0	46.8
Income:		
< \$50,000	26%	21%
\$50,000 - \$99,999	42%	47%
\$100,000 +	32%	32%
Mean Income	\$88,100	\$92,500
Female	75%	75%
College Degree or Higher	63%	62%
Married	56%	65%
Employed Full-Time	52%	57%

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The majority of day visitors to the Mid-Coast region originate from Maine or Massachusetts.

- The Mid-Coast region attracts a higher proportion of in-state day visitors compared to the State of Maine overall, while attracting a lower proportion of Canadian day visitors.



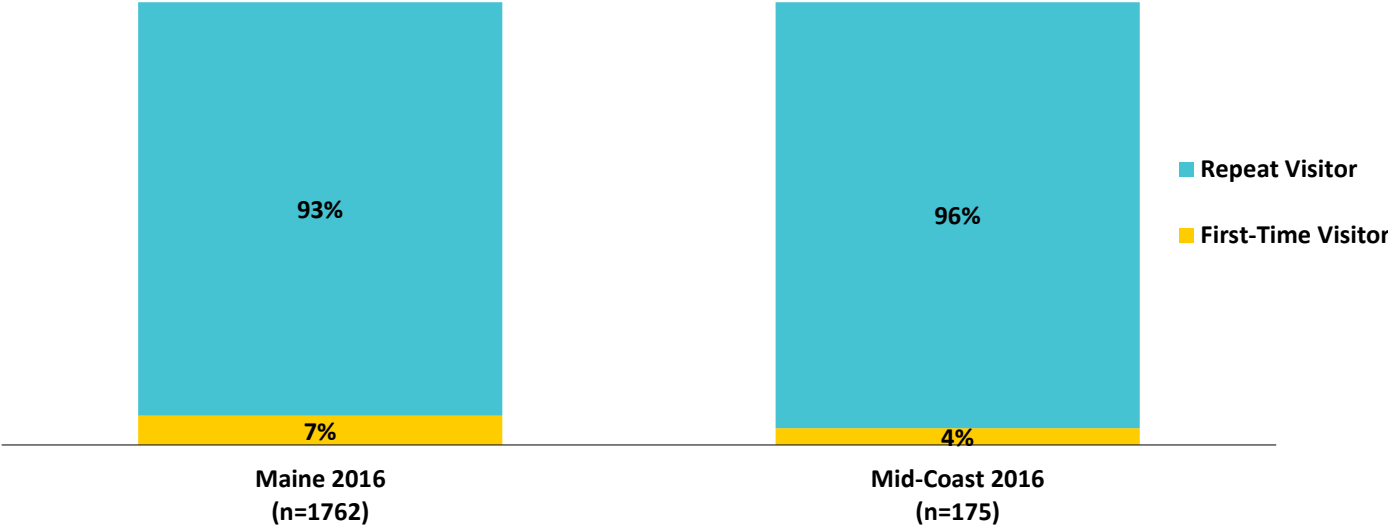
Q2. In what State or Province do you reside?

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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.

Nearly all day visitors to the Mid-Coast region have visited Maine before.

Repeat vs. First-Time Visitors



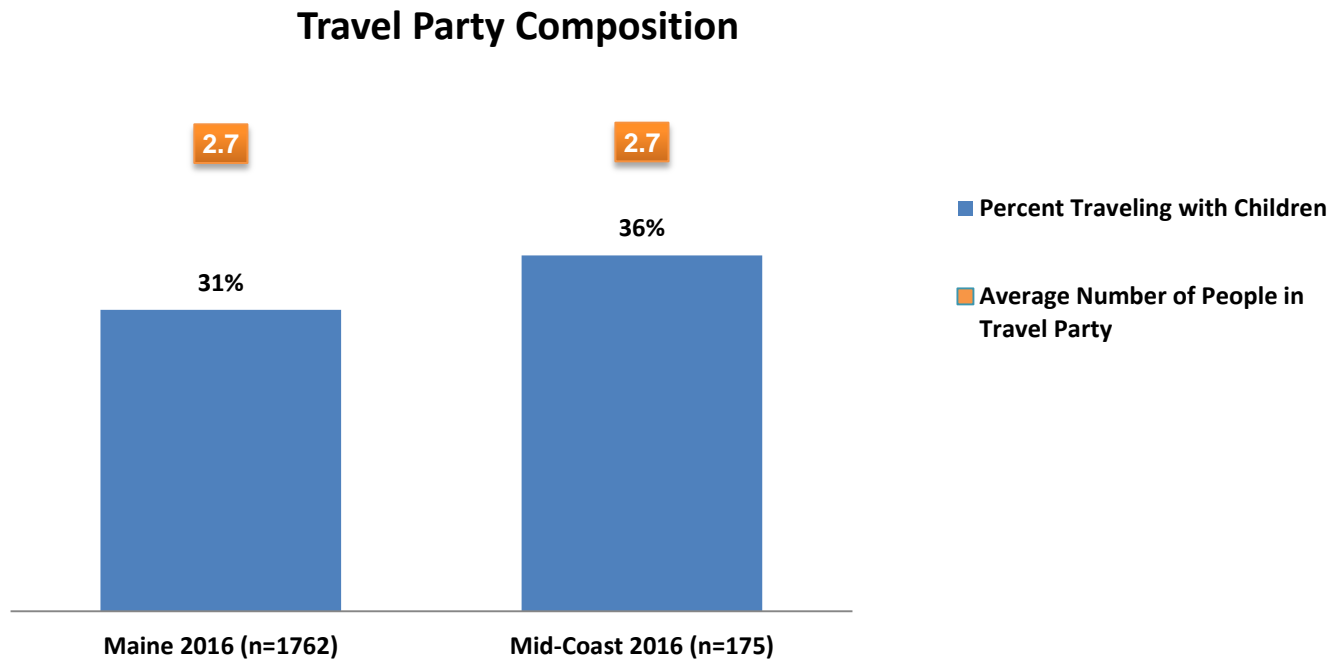
Q10. Was this your first trip to Maine?

Q11. Including your most recent trip in Maine, how many times have you visited Maine in the past five years?

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One in three day visitors to the Mid-Coast region travel with children.



Q15. Including yourself and any children, how many people were in your immediate travel party on this trip?

Q16. How many of these people were: Children

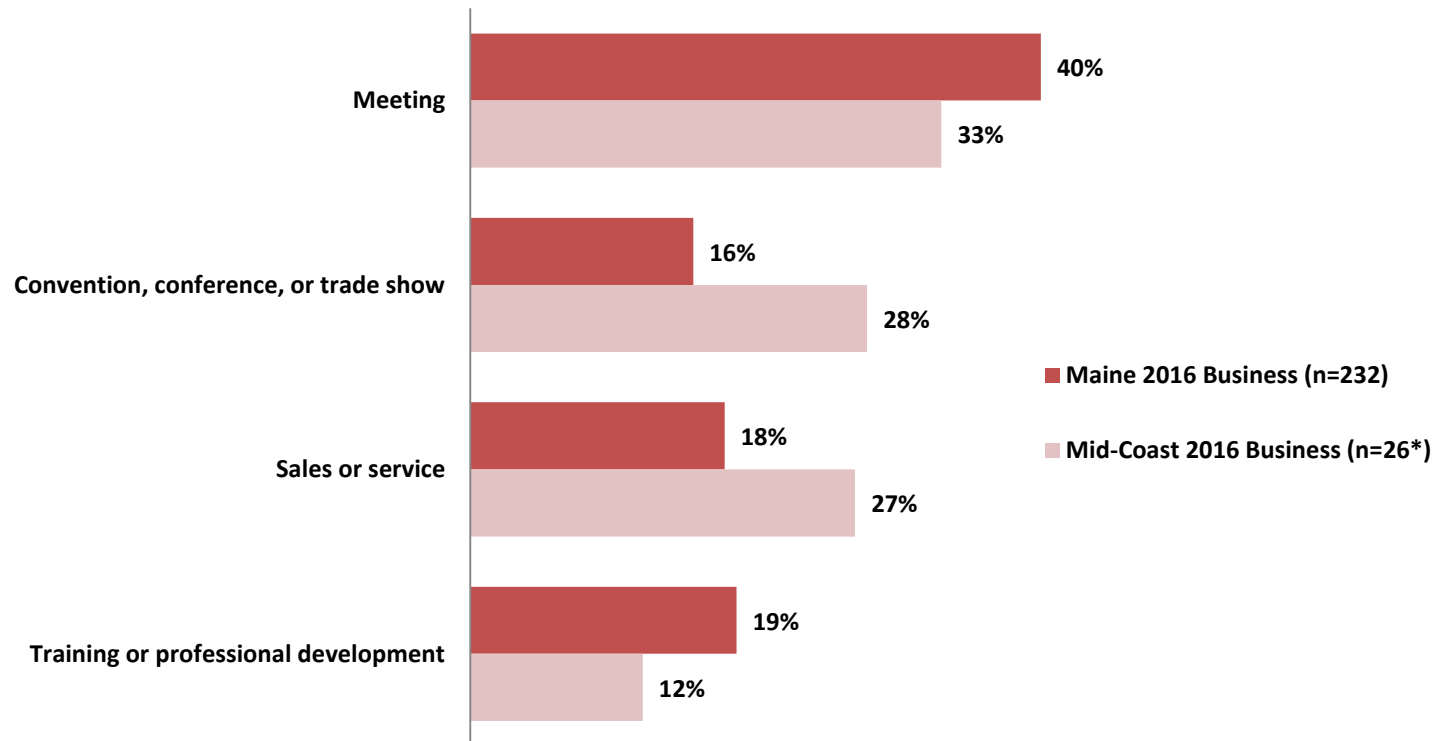
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Day Visitors: Trip Experience

Business day visitors to the Mid-Coast come for a number of reasons.

Primary Purpose of Day Business Trips



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

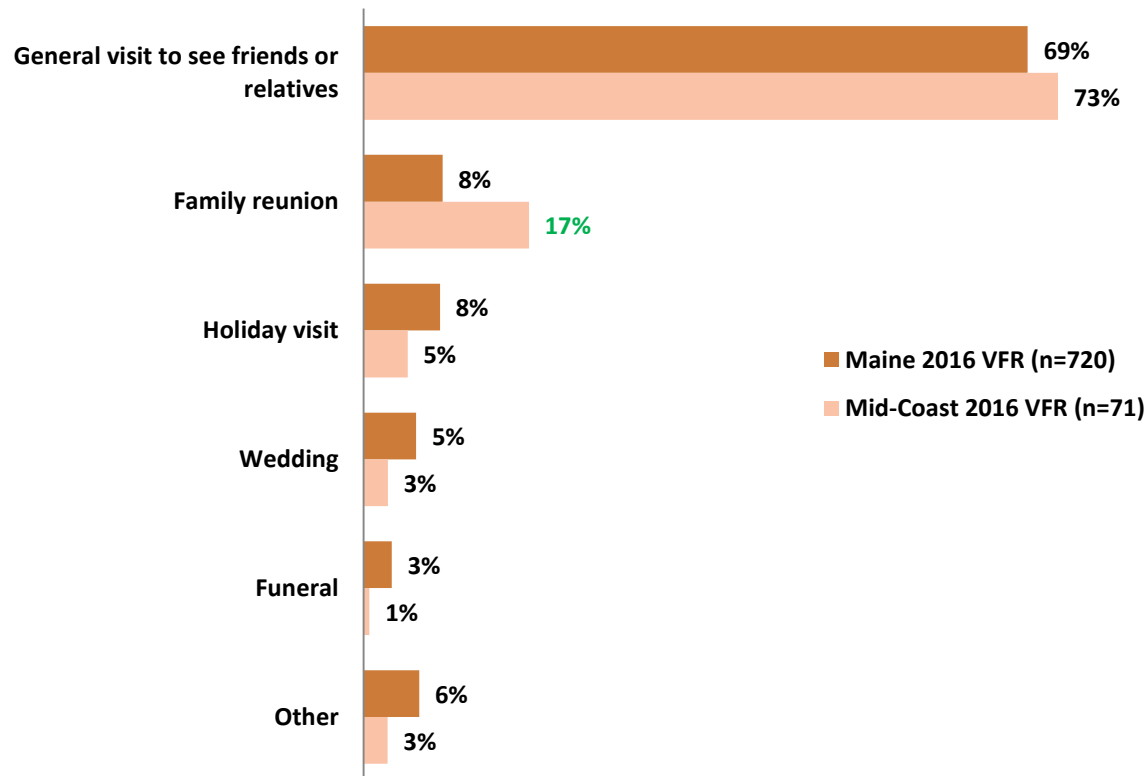
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Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

The most common reason cited for visiting the Mid-Coast among VFR day travelers is a *general visit to see friends/relatives*.

Primary Purpose of Day VFR Trips



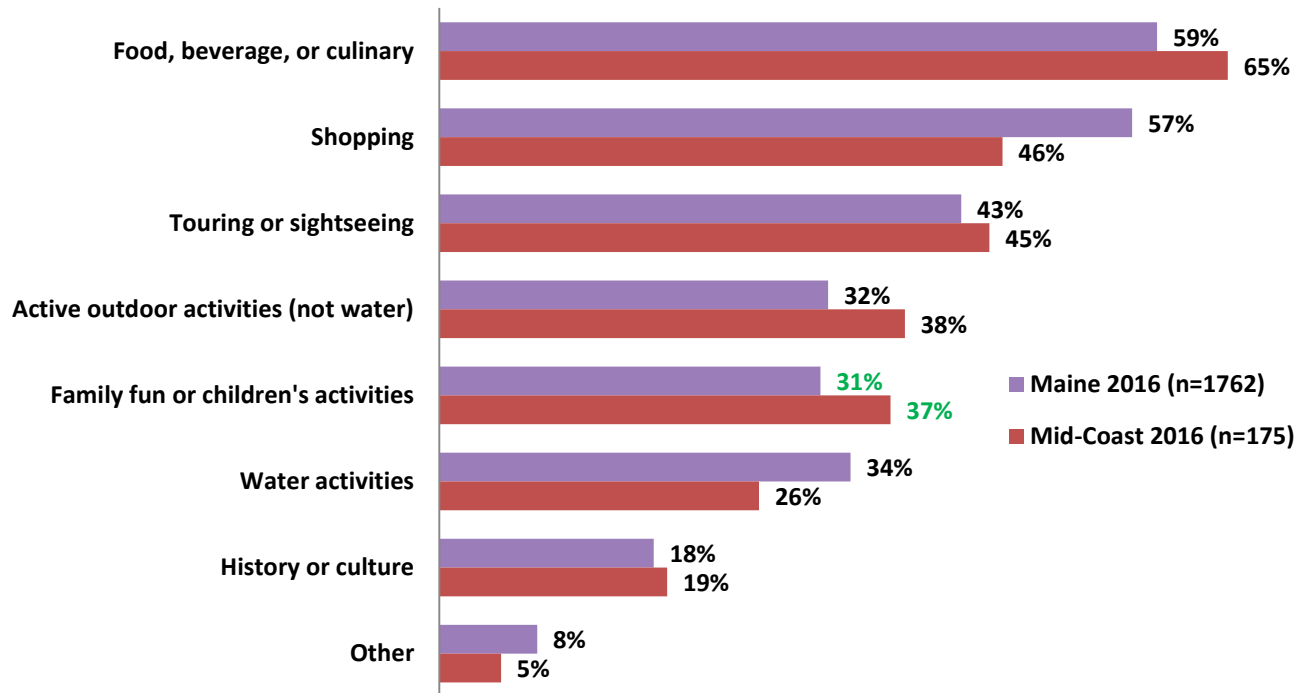
Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

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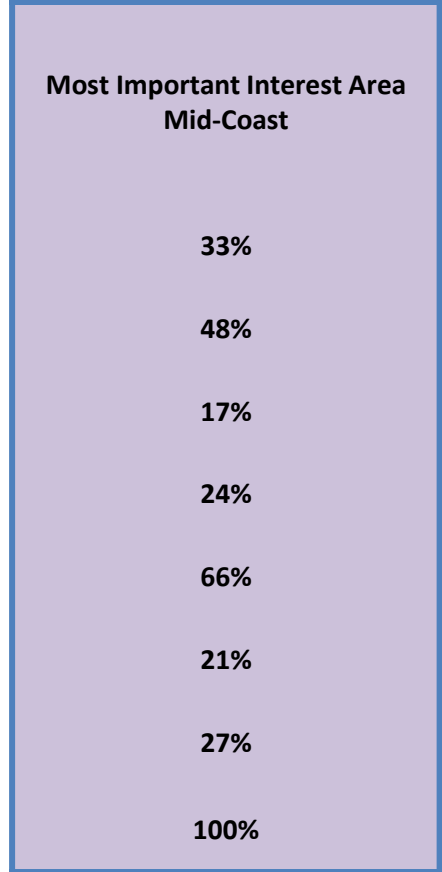
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Food/beverage/culinary activities are the most common interests pursued by Mid-Coast day visitors.

2016 Interest Areas



Most Important Interest Area
Mid-Coast



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

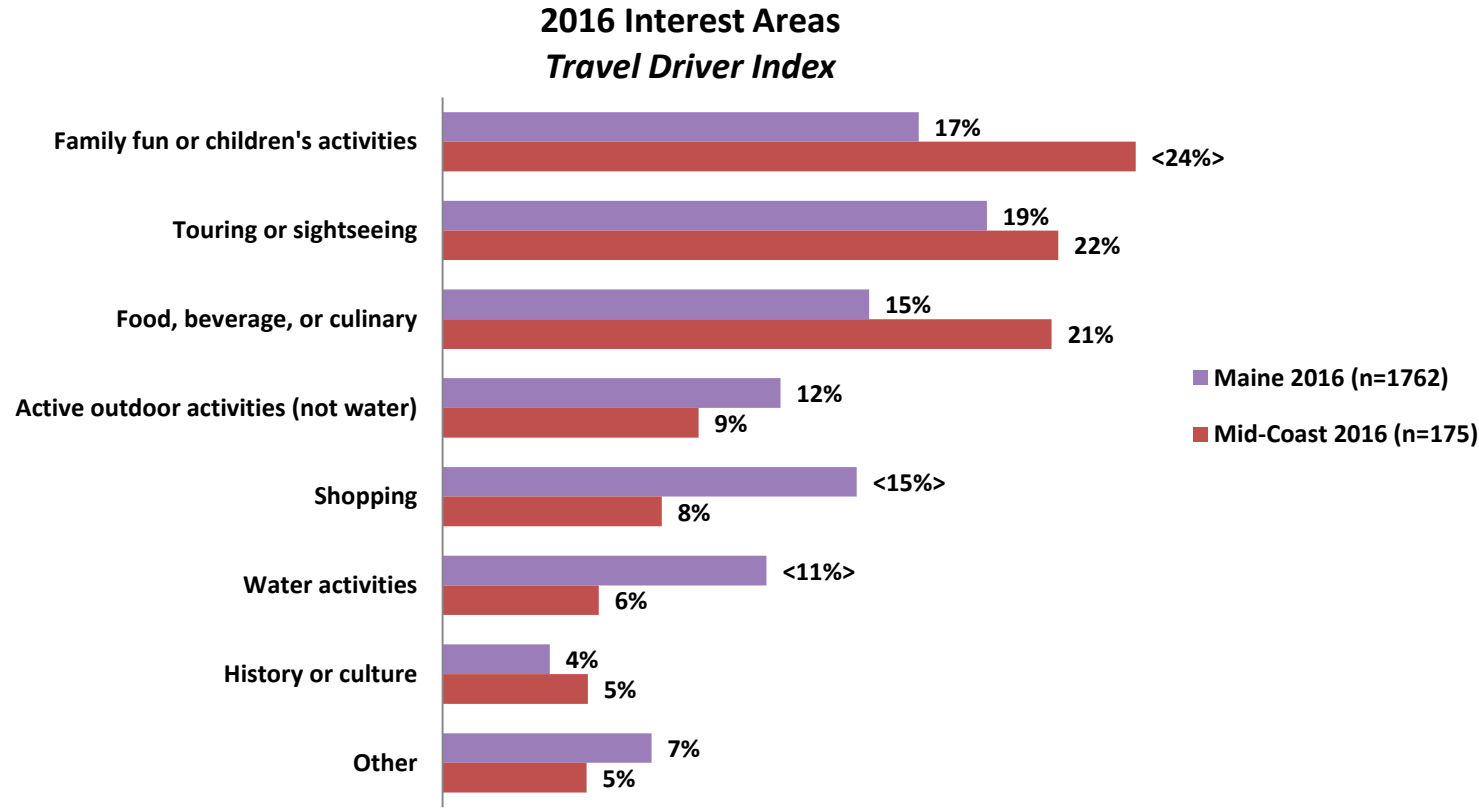
Q19. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 34

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When considering both interest and importance in deciding to visit, family fun/children's activities rank highest among day visitors to the Mid-Coast region.

- Touring/sightseeing and food/beverage/culinary activities follow closely.
- Day visitors to the Mid-Coast region are more likely than day visitors to the State as a whole to express high interest and importance on family fun/children's activities and less likely to express high interest and importance on shopping and water activities.



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

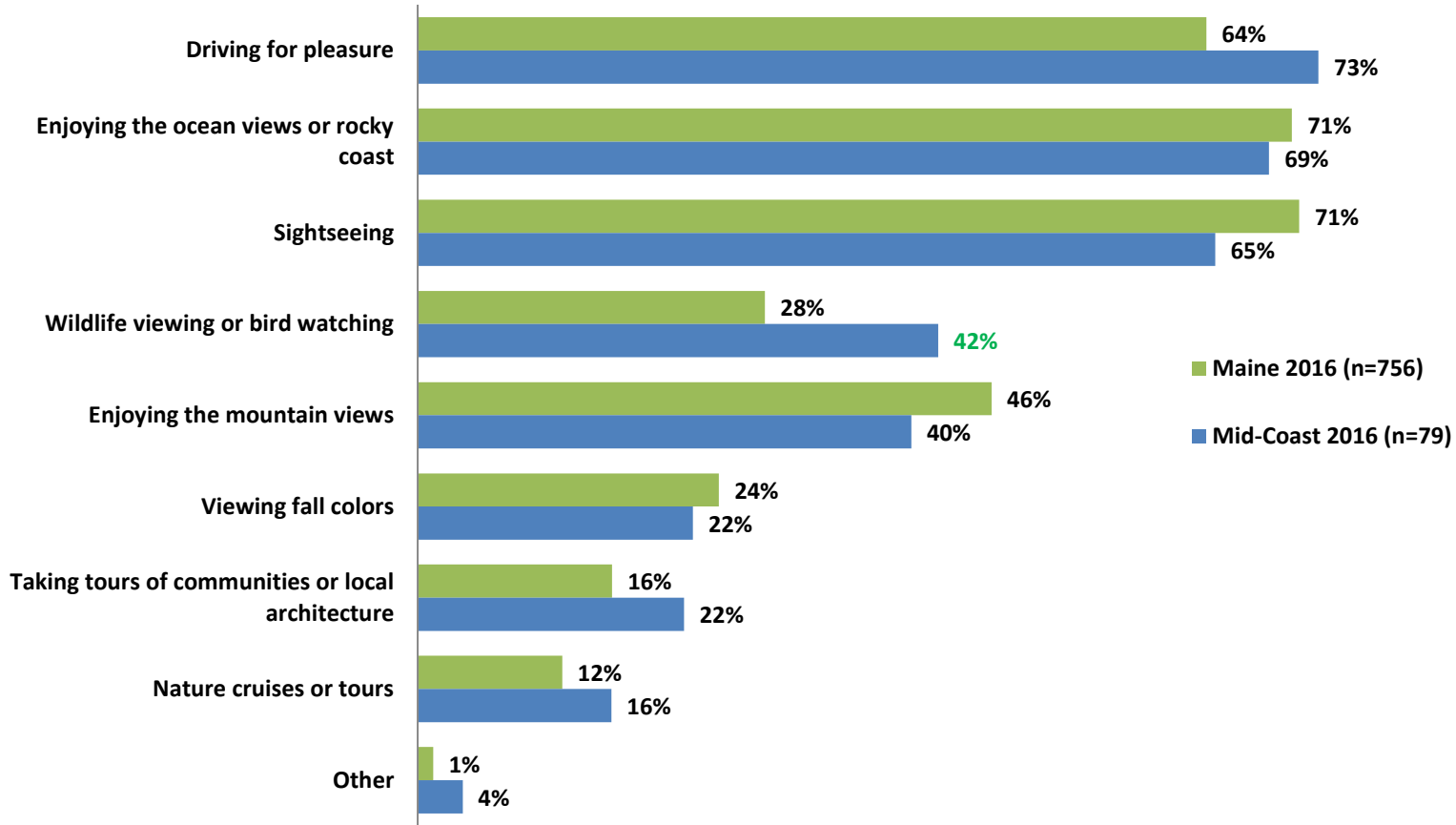


Q18. Which of the following *interest areas* did you want to pursue during this trip to Maine? Please check all that apply.
 Q19. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important.
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A majority of Mid-Coast day visitors who are interested in touring/sightseeing activities spent time *driving for pleasure, enjoying the ocean views/rocky coast, or sightseeing.*

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.*

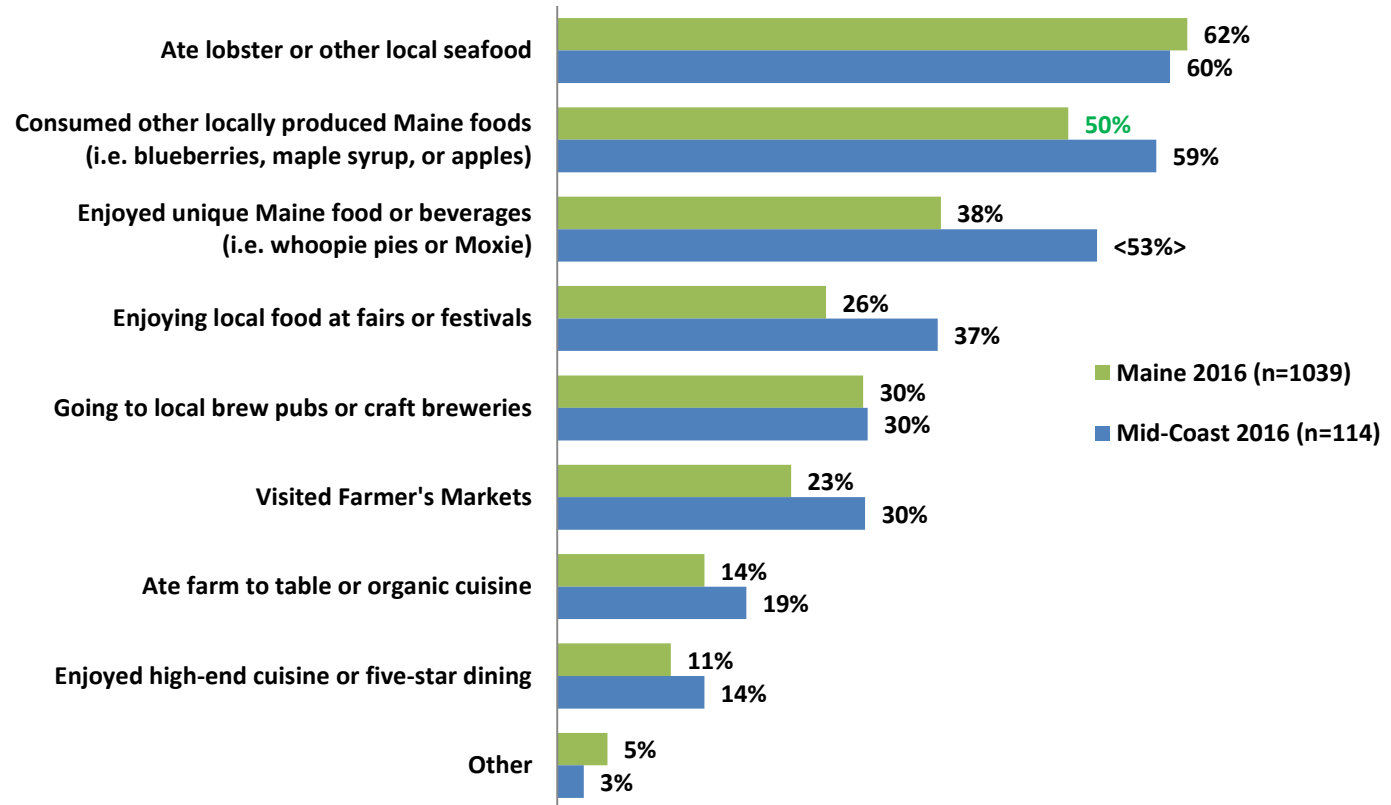
<> indicates a significant difference between subgroups at the 95% confidence level.
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Day visitors interested in food/beverage/culinary activities are most likely to have eaten lobster/other local seafood or consumed other locally produced Maine foods while visiting the Mid-Coast.

- Mid-Coast day visitors are more likely than day visitors to the State as a whole to have *enjoyed Maine food or beverages (i.e. blueberries, maple syrup, apples)* while visiting the region.

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.*

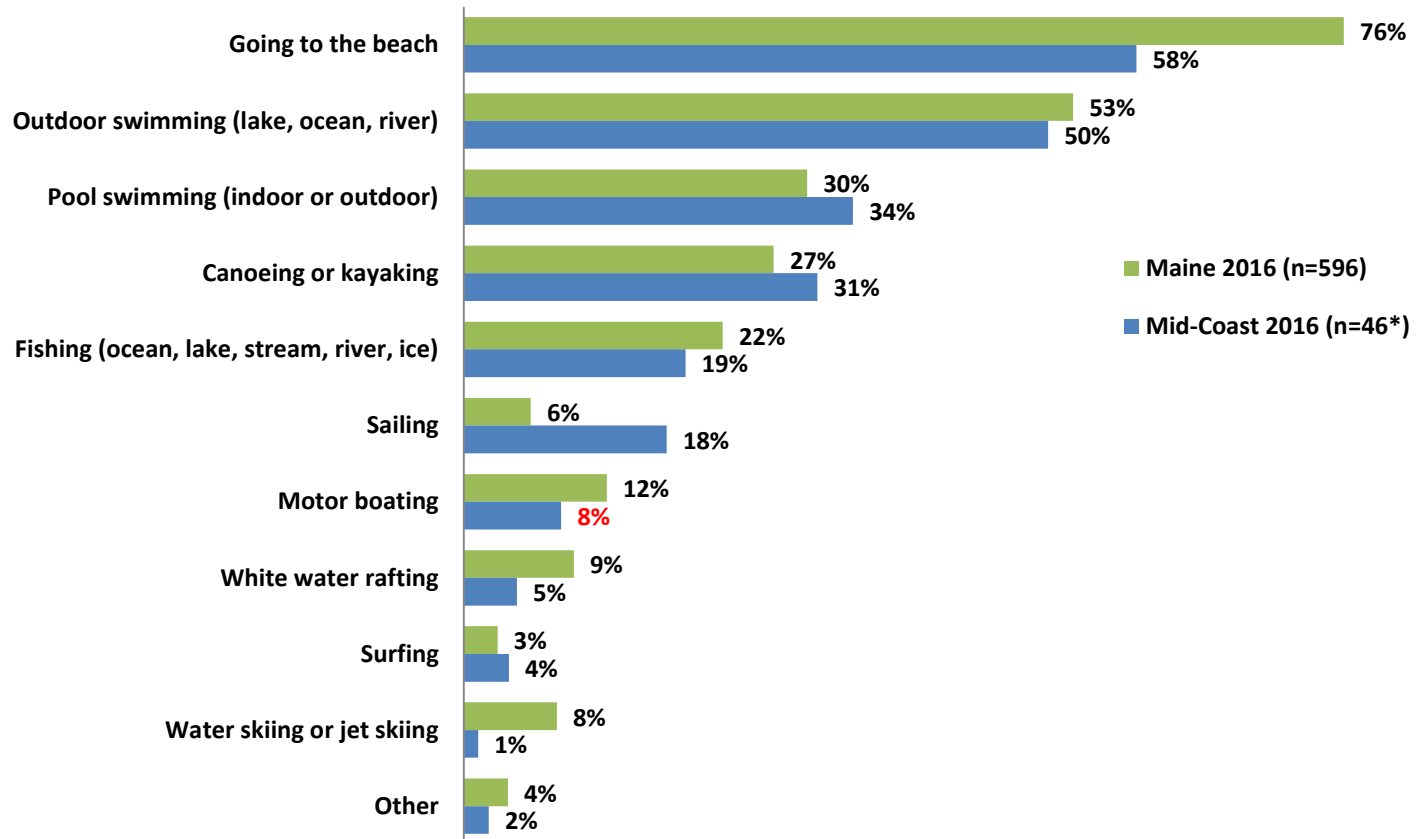
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Going to the beach and outdoor swimming are the most common activities pursued by day visitors who are interested in water activities.

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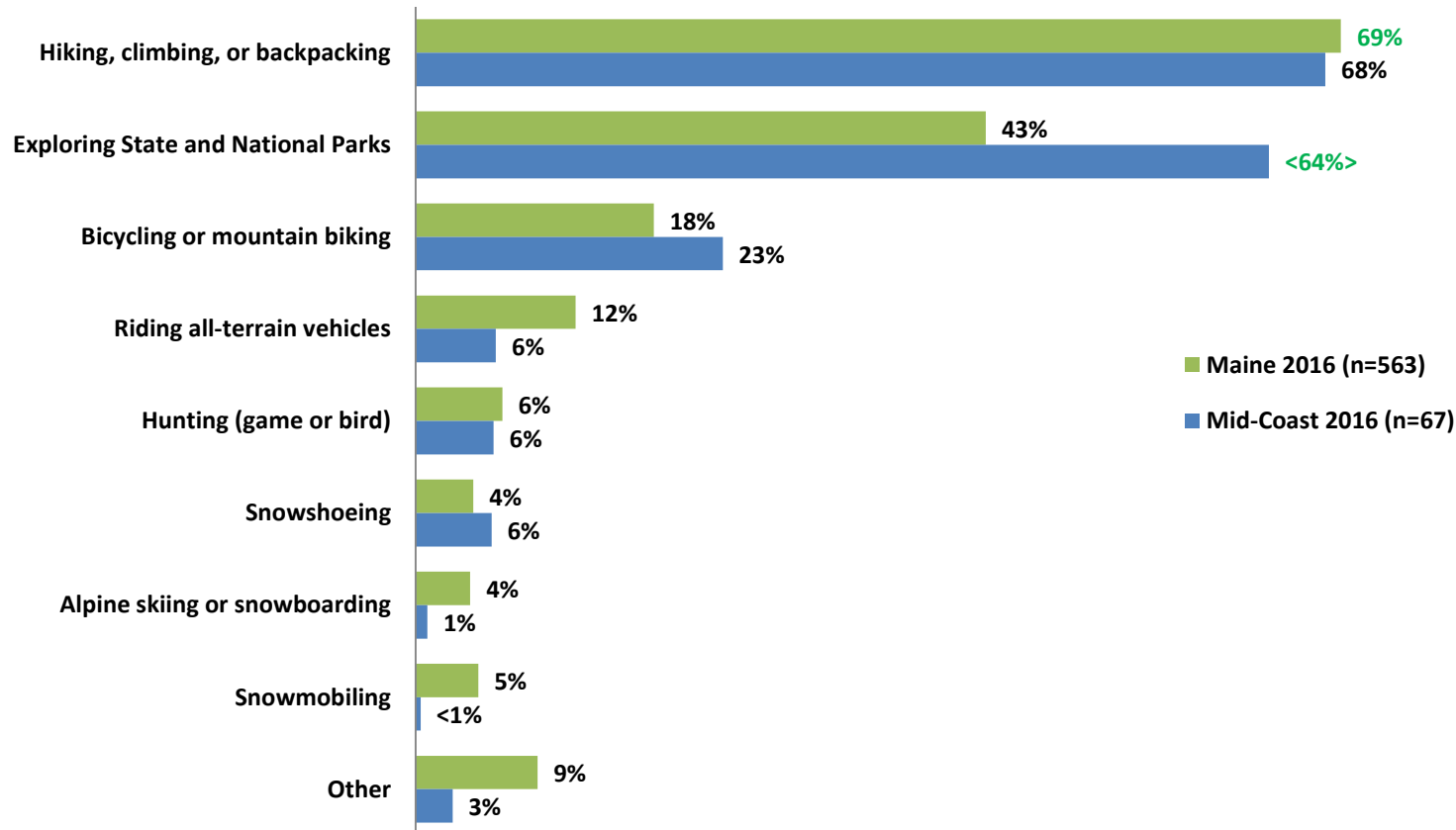
*Please note small sample size. Use caution when interpreting.

Hiking/climbing/backpacking and exploring state and national parks are the most common active outdoor activities pursued by day visitors to the Mid-Coast.

- Mid-Coast day visitors are more likely than day visitors to the State as a whole to *explore state and national parks* while visiting the region.

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.*

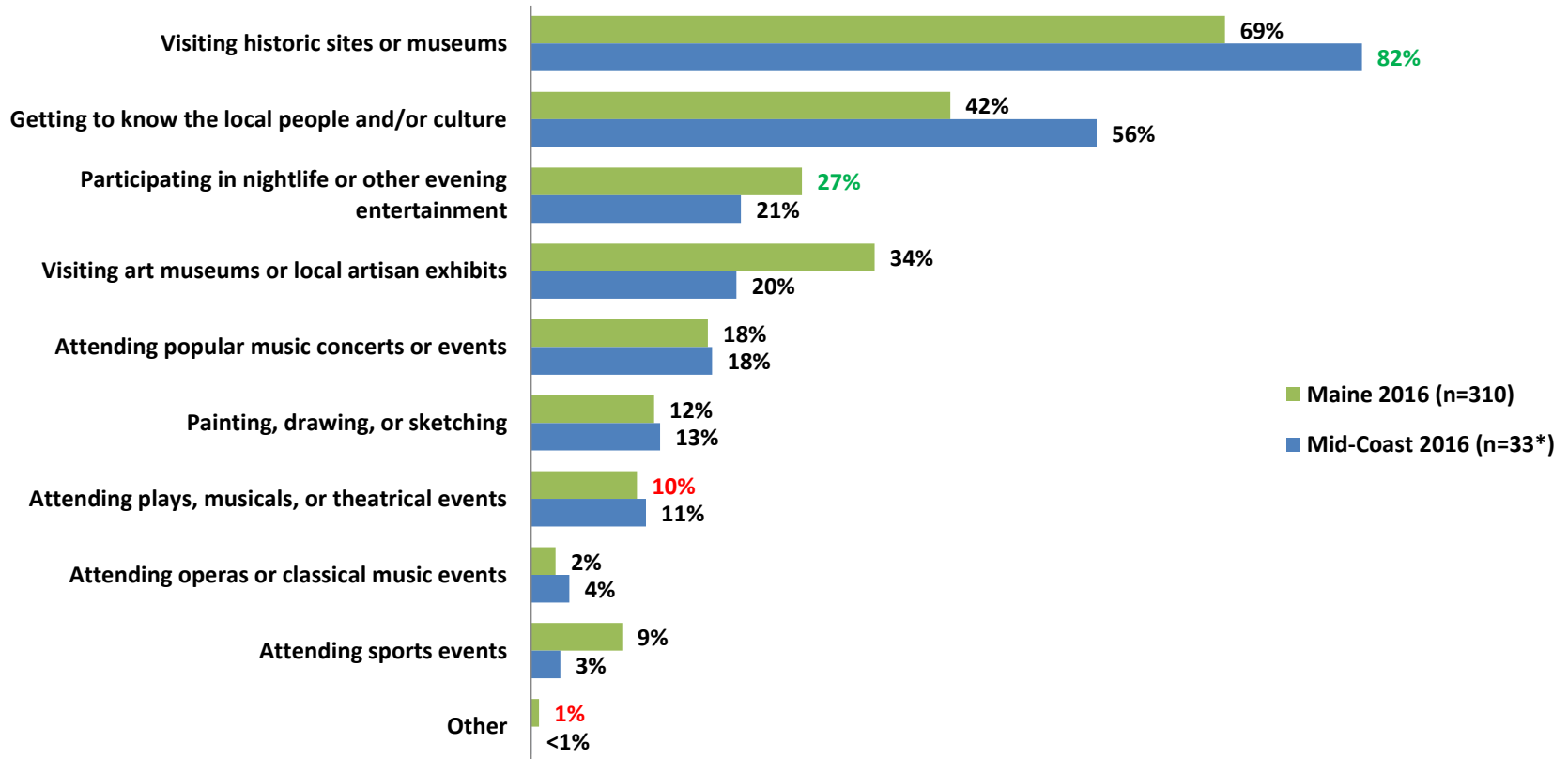
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Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Visiting historic sites/museums is the most popular activity among day visitors to the Mid-Coast region pursuing history/culture activities.

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.

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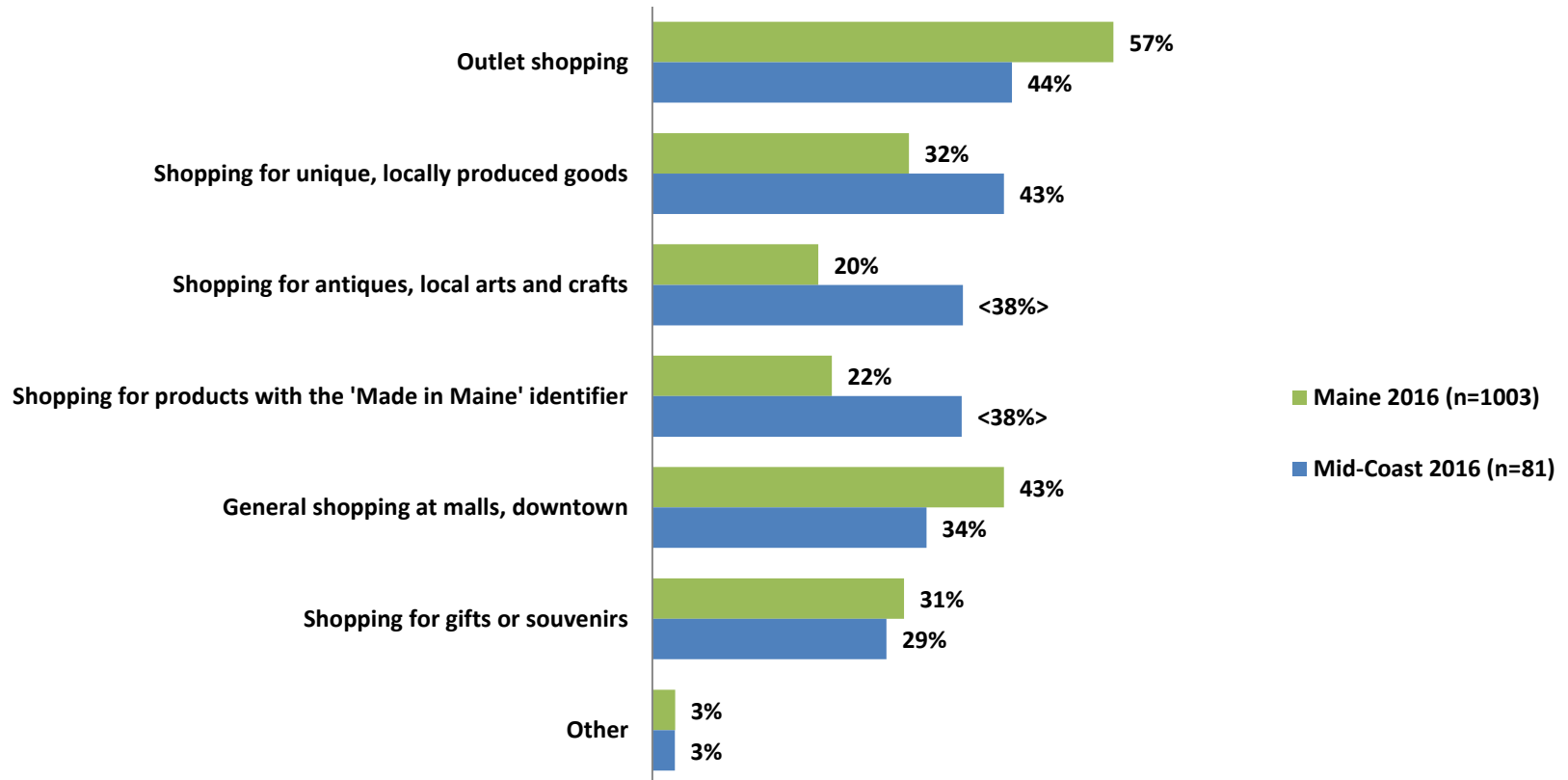
*Please note small sample size. Use caution when interpreting results.

Outlet shopping and shopping for unique, locally produced goods are the most common shopping activities among Mid-Coast day visitors.

- Mid-Coast day visitors who are interested in shopping are more likely than day visitors to the State as a whole to *shop for antiques/local arts and crafts* and *products with the "Made in Maine" identifier*.

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.*

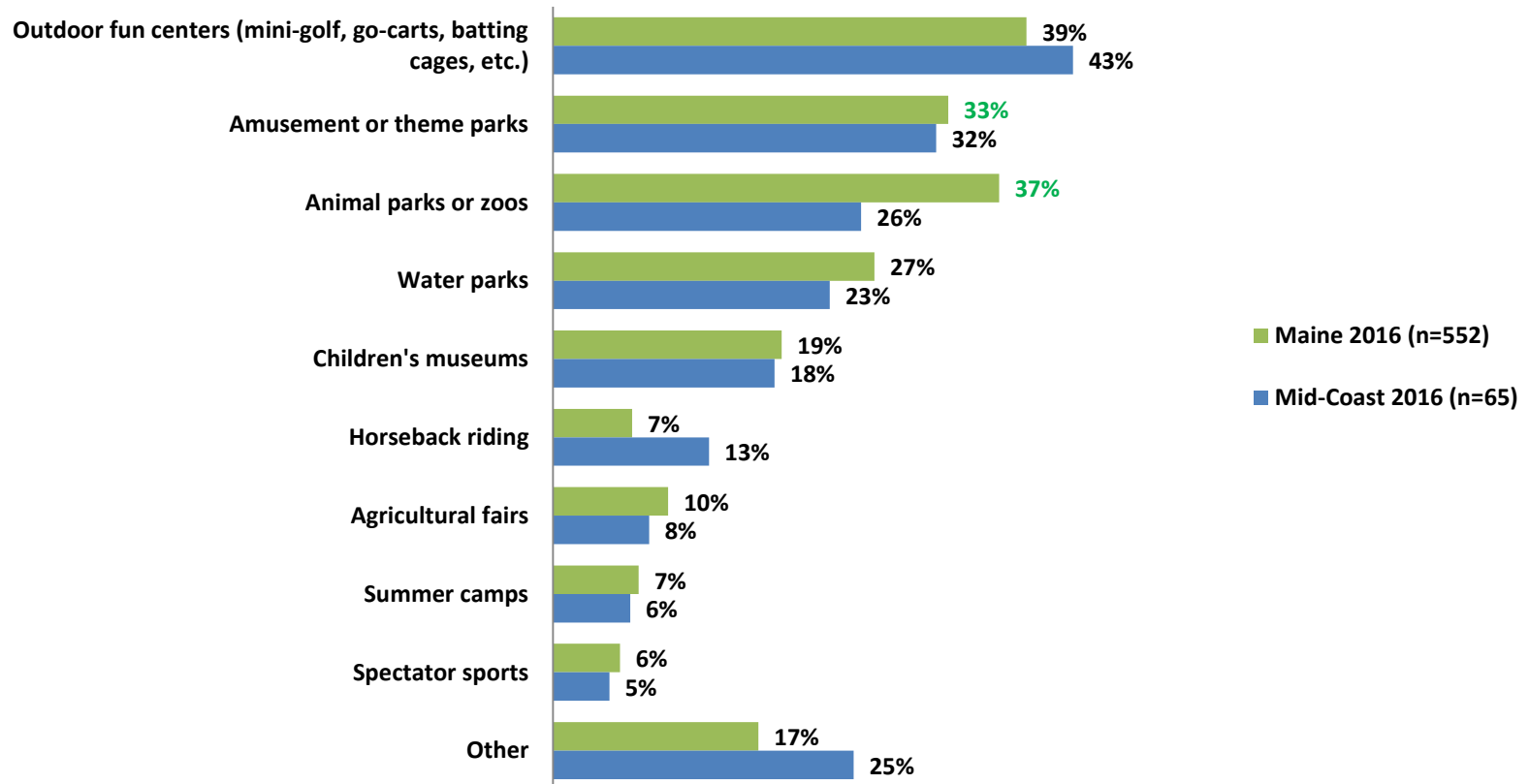
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Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Day visitors to the region who are interested in family fun/children's activities are most likely to visit *outdoor fun centers*.

Family Fun/Children's Activities

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



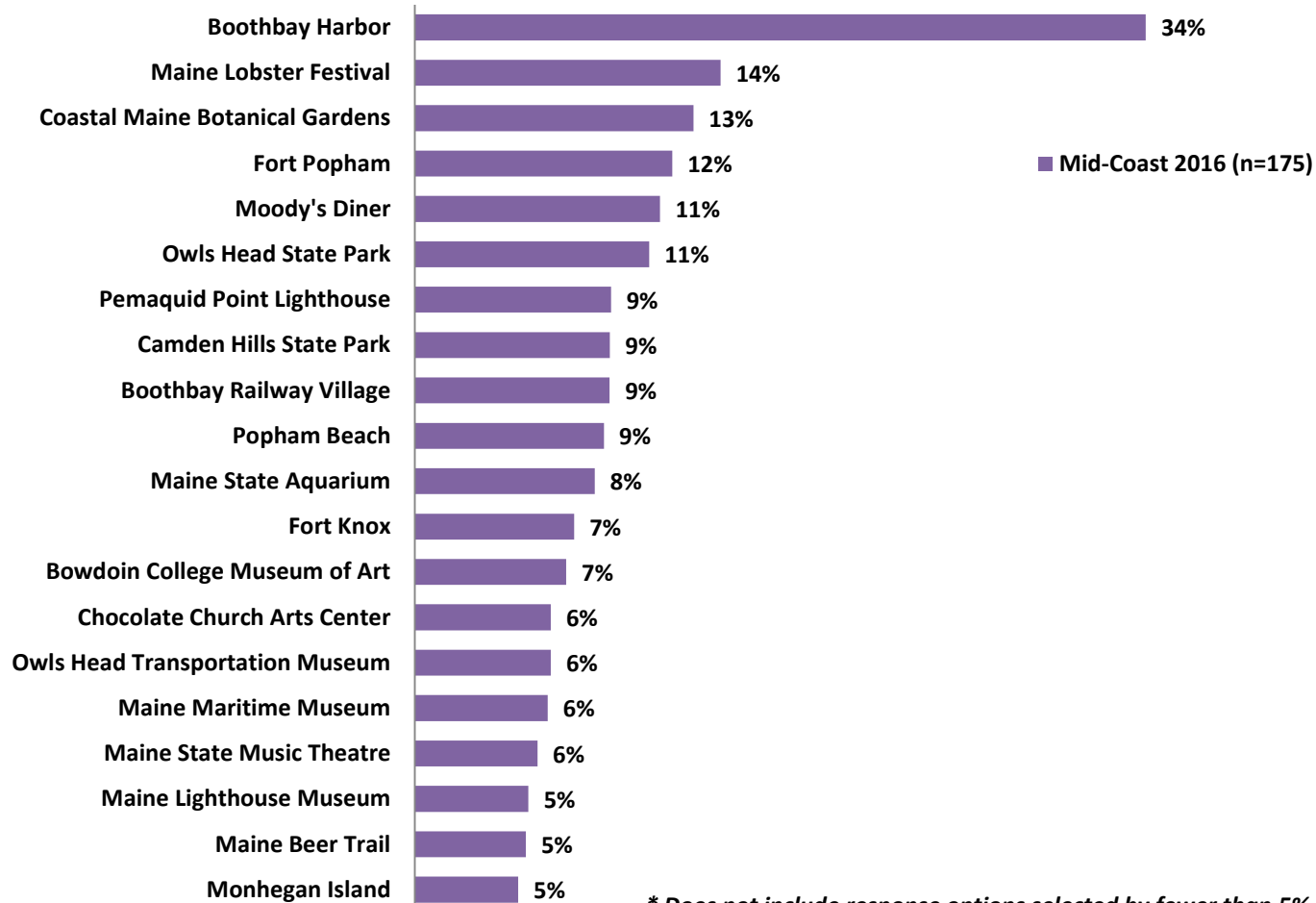
Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*

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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.

One-third of day visitors to the Mid-Coast region visit *Boothbay Harbor*.

Top Attractions/Locations Visited*



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

Q24: Within the region you visited, what specific towns or cities did you visit? (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.

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

Comparison of Mid-Coast Visitors to Maine Visitors

Comparisons: Region vs. State

- Visitors to the Mid-Coast tourism region and visitors to the State of Maine as a whole differ in a few areas. These variations can be seen:
 - Visitor origin,
 - Travel interests, and
 - The activities they participate in while visiting.
- Highlights of these differences are shown on the following pages.

Visitor Origin

Compared to visitors to the entire State, Mid-Coast visitors differ in the following ways:

DAY VISITORS

**Higher proportion from
the United States**
(specifically ME)

**Lower proportion from
Canada**
(specifically NB)

Trip Interests and Importance (Travel Driver Index)

DAY VISITORS

More likely to place importance on:
Family fun/children's activities

Less likely to place importance on:
Water activities
Shopping

OVERNIGHT VISITORS



Less likely to place importance on:
Shopping
Active outdoor activities

Trip Activities

OVERNIGHT VISITORS

**More likely to be
shopping for unique,
locally produced goods**

**Less likely to be
enjoying the mountain
views**

Trip Activities

DAY VISITORS

More likely to be:

Enjoying unique Maine food or beverages

Exploring state and national parks

Shopping for antiques, local arts & crafts

Shopping for products with the “Made in
Maine” identifier



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