

Maine Office of Tourism Visitor Tracking Research

Fall 2012 Seasonal Topline

Prepared by



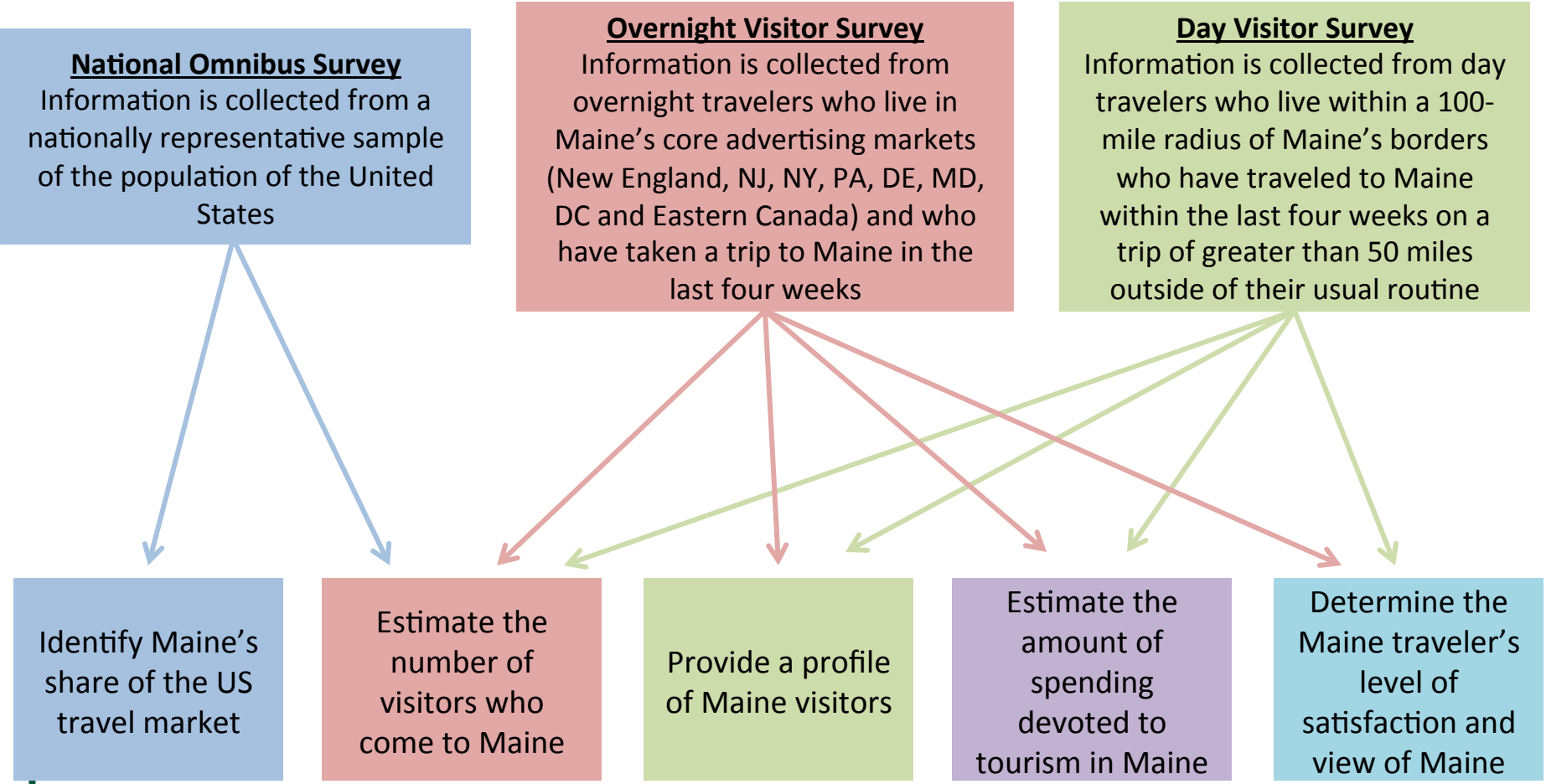
May 2013

Purpose and Methodology



Research Purpose and Methodology

The purpose of the Maine Office of Tourism’s Visitor Tracking Research is to provide insight into the tourism activity in Maine. These insights are provided by three distinct surveys.

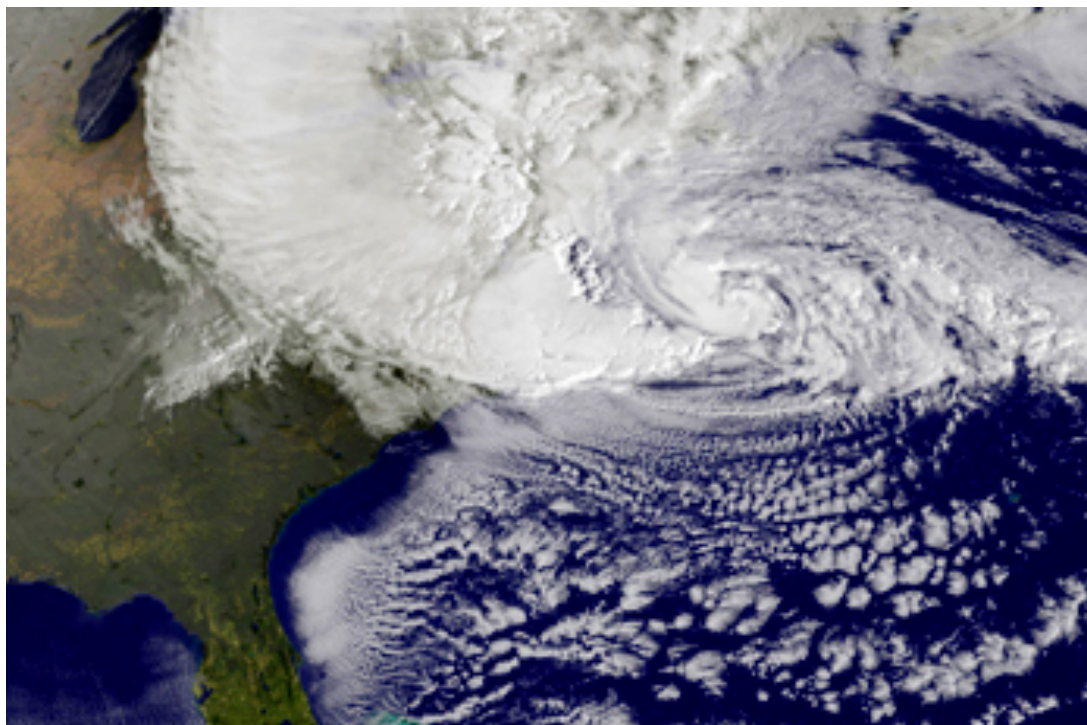


2012 Fall Season Travel Context



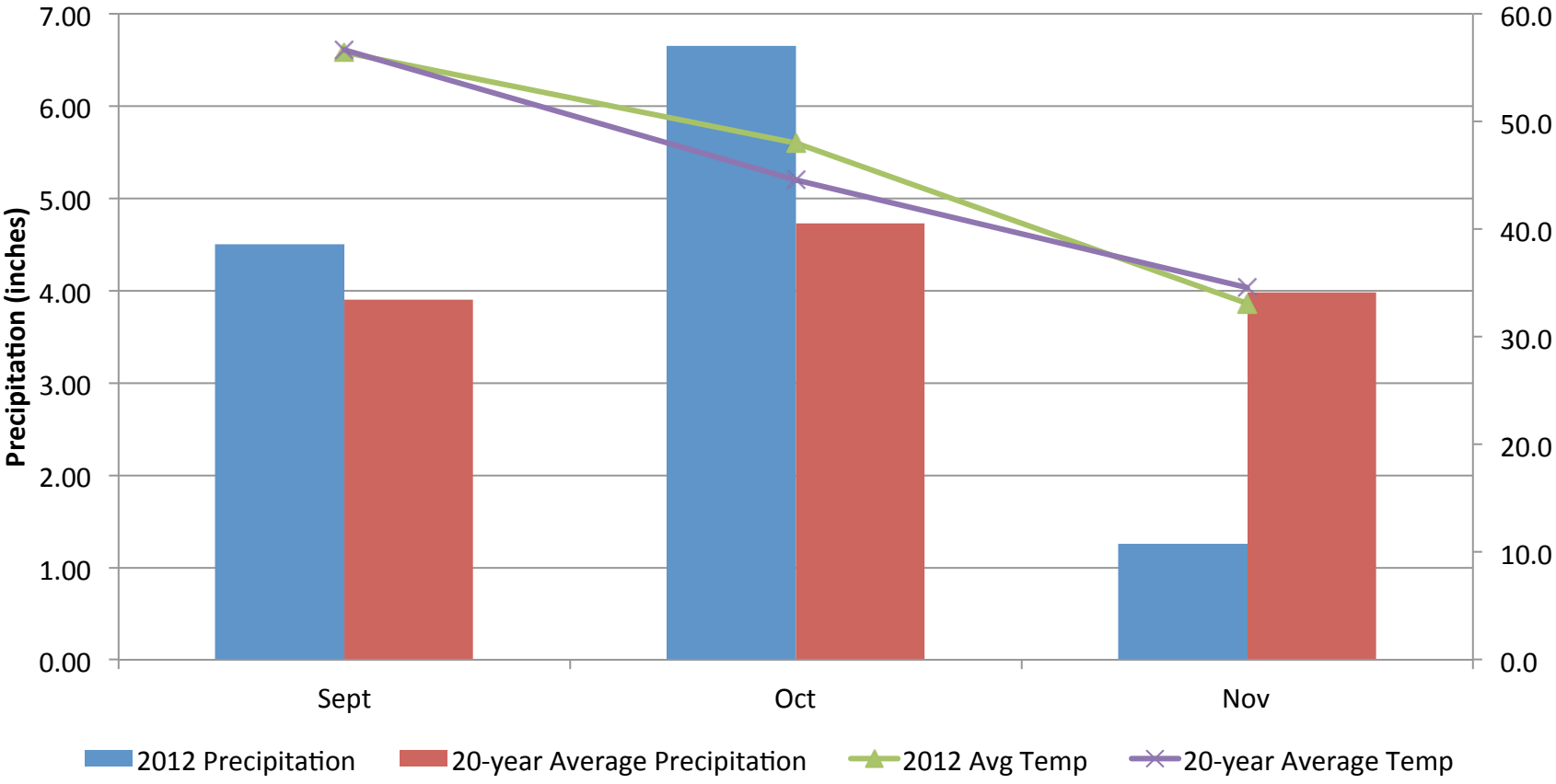
National Weather – Hurricane Sandy

- During October 2012, Hurricane Sandy hit the eastern coast of the United States, causing billions of dollars of damage to buildings, infrastructure, and natural habitats.

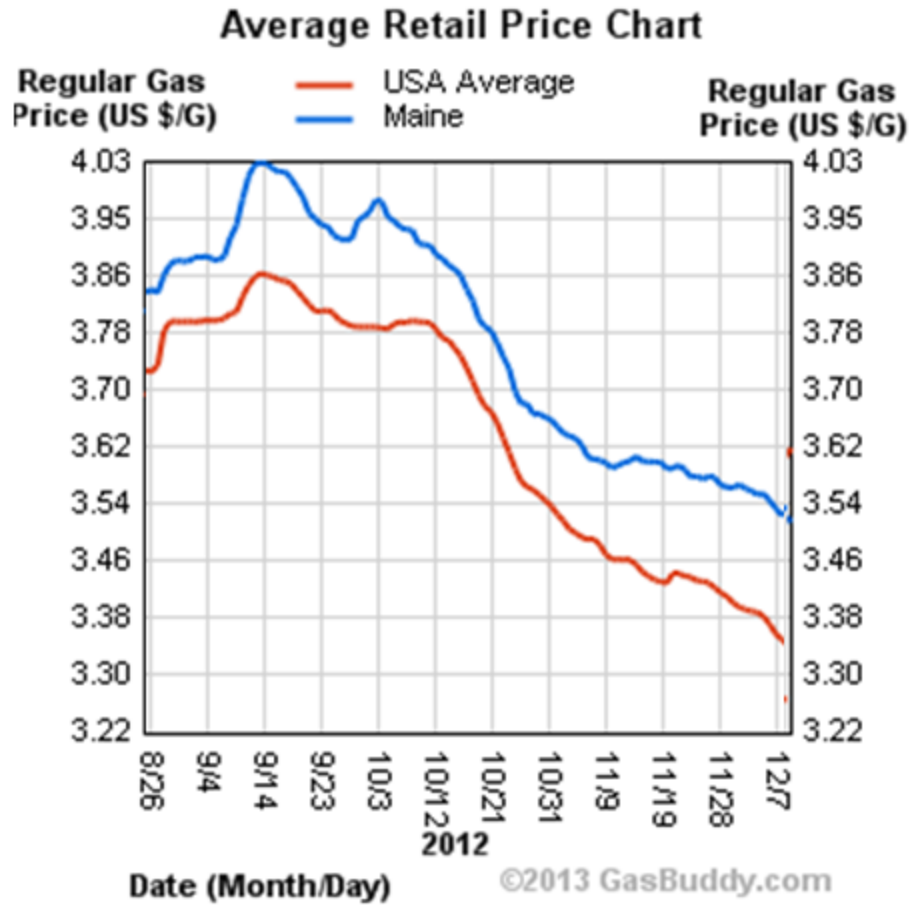


Maine Weather

Precipitation and Temperature – Maine Fall2012

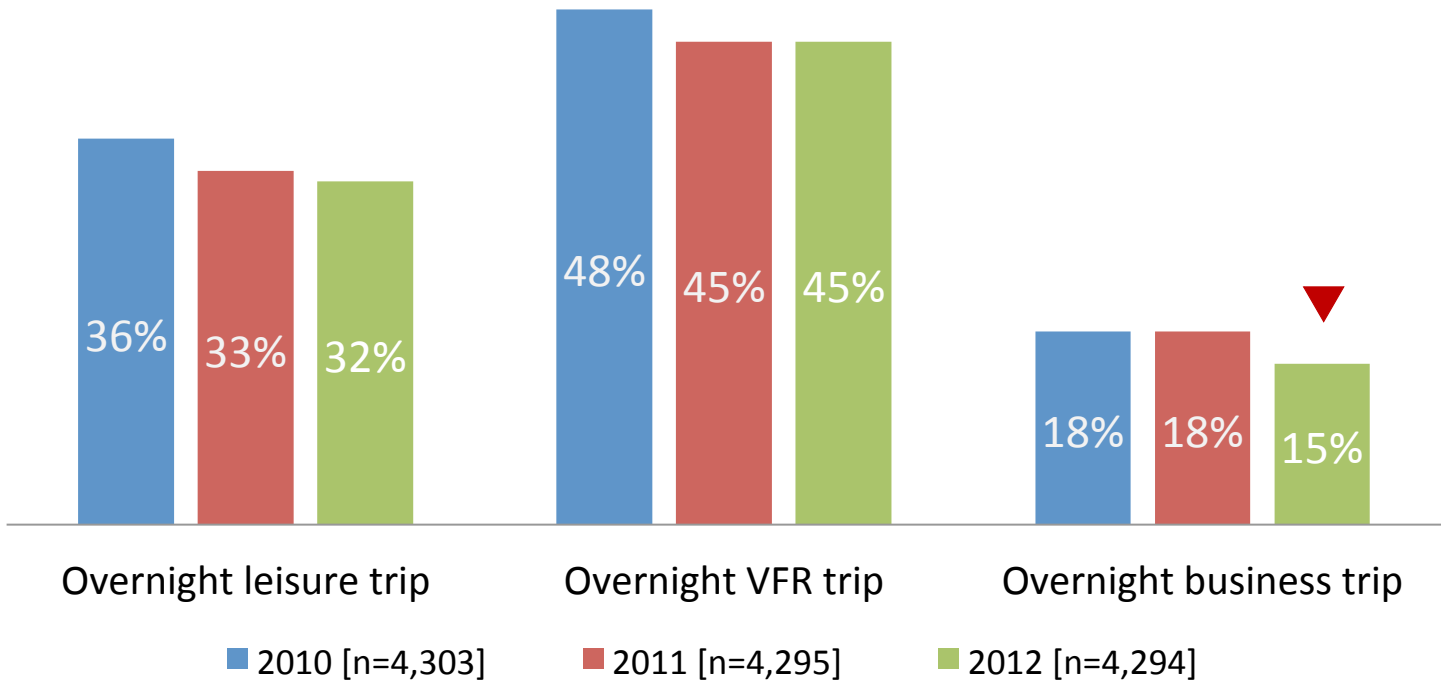


Gas Prices



National Travel Context

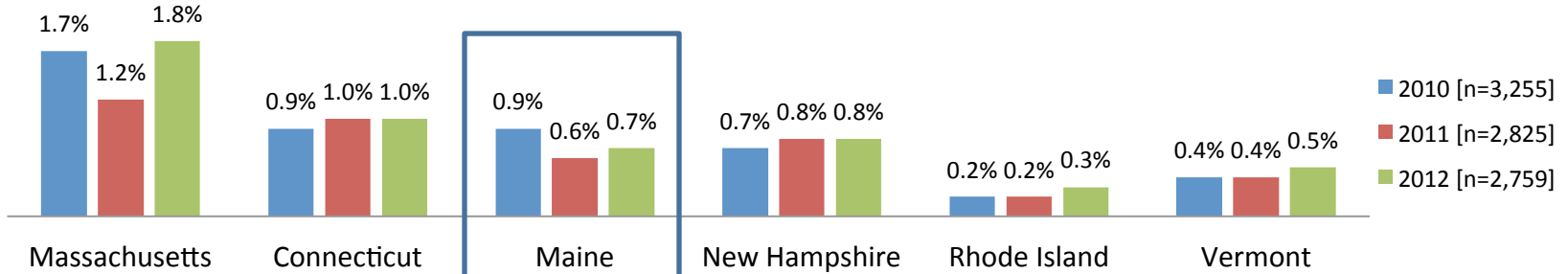
Proportion of U.S. Residents Taking a Trip During the Fall Season



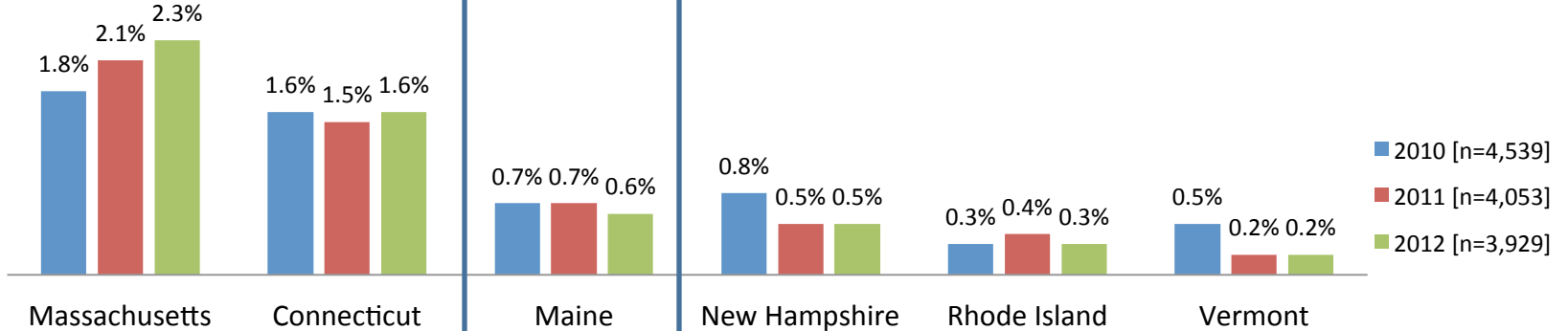
Nat'l Omnibus Q1. During the past four weeks, how many times have you taken a trip on which you spent at least one night away from home for either business, visiting friends/relatives, or leisure?

Maine's Market Share

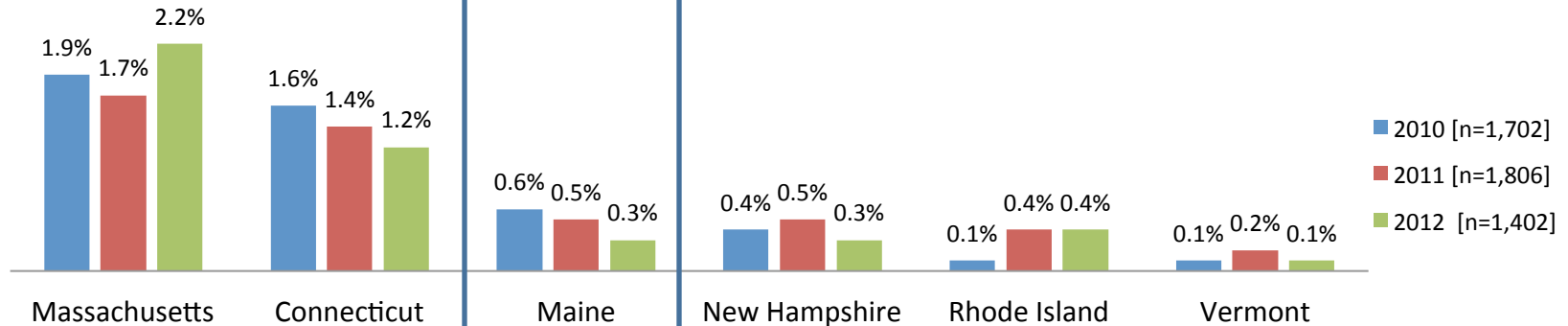
Overnight Leisure Trips



Overnight VFR Trips



Overnight Business Trips



Nat'l Omnibus Q2. In which U.S. state, Canadian province, or other country was the primary destination of each of these trips? Share of total trips taken by U.S. residents.

2012 Fall Season Highlights



Estimated Fall Visitation to Maine*

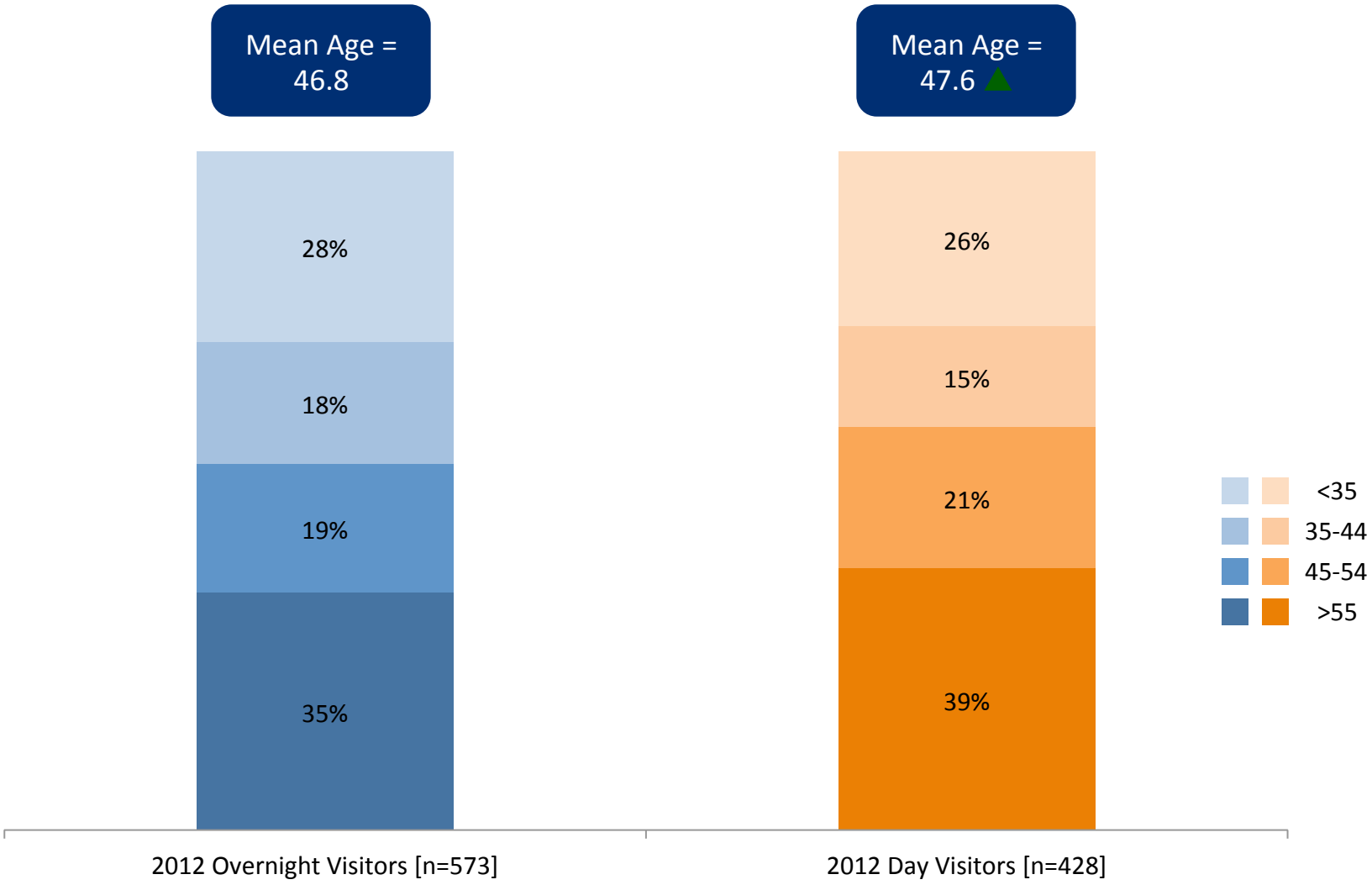
Estimates	2012	2011	12 vs. 11 % Chg
Overnight Visitors	4,592,205	4,438,633	3.5%
Leisure	2,954,873	2,218,467	33.2%
VFR	1,371,753	1,977,983	-30.6%
Business	265,579	242,183	9.7%
Day Visitors	3,377,225	3,435,773	-1.7%
Leisure	2,345,584	2,408,640	-2.6%
VFR	901,239	900,401	0.1%
Business	130,403	126,732	2.9%

*For the purposes of visitation estimates, only visitors on tourism related trips are included.

Tourism related trips include:

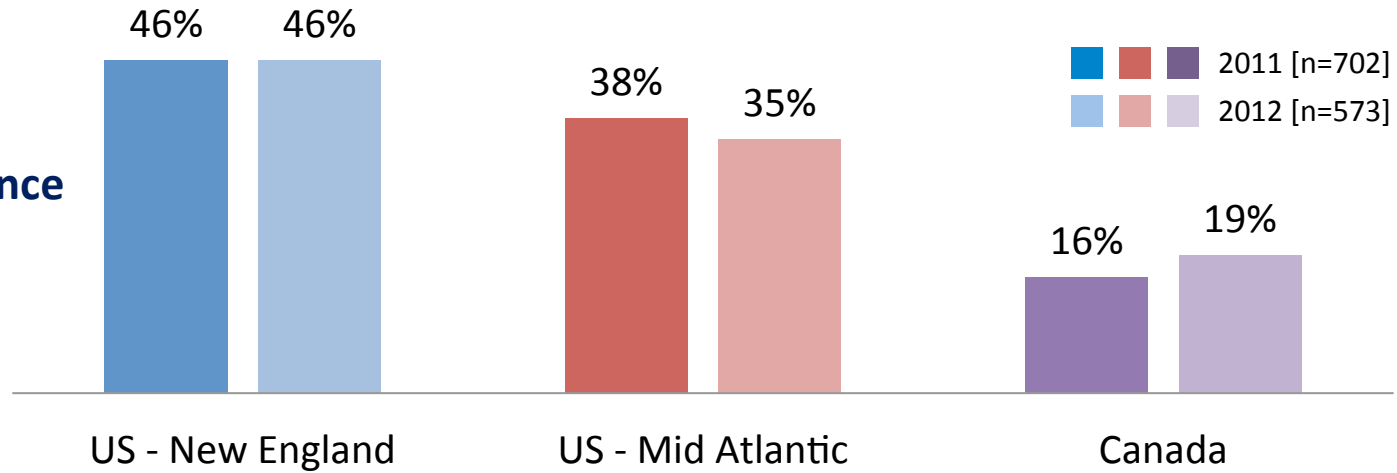
- All leisure trips.
- VFR trips that are a general visit to see friends or relatives, a wedding, or a holiday visit.
- Business trips that are for a convention/conference/trade show or training/professional development.

Age of Maine Visitors

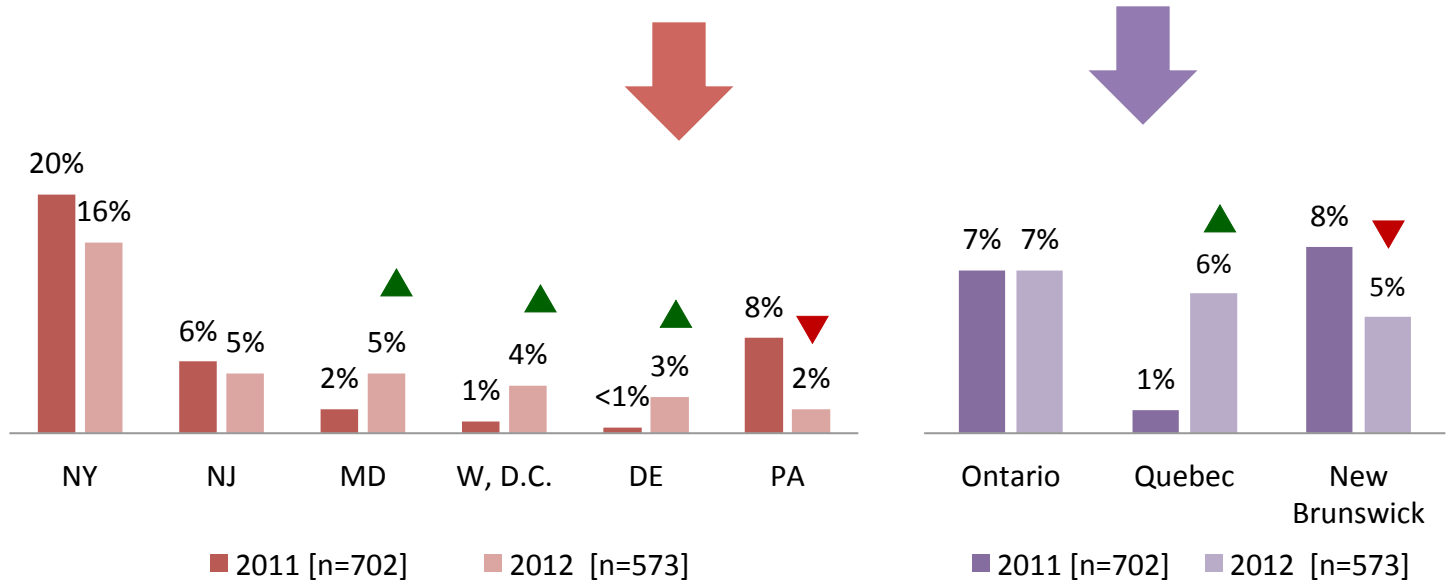


Primary Residence of Maine Fall Overnight Visitors

Region of Residence

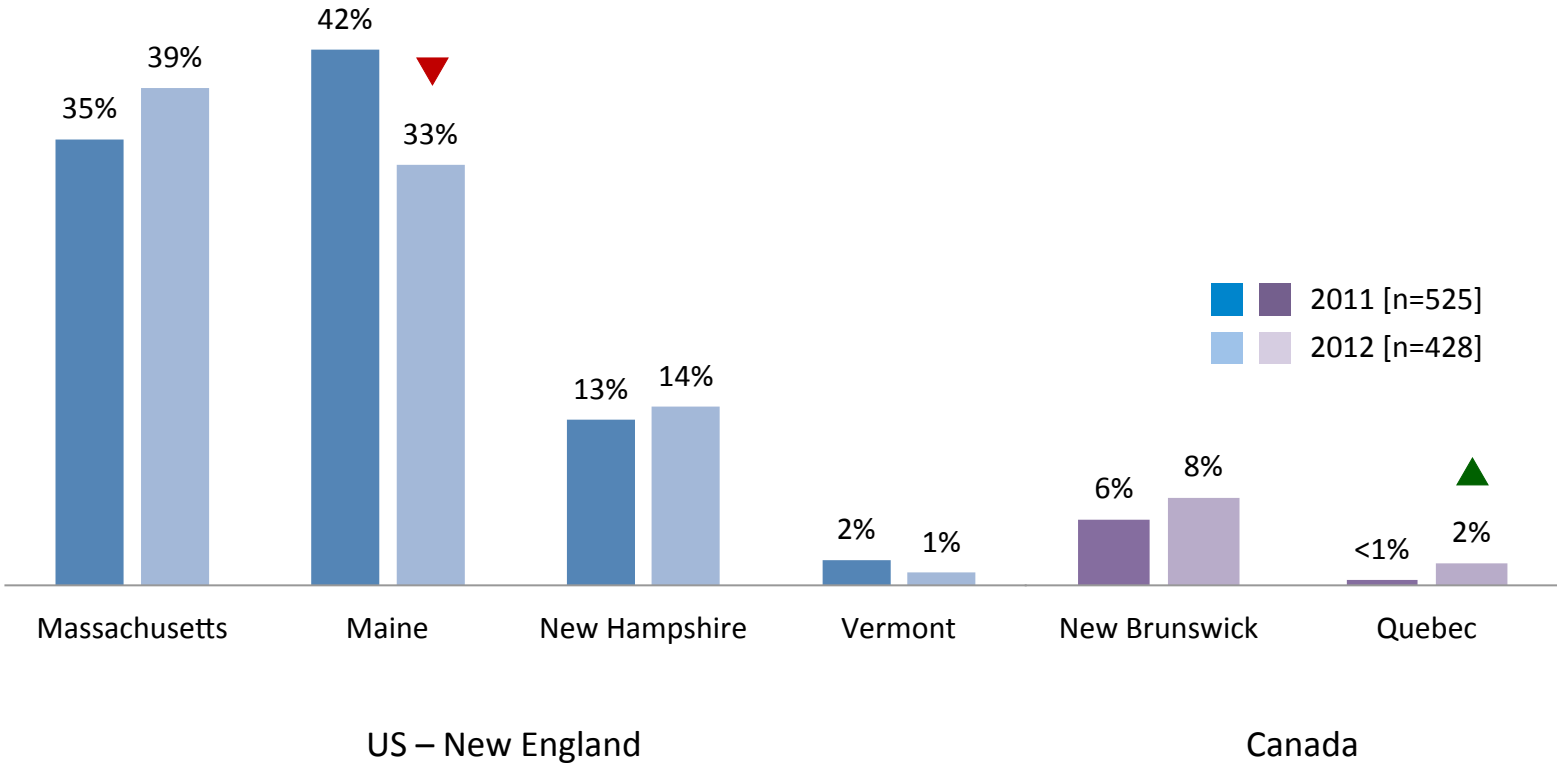


Significant Year-Over-Year Variation

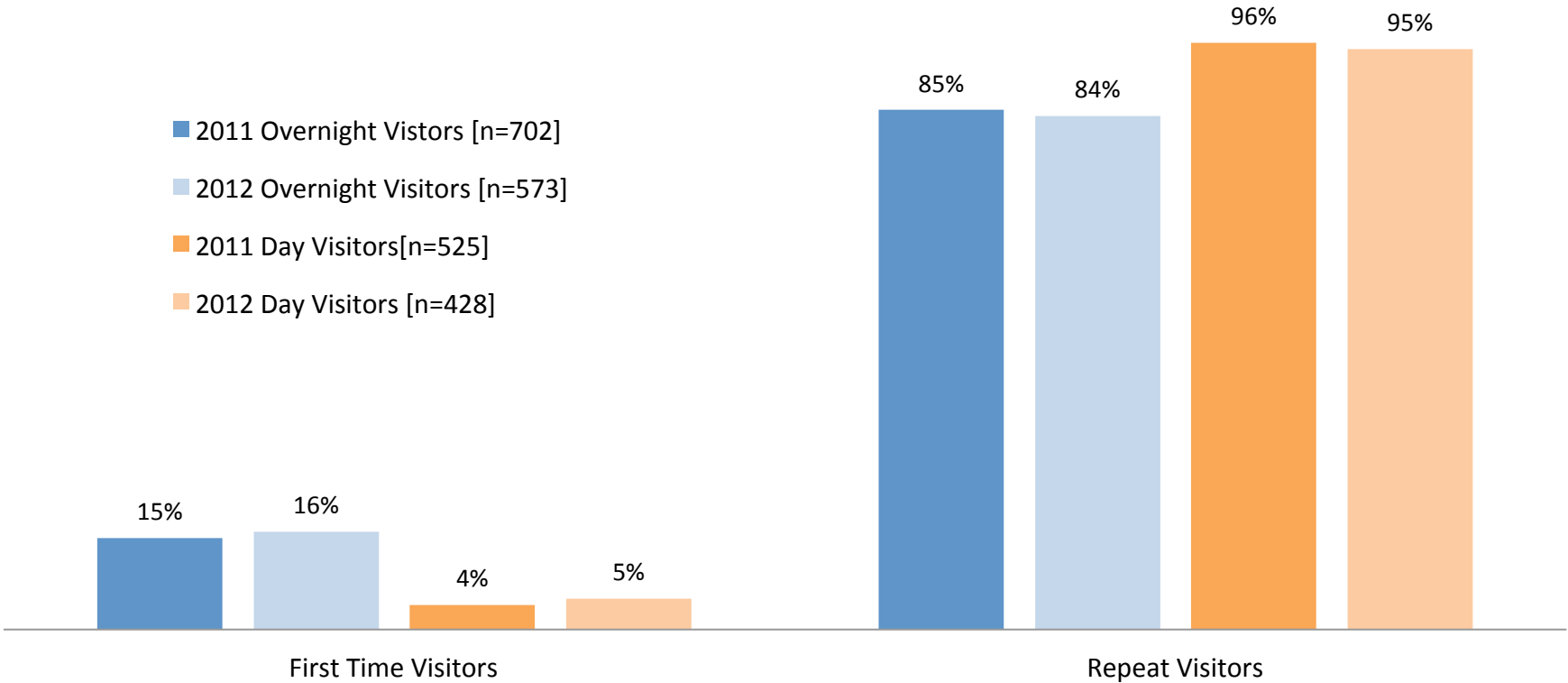


Primary Residence of Maine Fall Day Visitors

State/Province of Residence

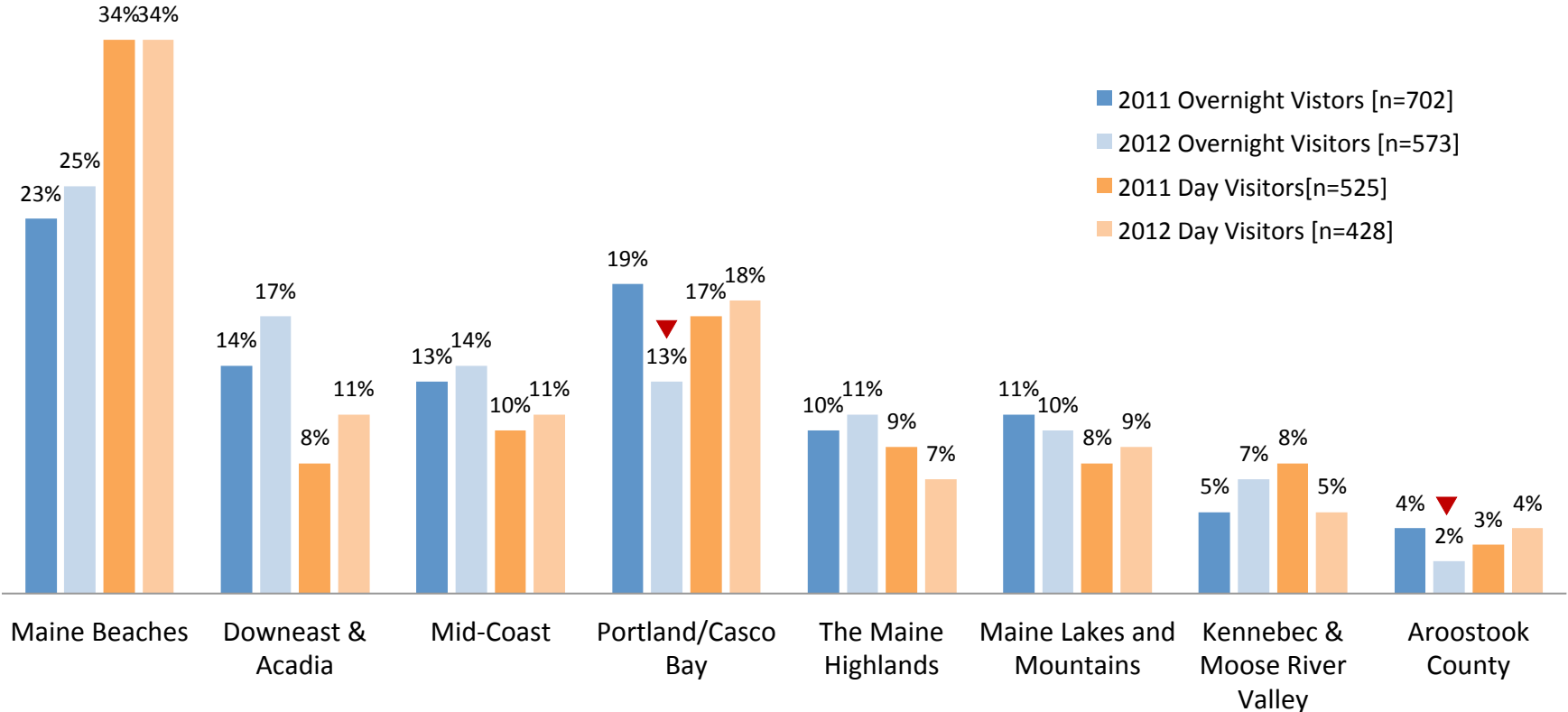


First Time and Repeat Visitors



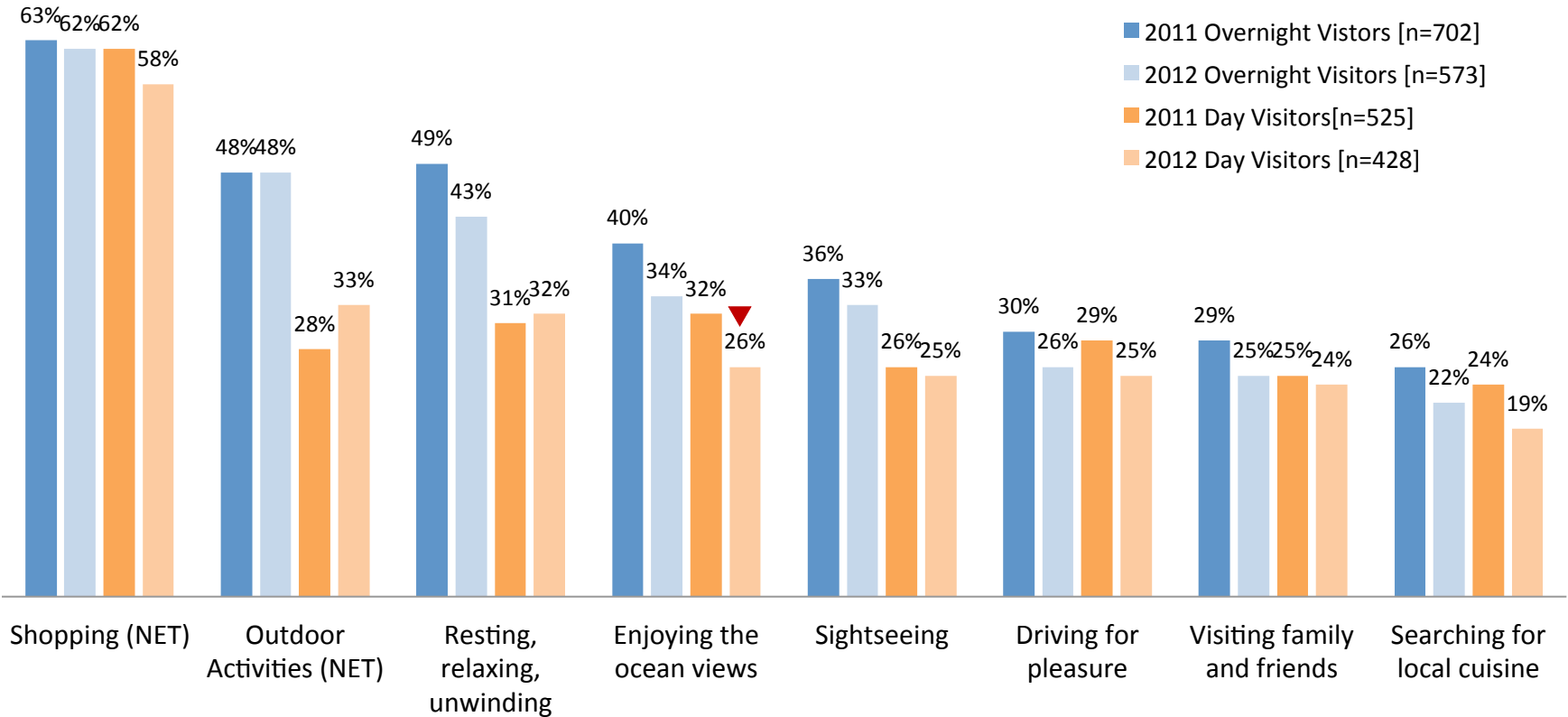
Regional Destination of Maine Fall Visitors

Regional Destination



Trip Activities of Maine Fall Visitors

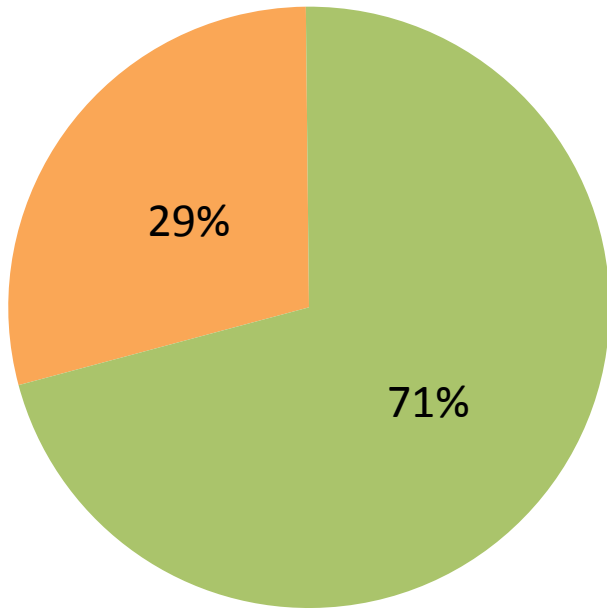
Trip Activities



Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply)
 Day Q10. In which of the following activities did you participate in during your most recent trip to Maine? (Please check all that apply)

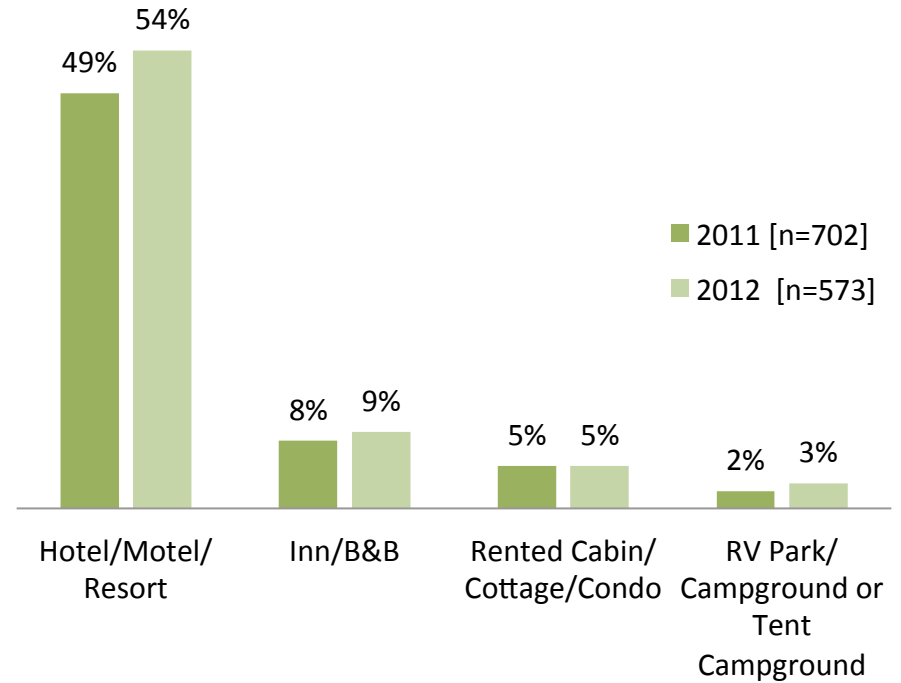
Accommodations – Overnight Visitors

Type of Accommodation
[n=573]



Unpaid Accommodations Paid Accommodations

Type of Paid Accommodation



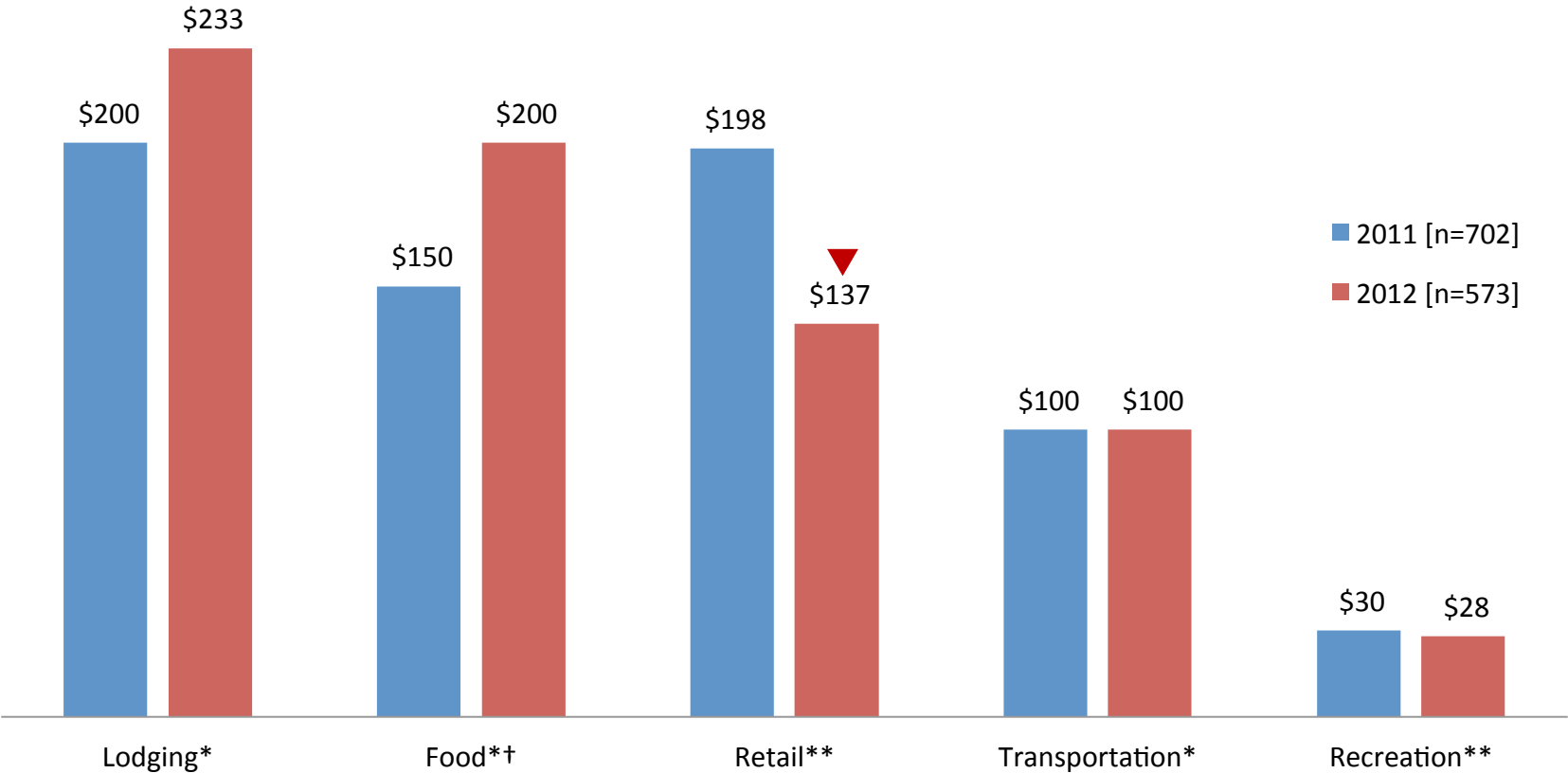
Average Length of Stay: 3.4 Nights

Regional Q8. On this trip to Maine, how many nights were you away from home?

Regional Q27. In which of the following types of accommodations did you spend the most nights on this trip to Maine?

Average Spending – Overnight Visitors

Spending



Regional Q33. Please tell us the amount of money you and your immediate travel party spent on this trip in Maine in each of the following categories below.

*Median Expenditures

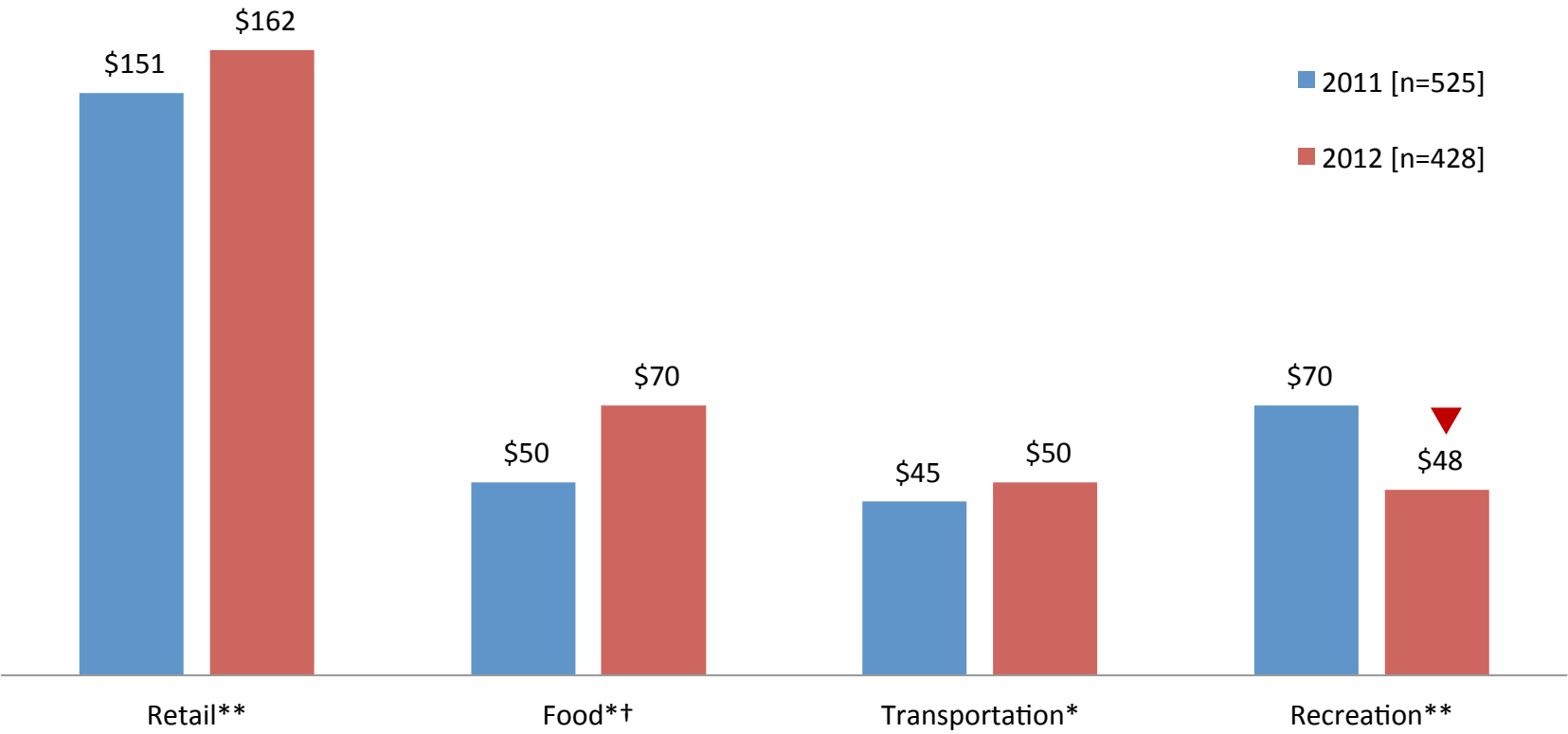
**Mean Expenditures

†Food expenditures from 2011 and 2012 are not directly comparable due to the addition of the “grocery” category in 2012.

▲ ▼ notes significant difference between 2011 and 2012 at the 95% confidence level

Average Spending – Day Visitors

Spending



Day Q14. Please tell us the amount of money you and your immediate travel party spent on this trip in Maine in each of the following categories below.

*Median Expenditures

**Mean Expenditures

†Food expenditures from 2011 and 2012 are not directly comparable due to the addition of the “grocery” category in 2012.

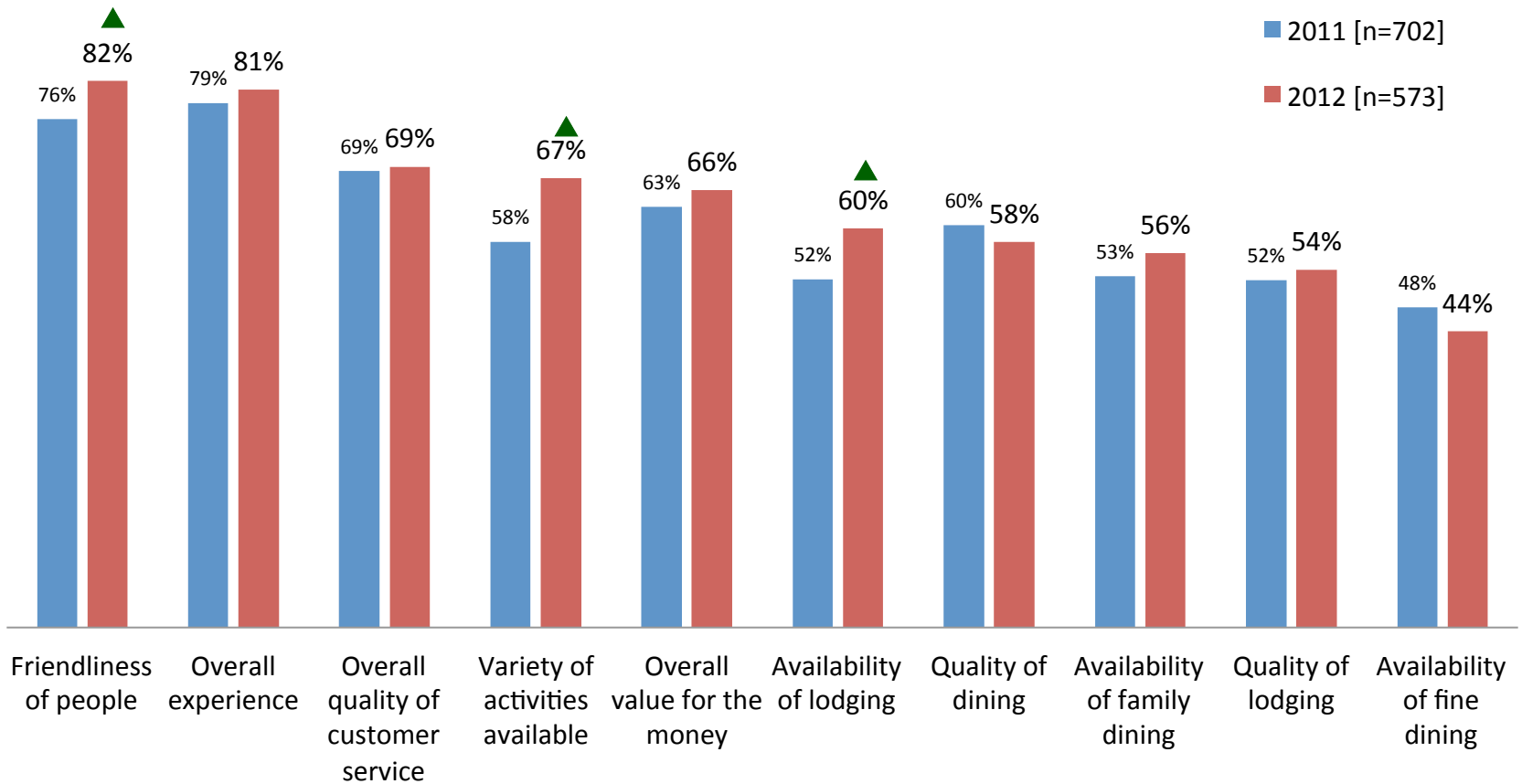
▲ ▼ notes significant difference between 2011 and 2012 at the 95% confidence level

Trip Evaluation



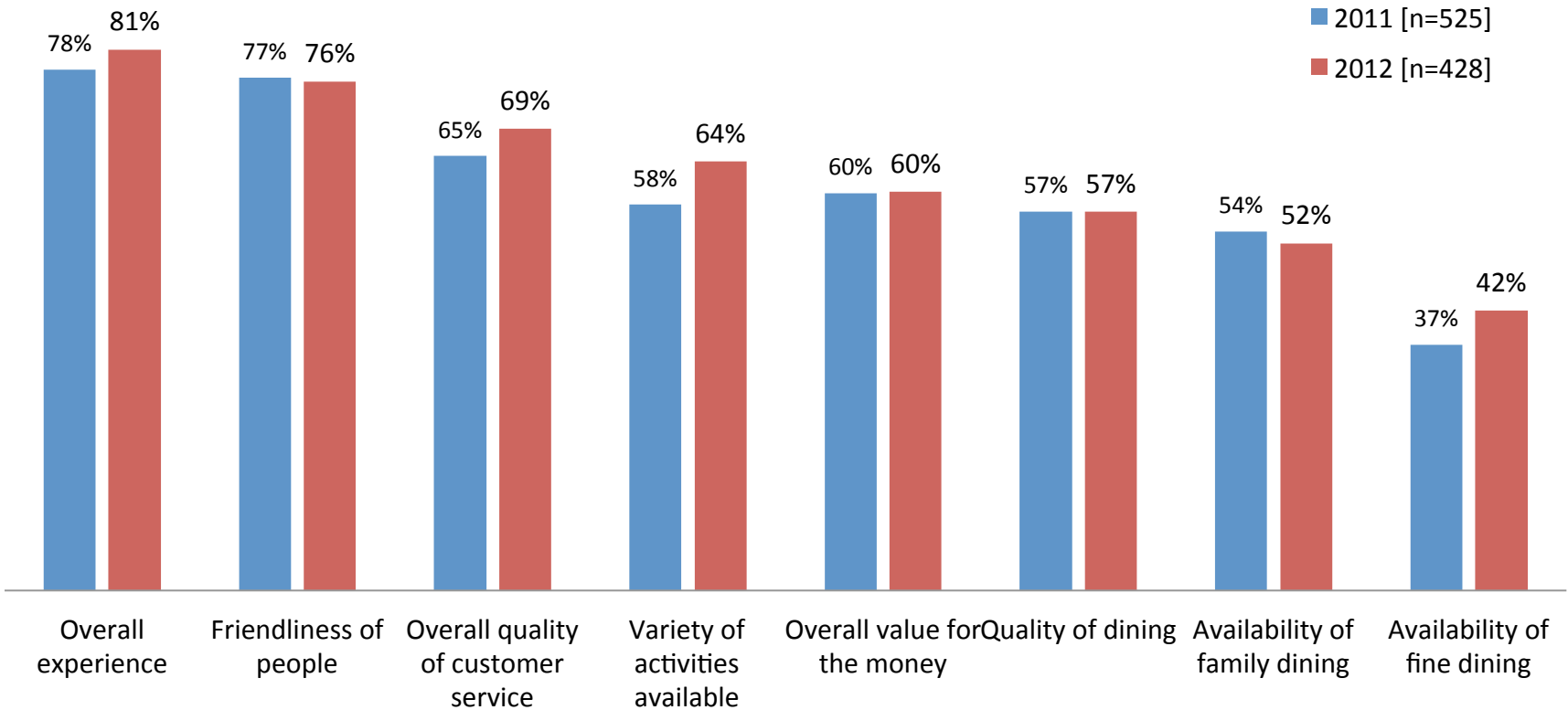
Maine Compared to Other Destinations – Overnight Visitors

Top 2 Box Rating – “Better than Others”



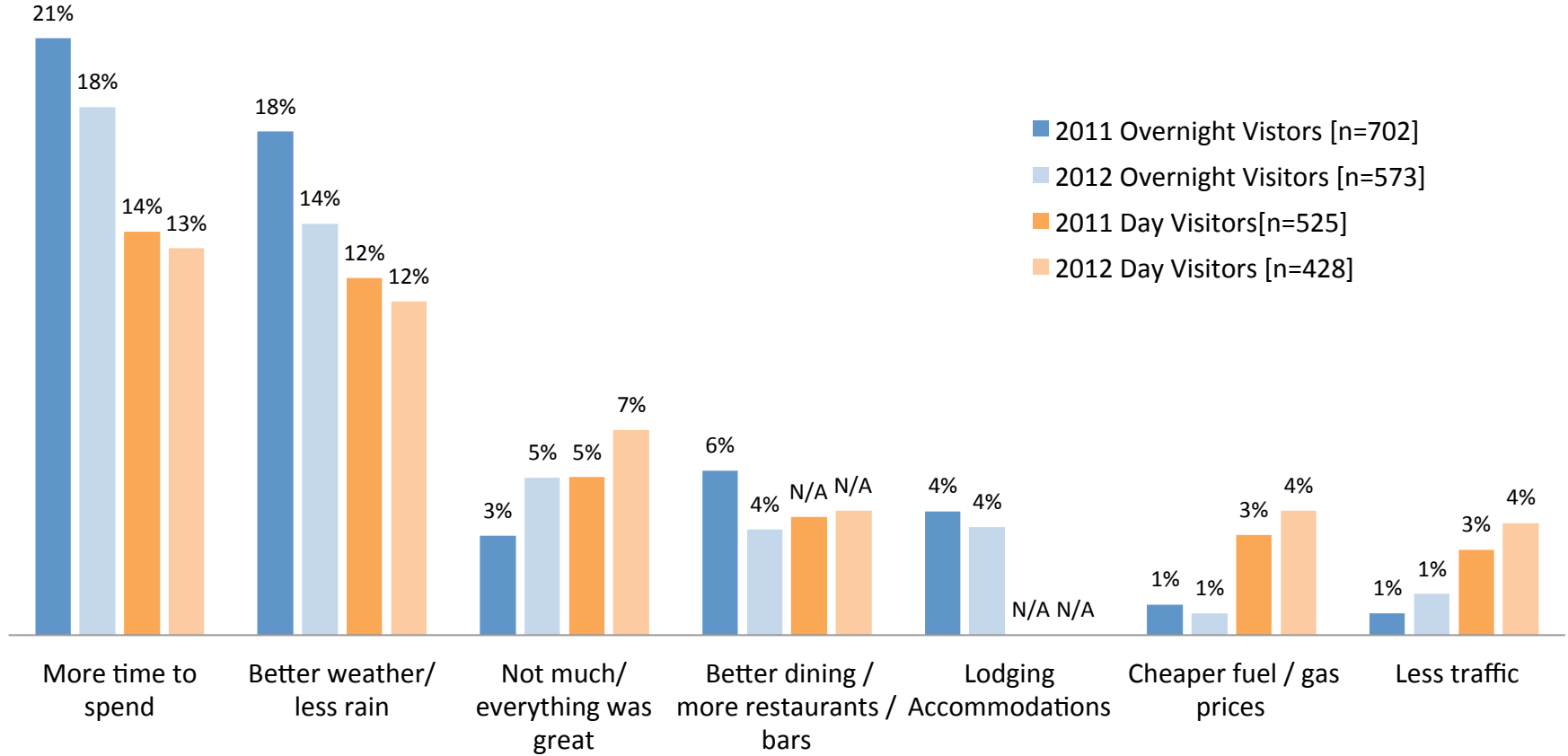
Maine Compared to Other Destinations – Day Visitors

Top 2 Box Rating – “Better than Others”



Day Q13. Using the scale provided in the table below, please evaluate your day trip in Maine as compared to other destinations you’ve visited.

Aspect of the Trip that Could Have Been Better



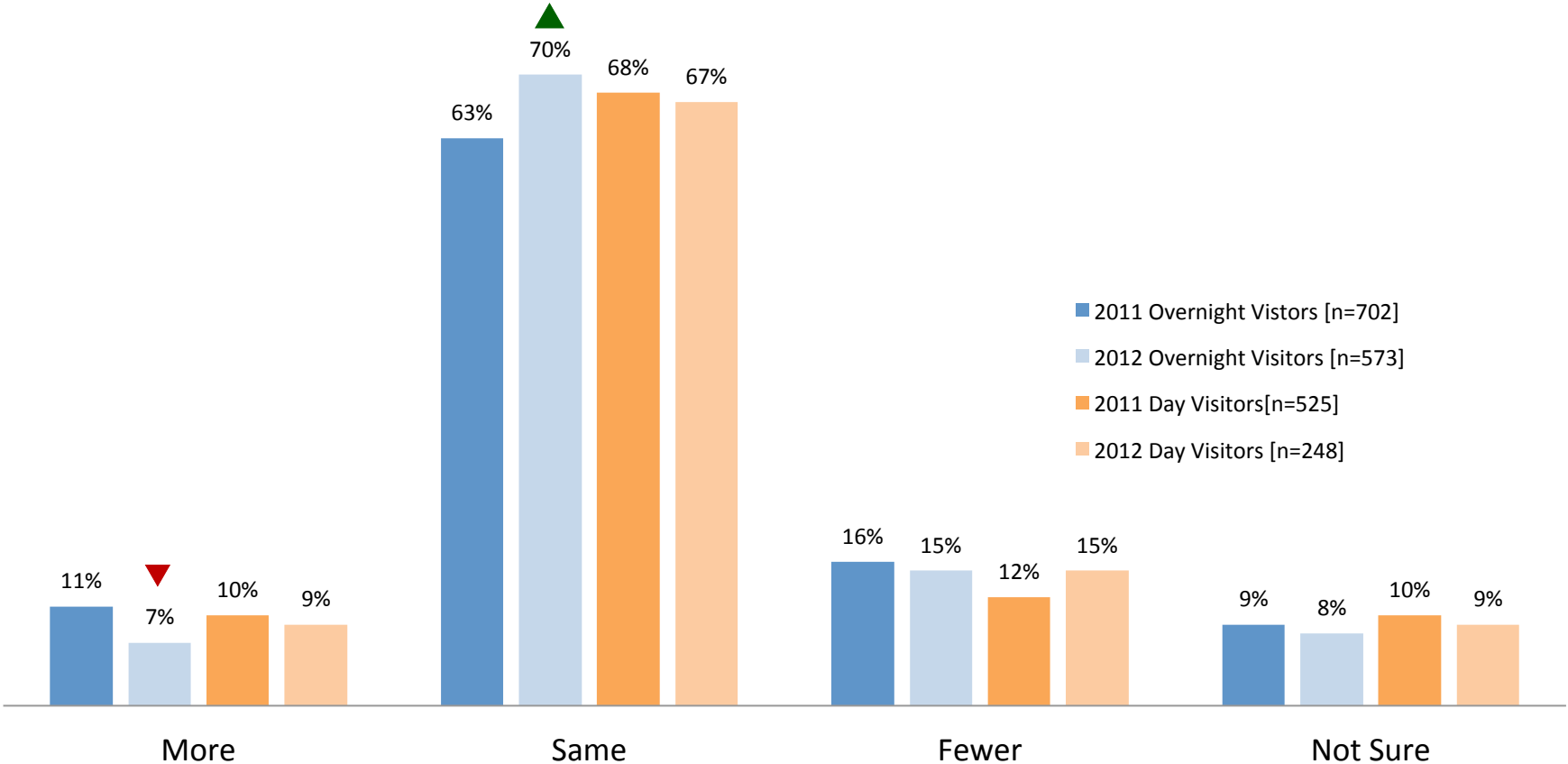
Regional Q36. What do you wish could have been better on this trip in Maine?
 Day Q17. What do you wish could have been better?

Future Travel Prospects



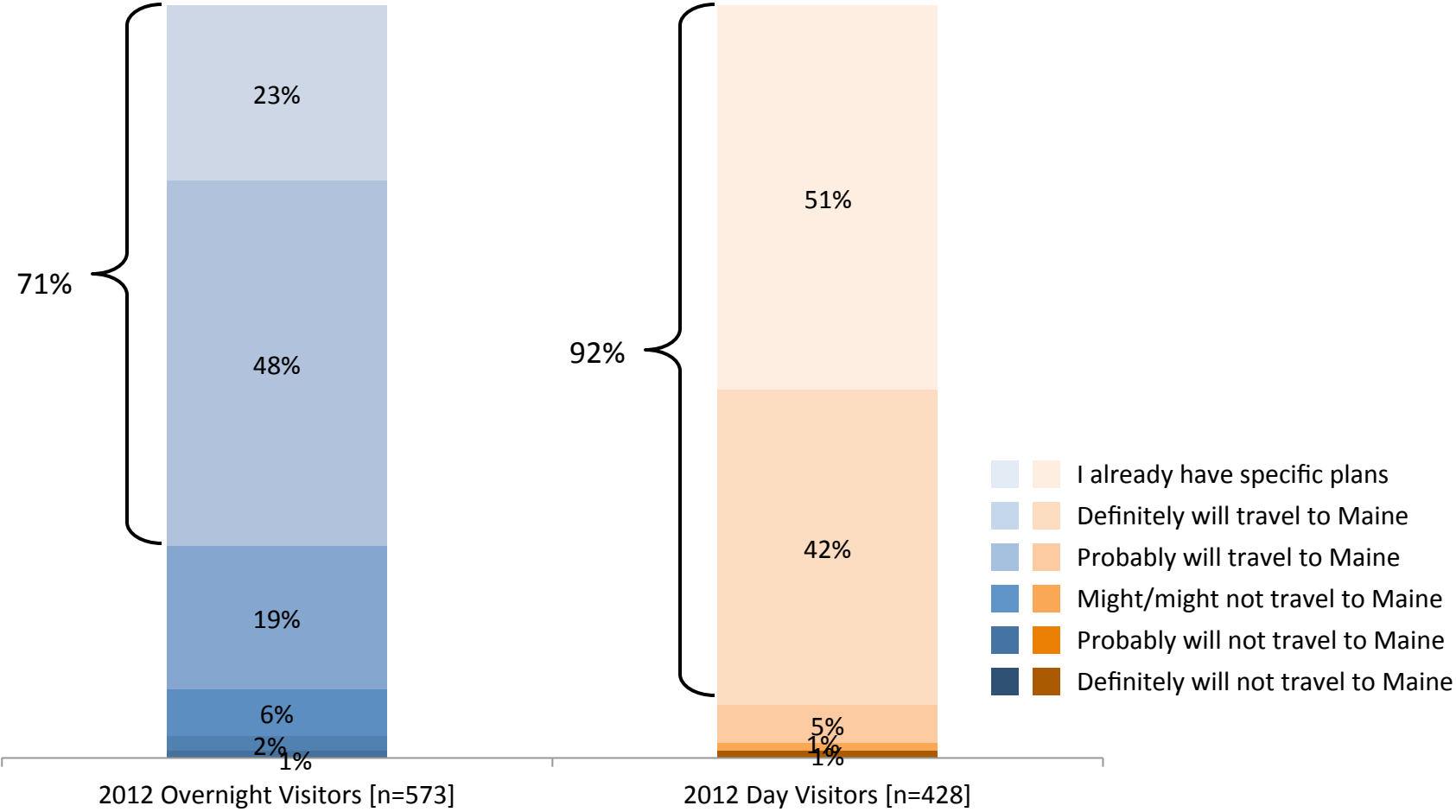
Future Intentions for Leisure Trips to Anywhere

Overall Leisure Trips Planned in Comparison to Last Year



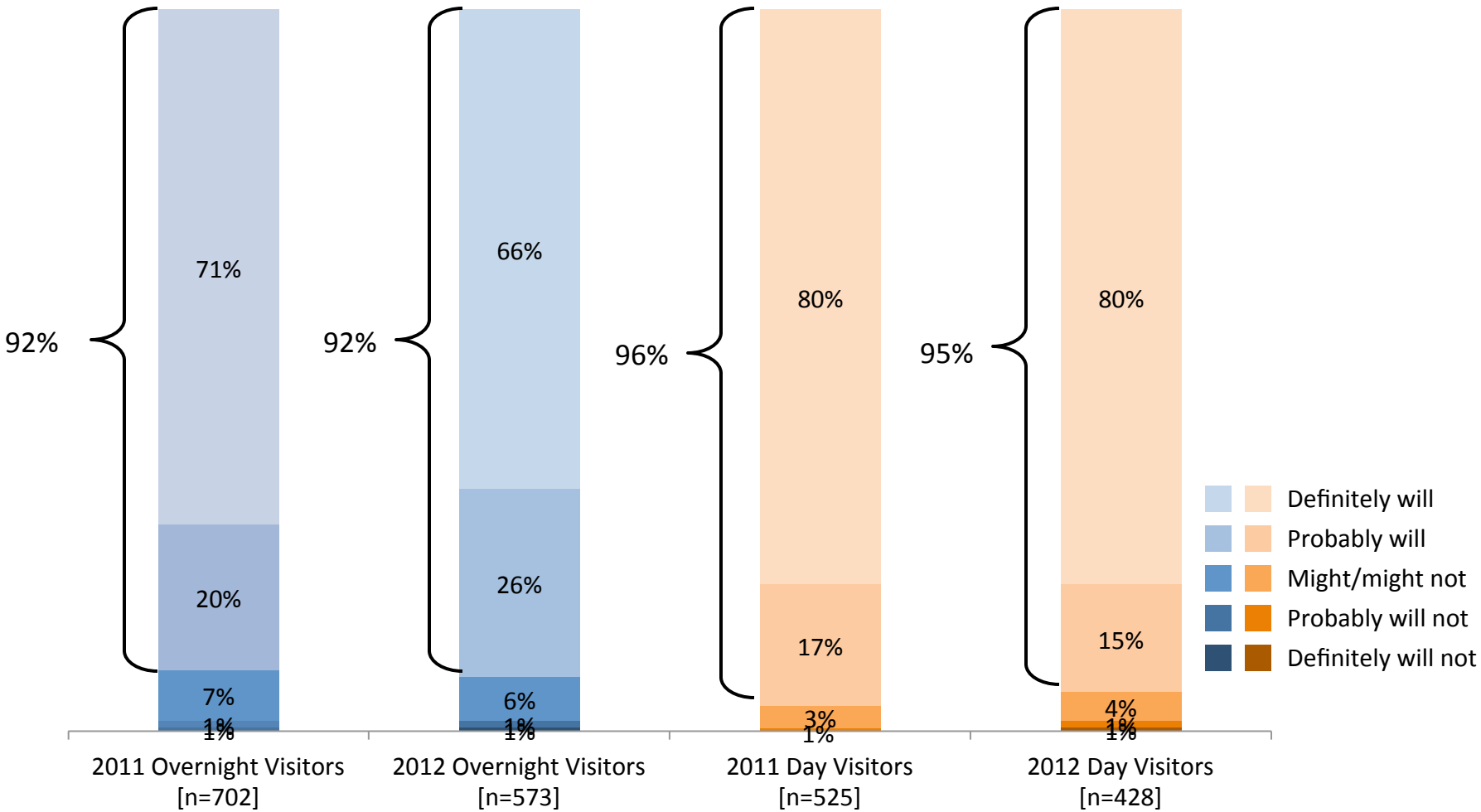
Future Travel to Maine

Likelihood of Trip to Maine in Next Two Years



Recommend a Trip to Maine

Likelihood of Recommending a Trip to Maine to Friends and Family





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