

# Maine Office of Tourism Visitor Tracking Research

## Summer 2012 Seasonal Topline

*Prepared by*



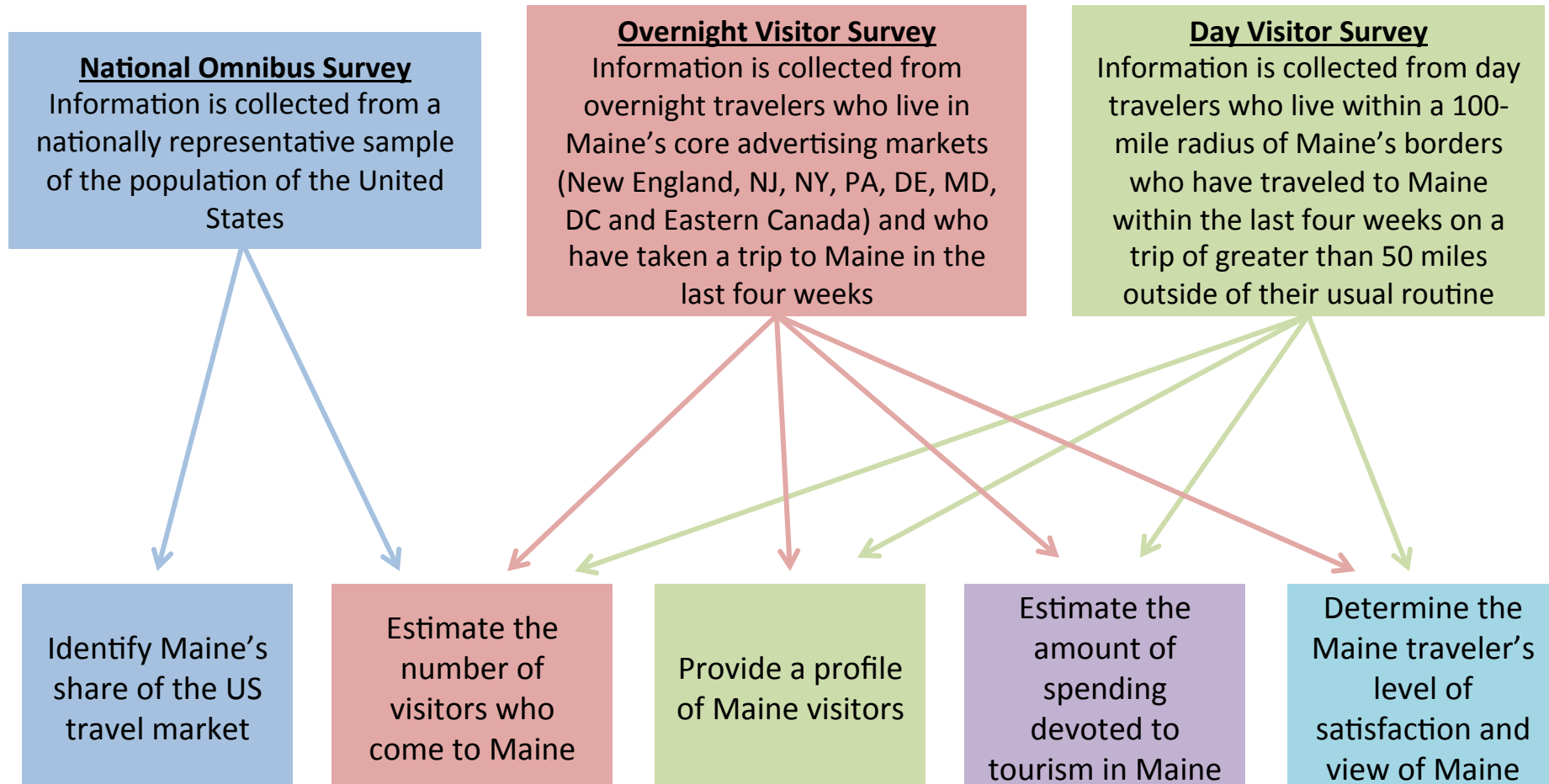
May 2013

# 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.

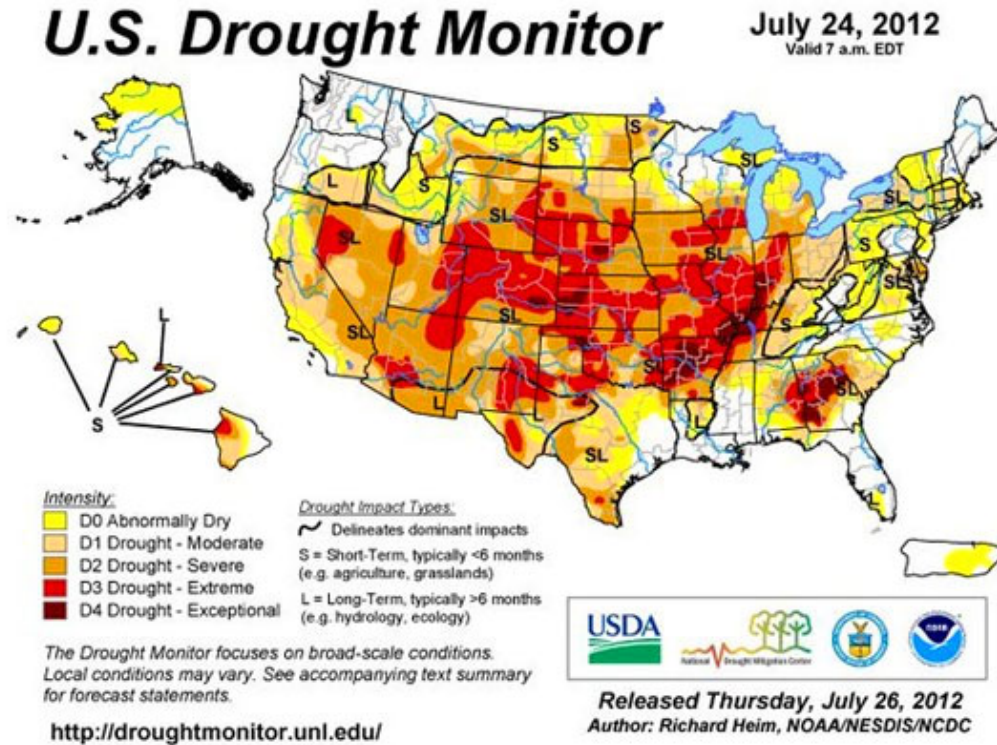


# 2012 Summer Season Travel Context



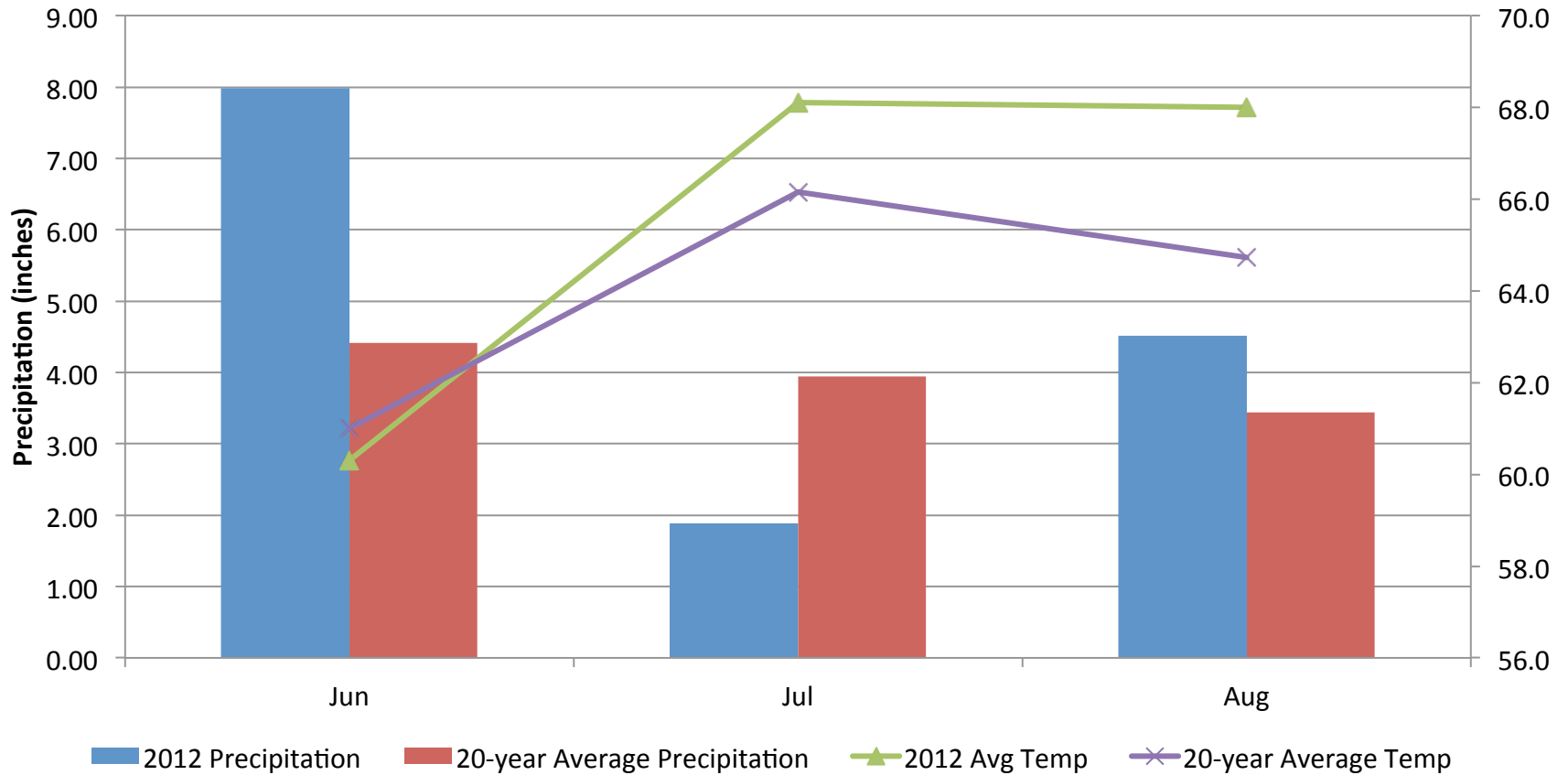
# National Weather

Drought hits US hard during Summer 2012



# Maine Weather

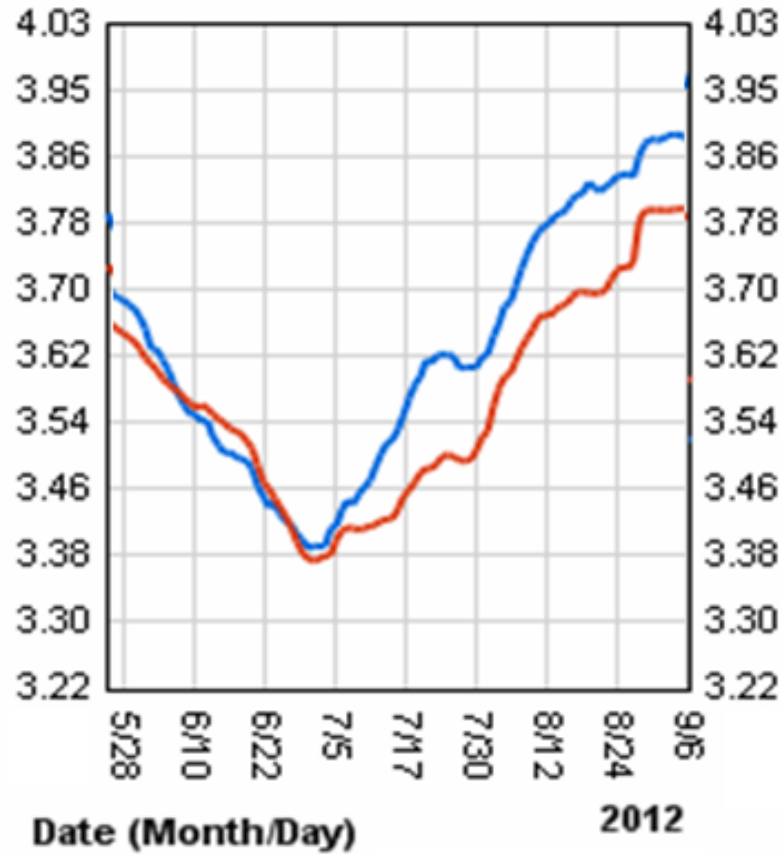
Precipitation and Temperature – Maine Summer 2012



# Gas Prices

## Average Retail Price Chart

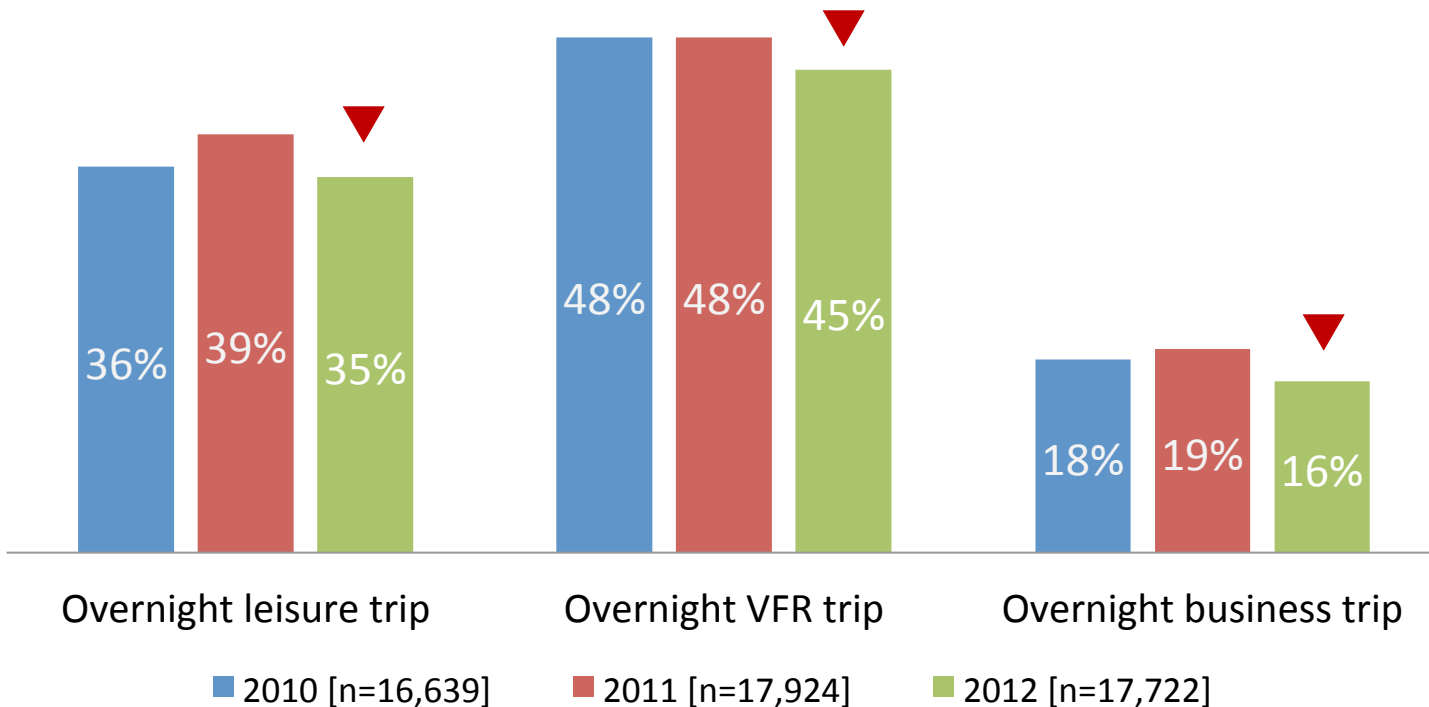
Regular Gas Price (US \$/G)      — USA Average  
   — Maine



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# National Travel Context

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



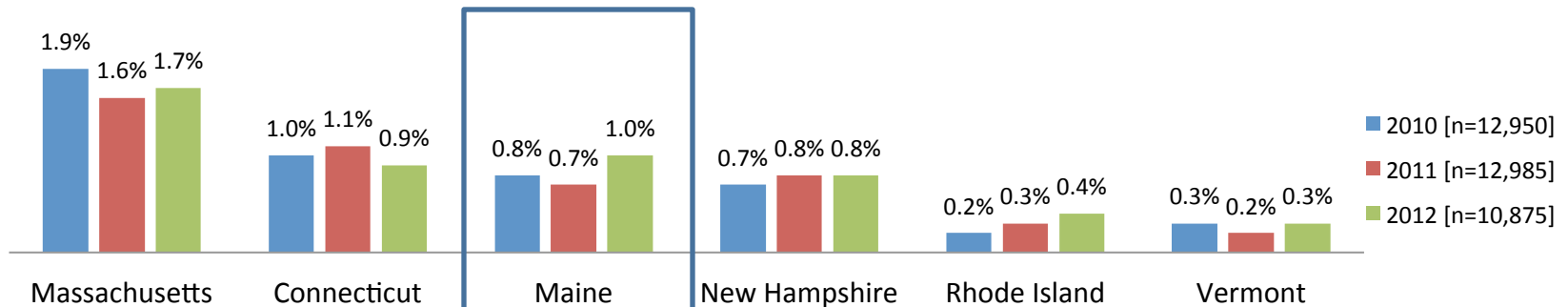
Nat'l Omnibus Q1. During the past four weeks, how many times have you taken a trip on which you spent at least one night away from home for either business, visiting friends/relatives, or leisure?

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

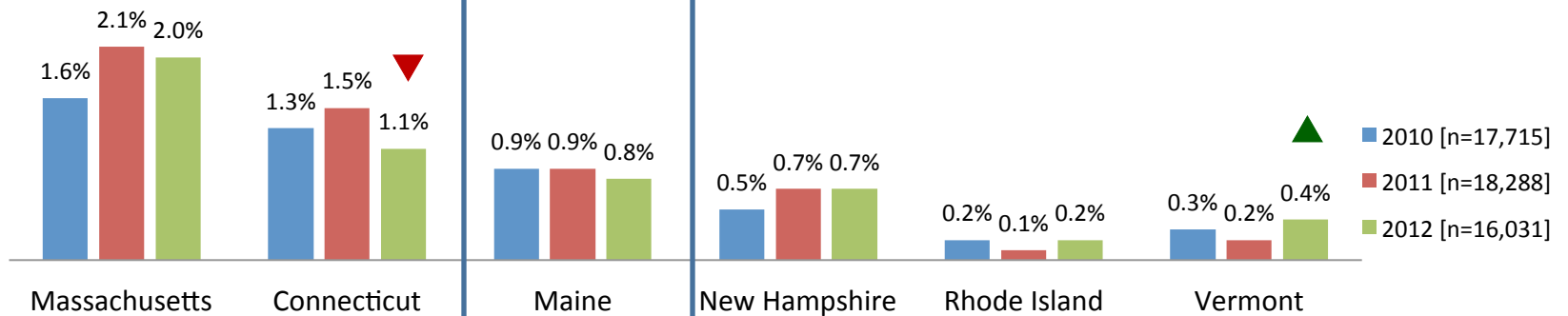


# Maine's Market Share

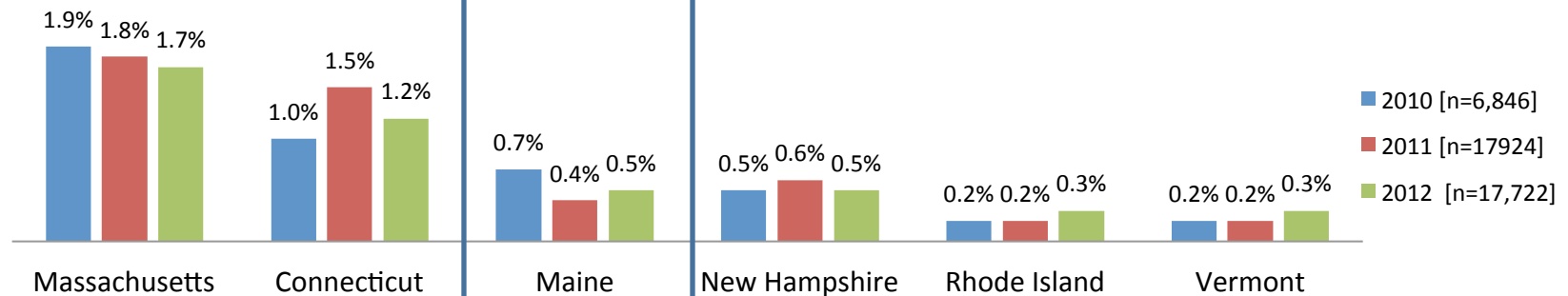
## Overnight Leisure Trips



## 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.

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

# 2012 Summer Season Highlights



## Estimated Summer Visitation to Maine\*

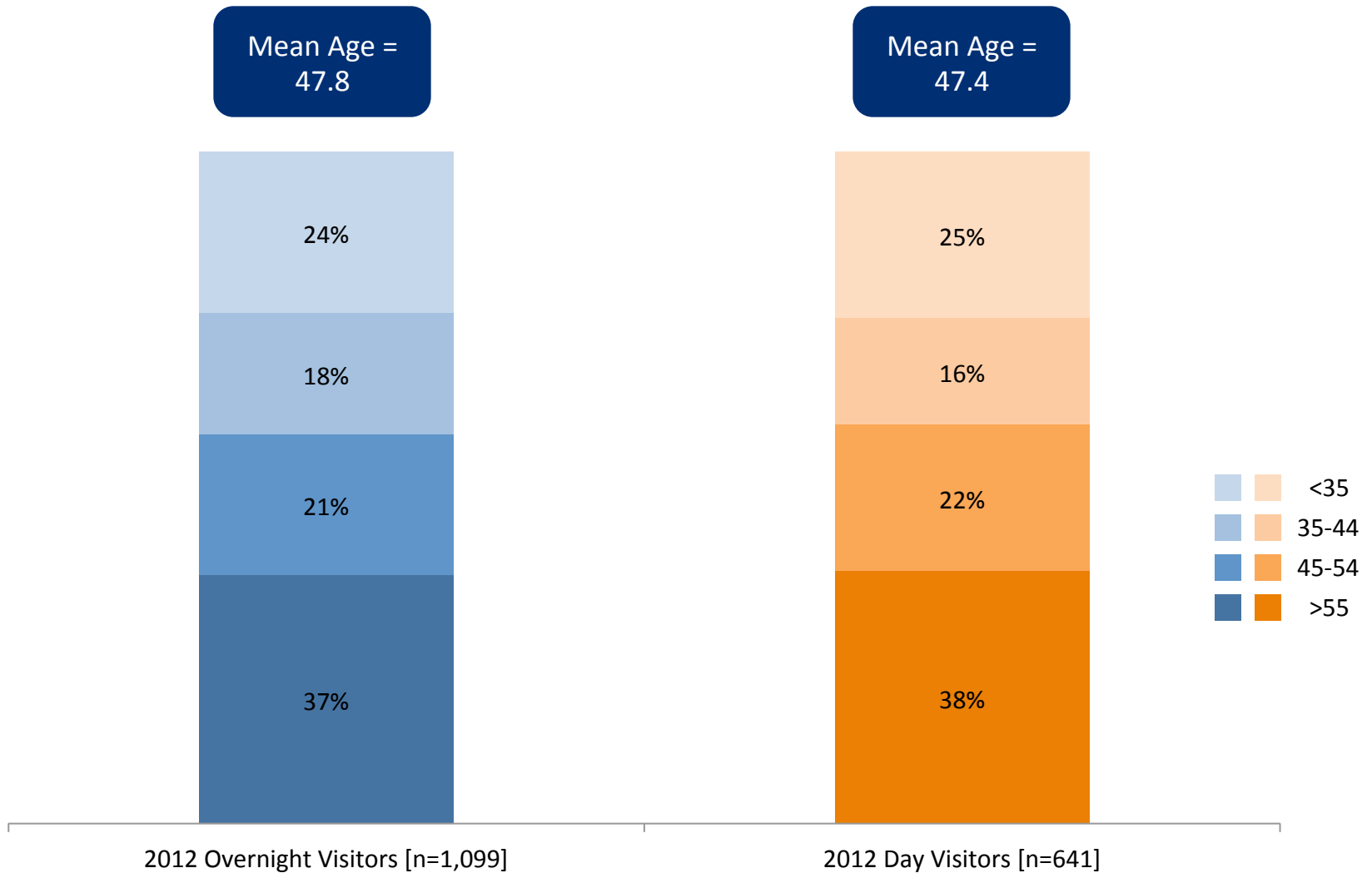
Estimates	2012	2011	12 vs. 11 % Chg
<b>Overnight Visitors</b>	<b>8,725,048</b>	<b>8,333,341</b>	<b>4.7%</b>
Leisure	5,925,044	4,603,922	28.7%
VFR	2,525,619	3,533,238	-28.5%
Business	274,385	196,181	39.9%
<b>Day Visitors</b>	<b>11,422,366</b>	<b>11,620,295</b>	<b>-1.7%</b>
Leisure	7,816,642	7,778,359	0.5%
VFR	3,001,568	3,438,073	-12.7%
Business	604,156	403,863	49.6%

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

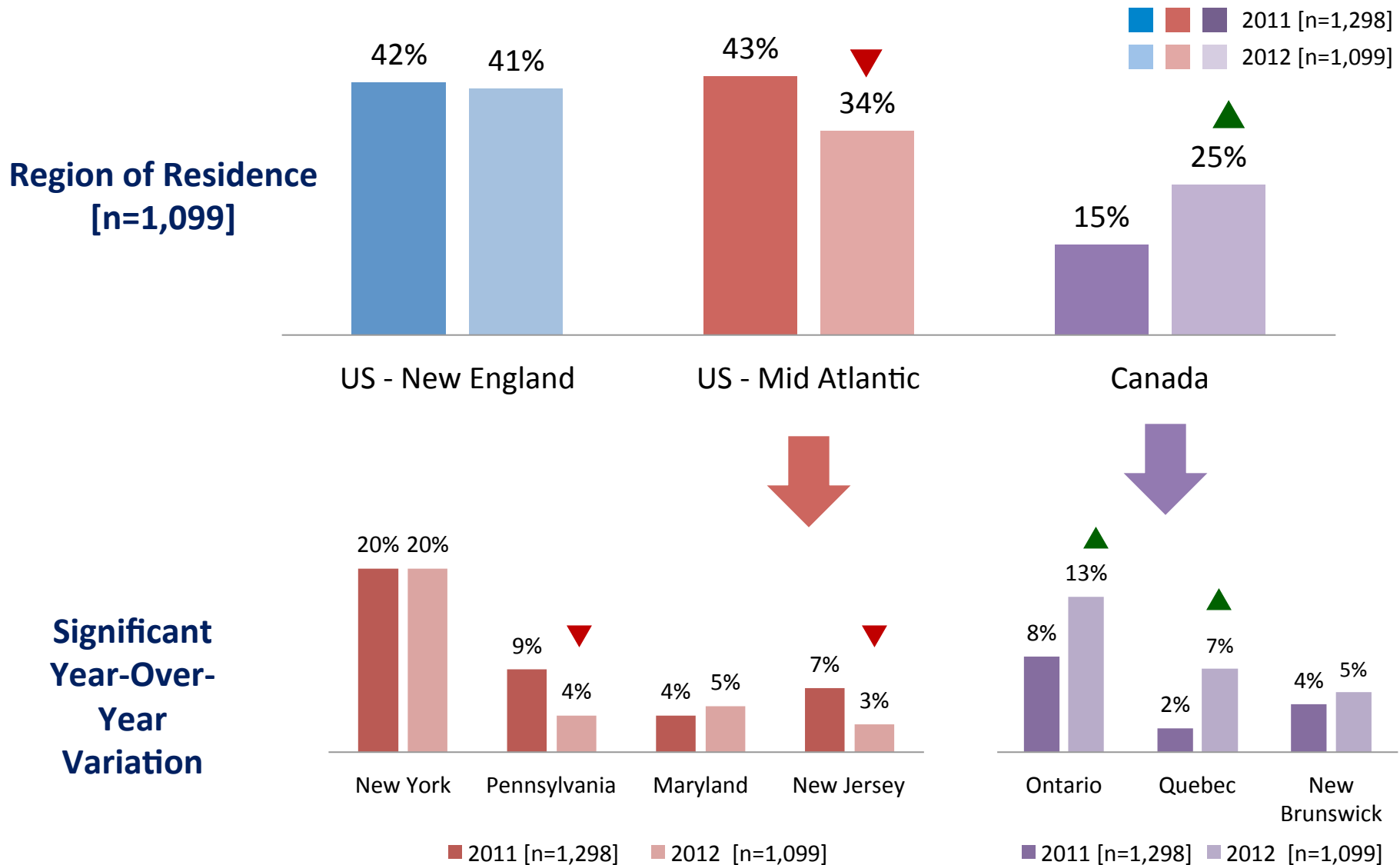
Tourism related trips include:

- 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.

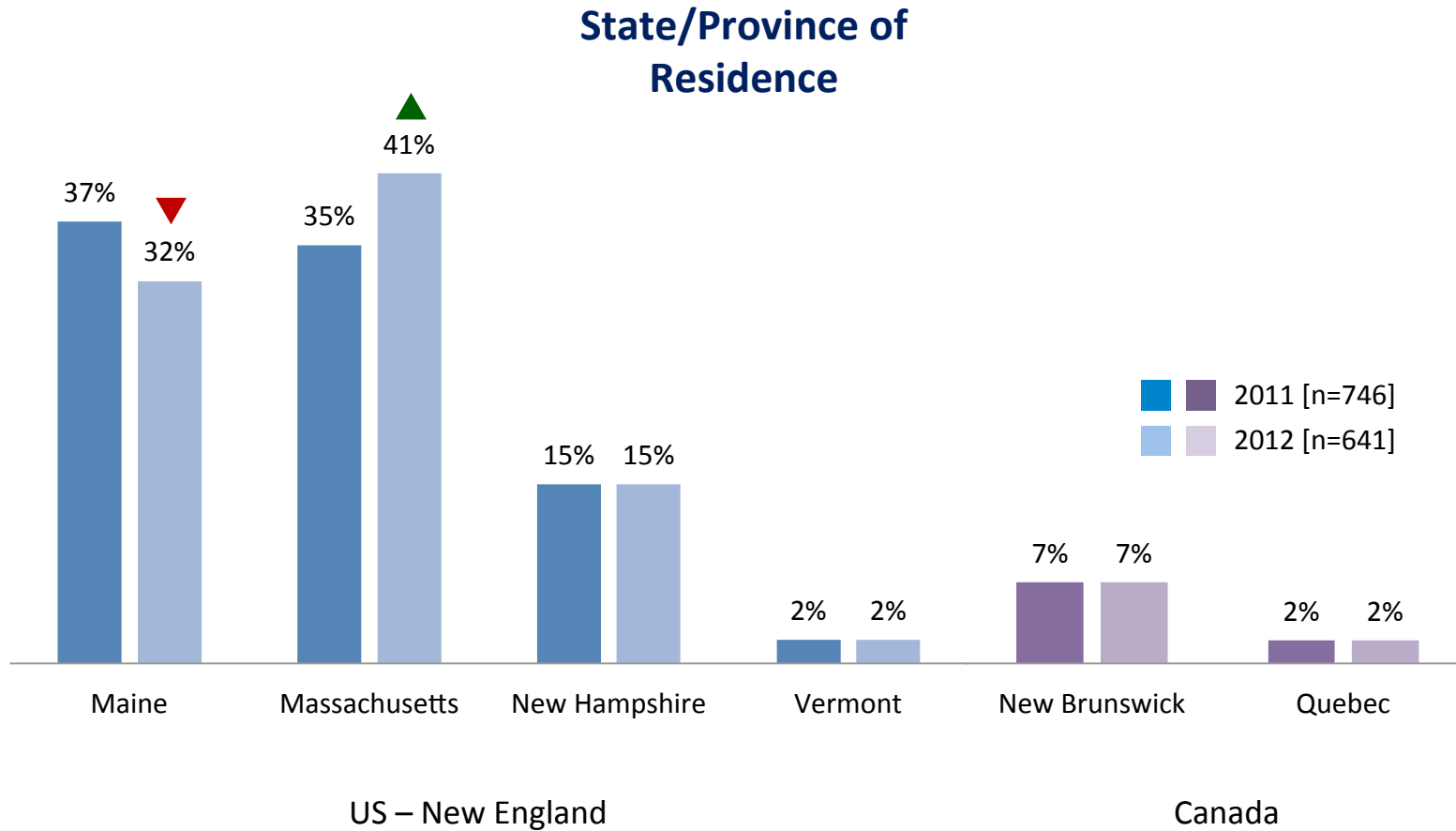
# Age of Maine Summer Visitors



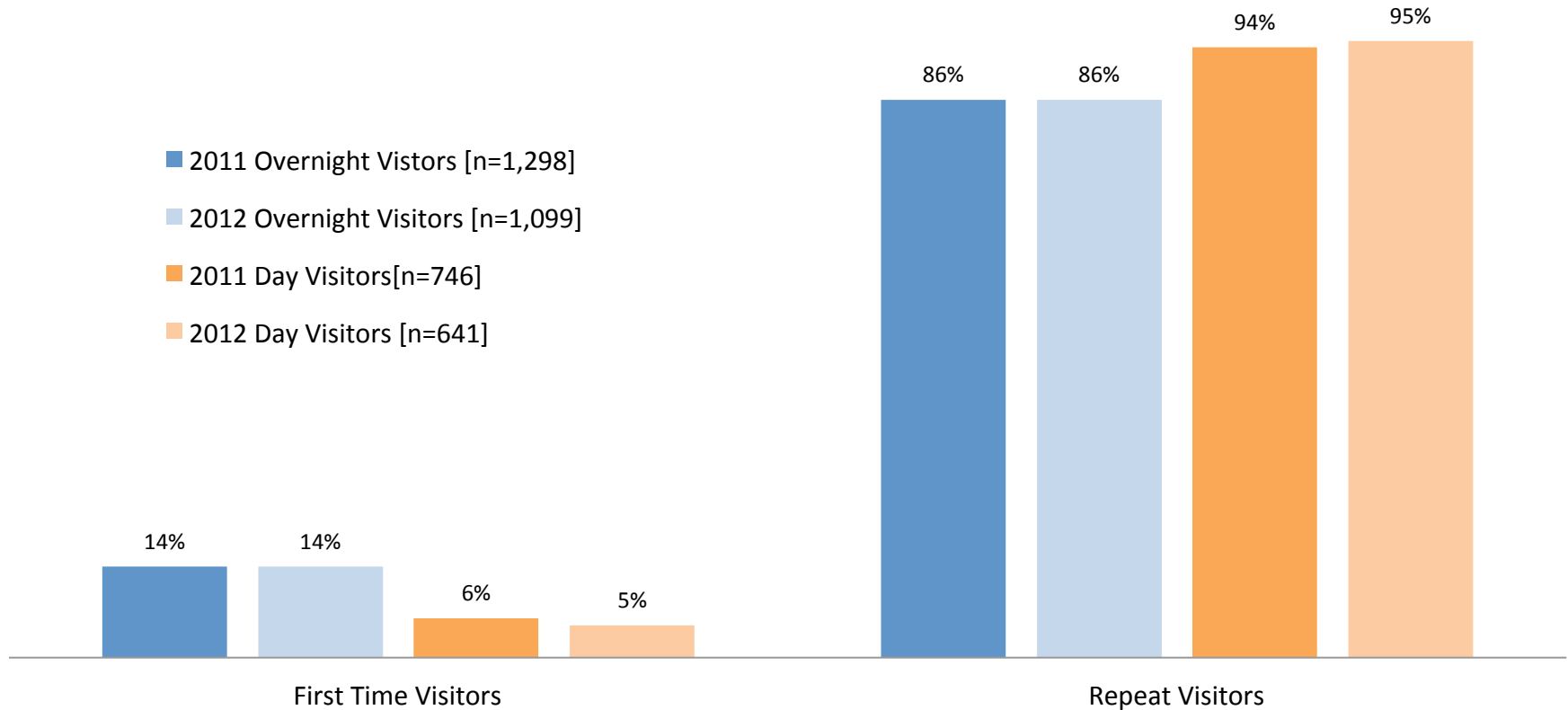
# Primary Residence of Maine Summer Overnight Visitors



# Primary Residence of Maine Summer Day Visitors

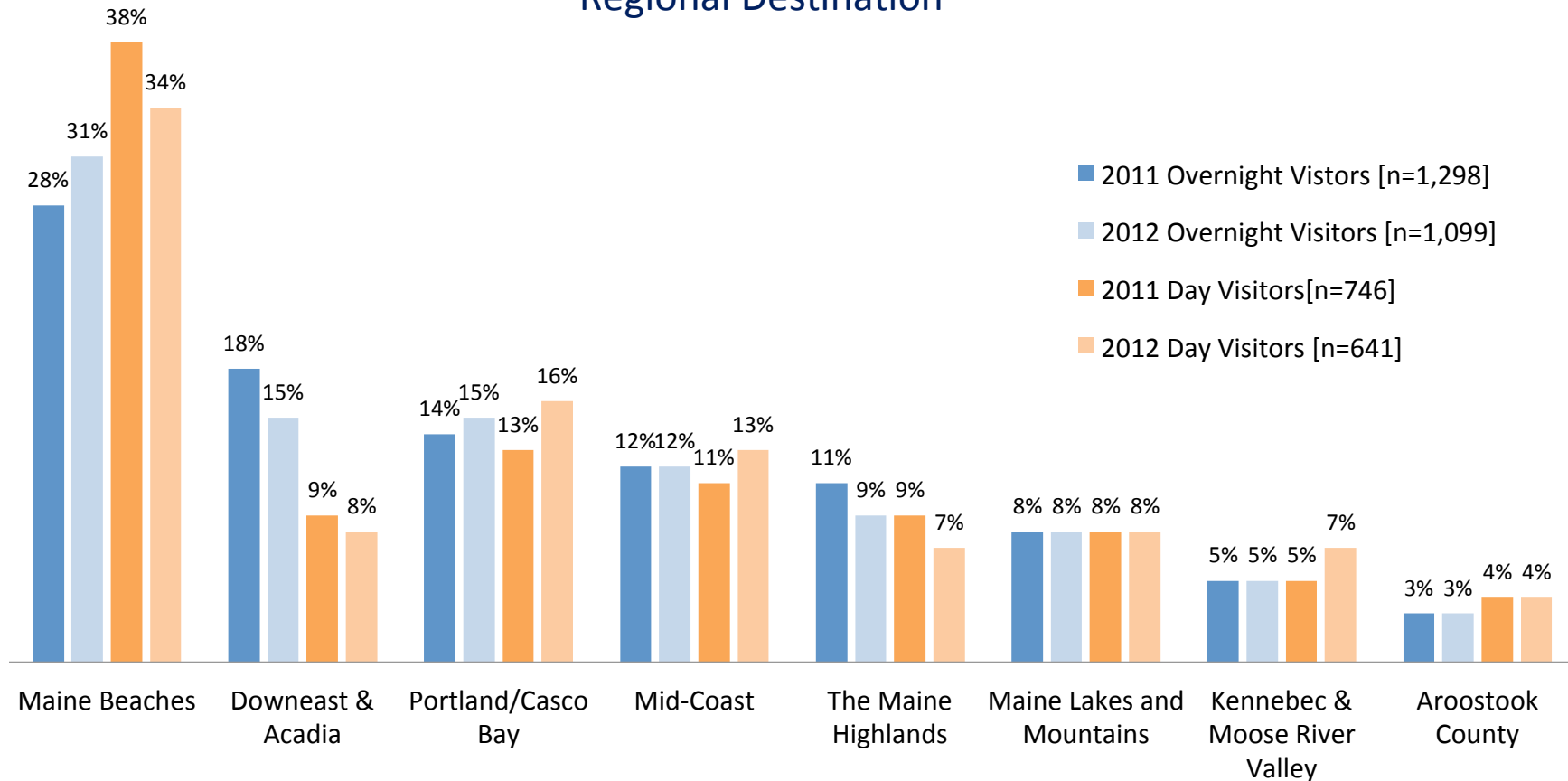


# First Time and Repeat Visitors



# Regional Destination of Maine Summer Visitors

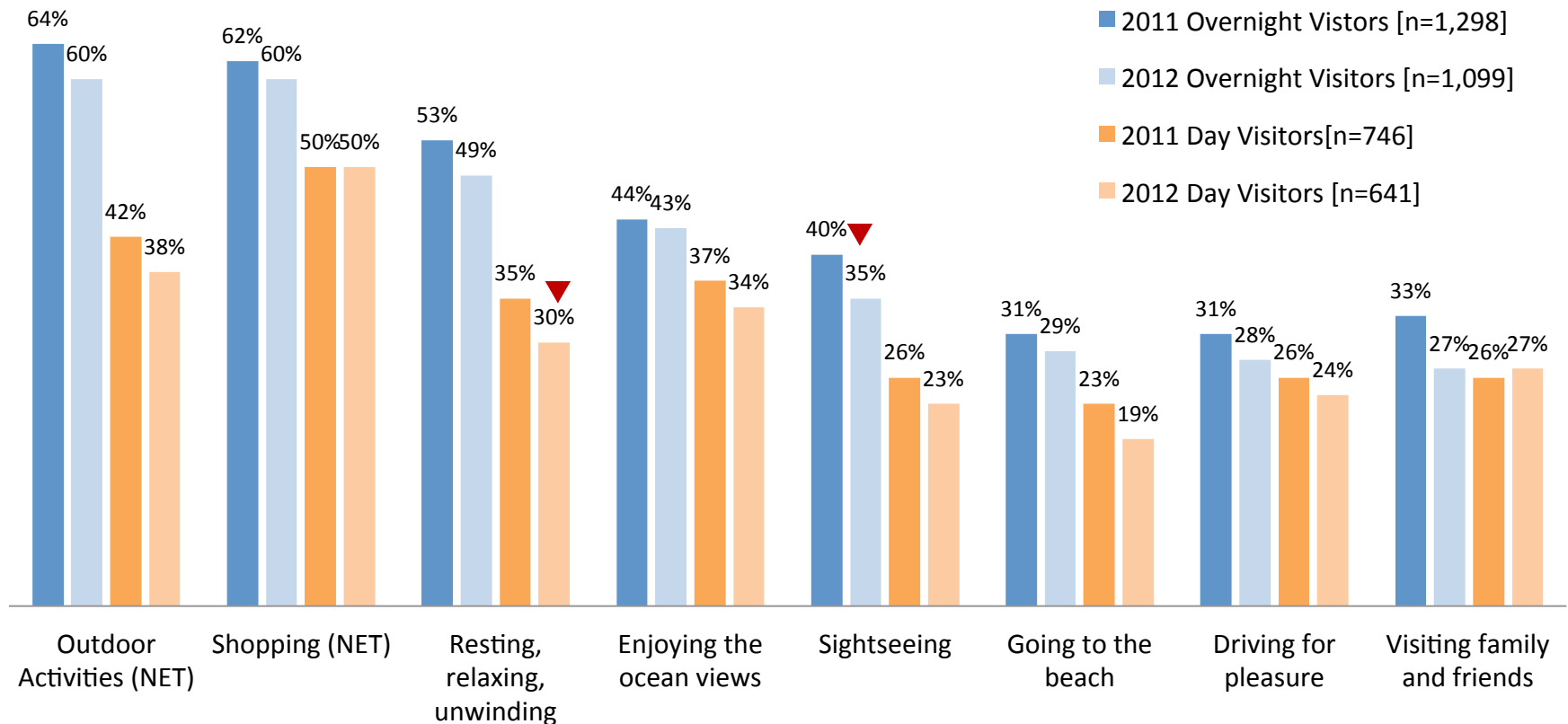
Regional Destination





# Trip Activities of Maine Summer Visitors

## Trip Activities

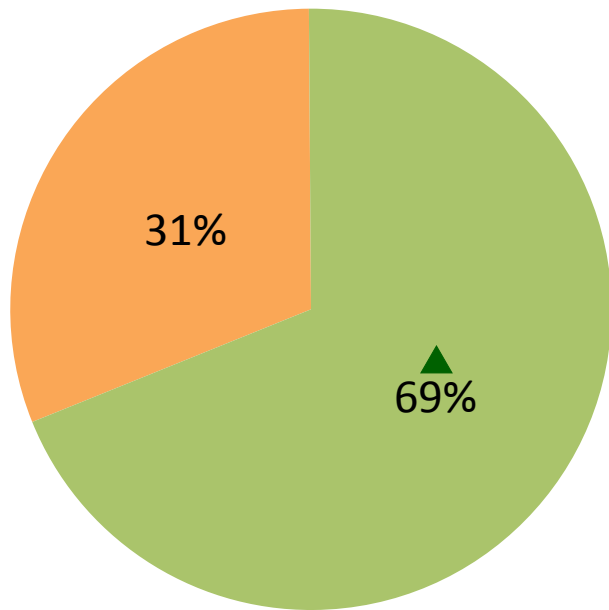


Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply)  
 Day Q10. In which of the following activities did you participate in during your most recent trip to Maine? (Please check all that apply)

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

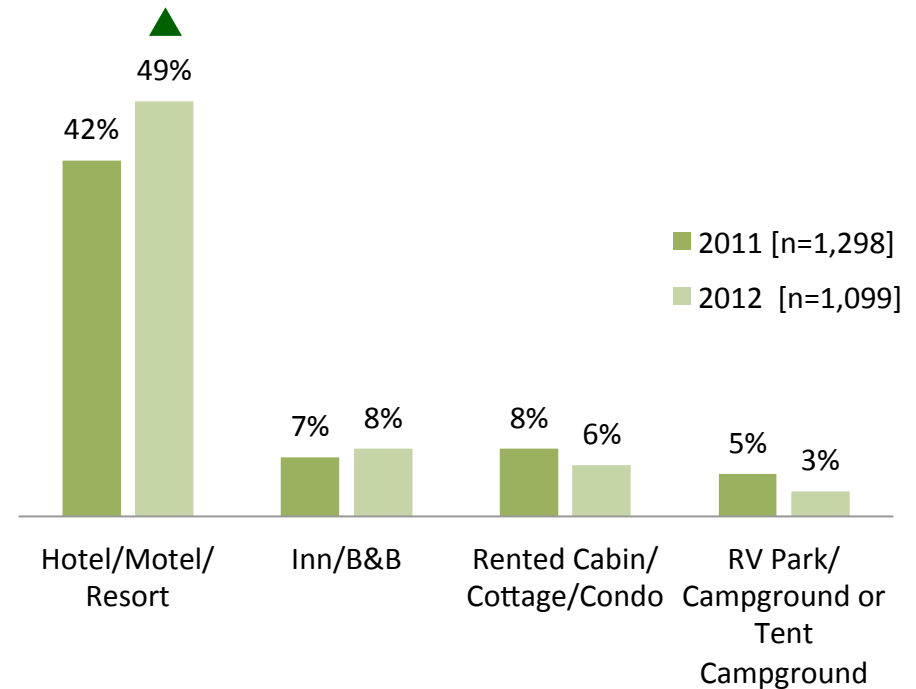
# Accommodations – Overnight Visitors

Type of Accommodation  
[n=1,099]



Unpaid Accommodations      Paid Accommodations

Type of Paid Accommodation



**Average Length of Stay: 3.7 Nights**

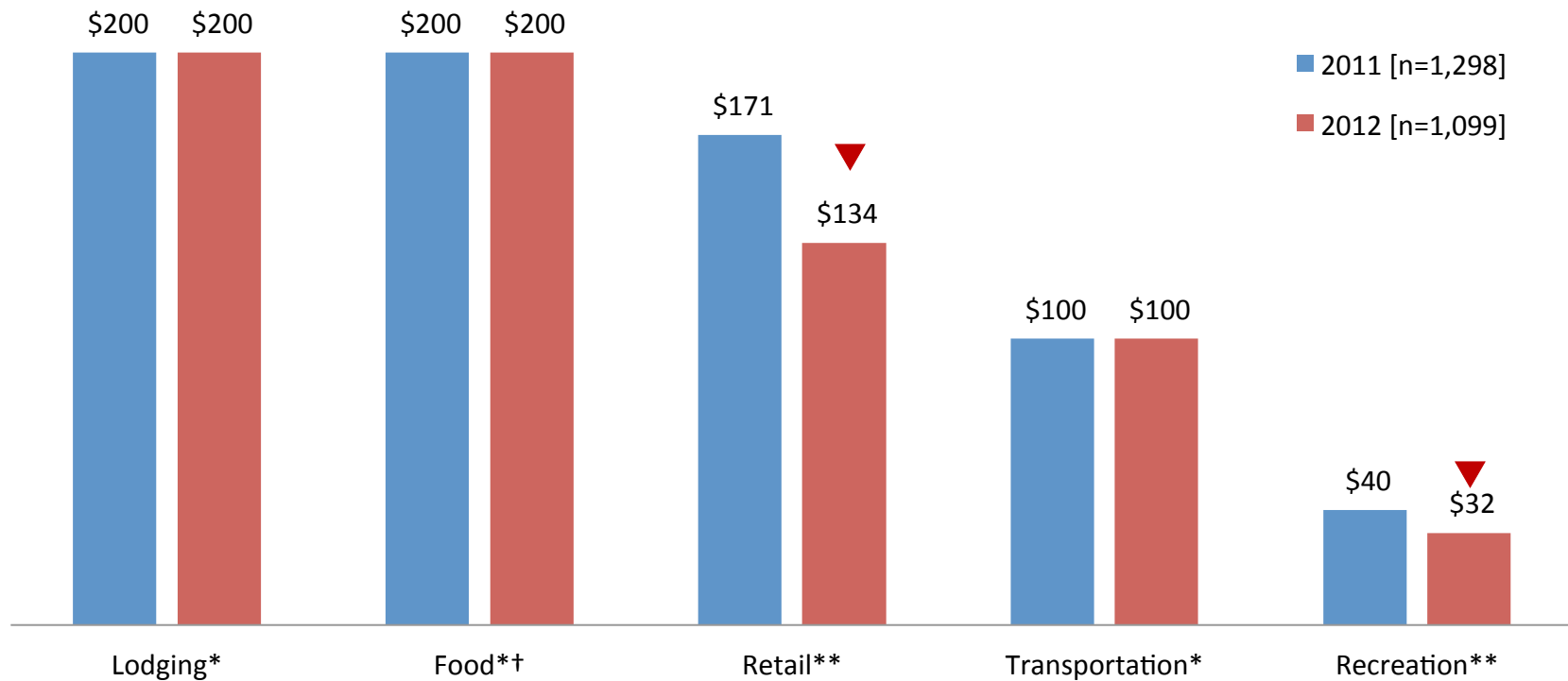
Regional Q8. On this trip to Maine, how many nights were you away from home?

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

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

# 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

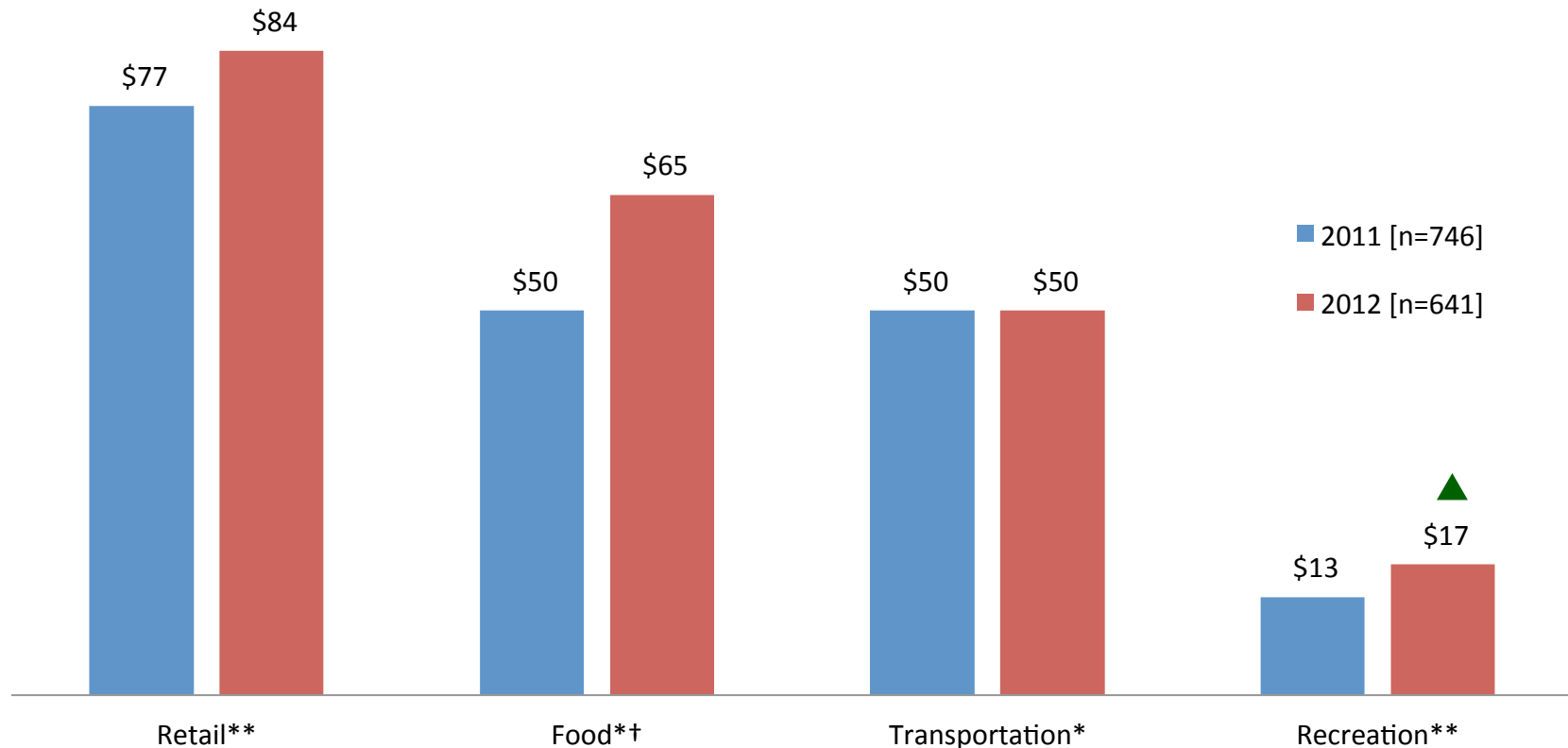
\*\*Mean Expenditures

†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.

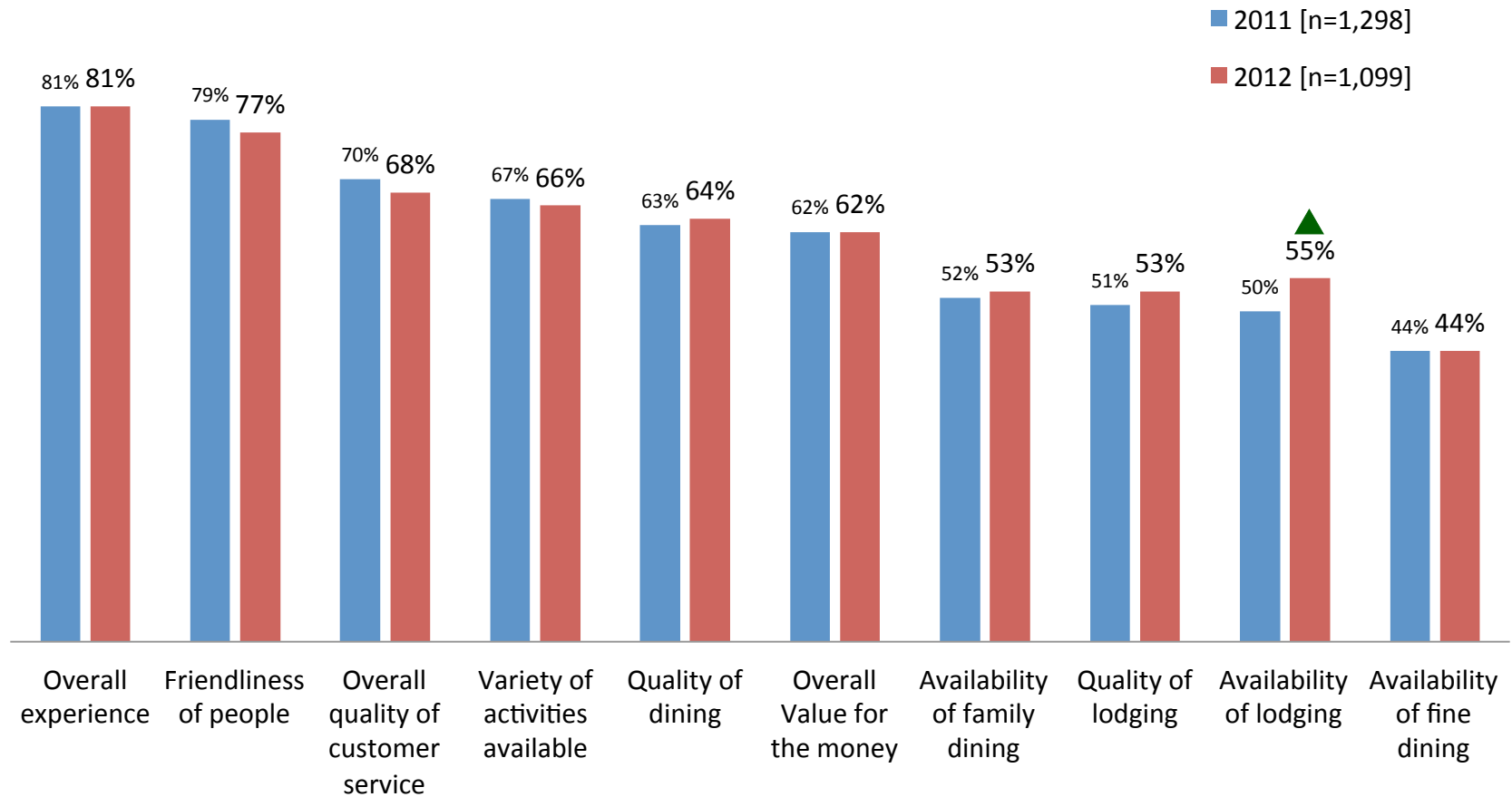
▲ ▼ notes significant difference between 2011 and 2012 at the 95% confidence level

# Trip Evaluation



# Maine Compared to Other Destinations – Overnight Visitors

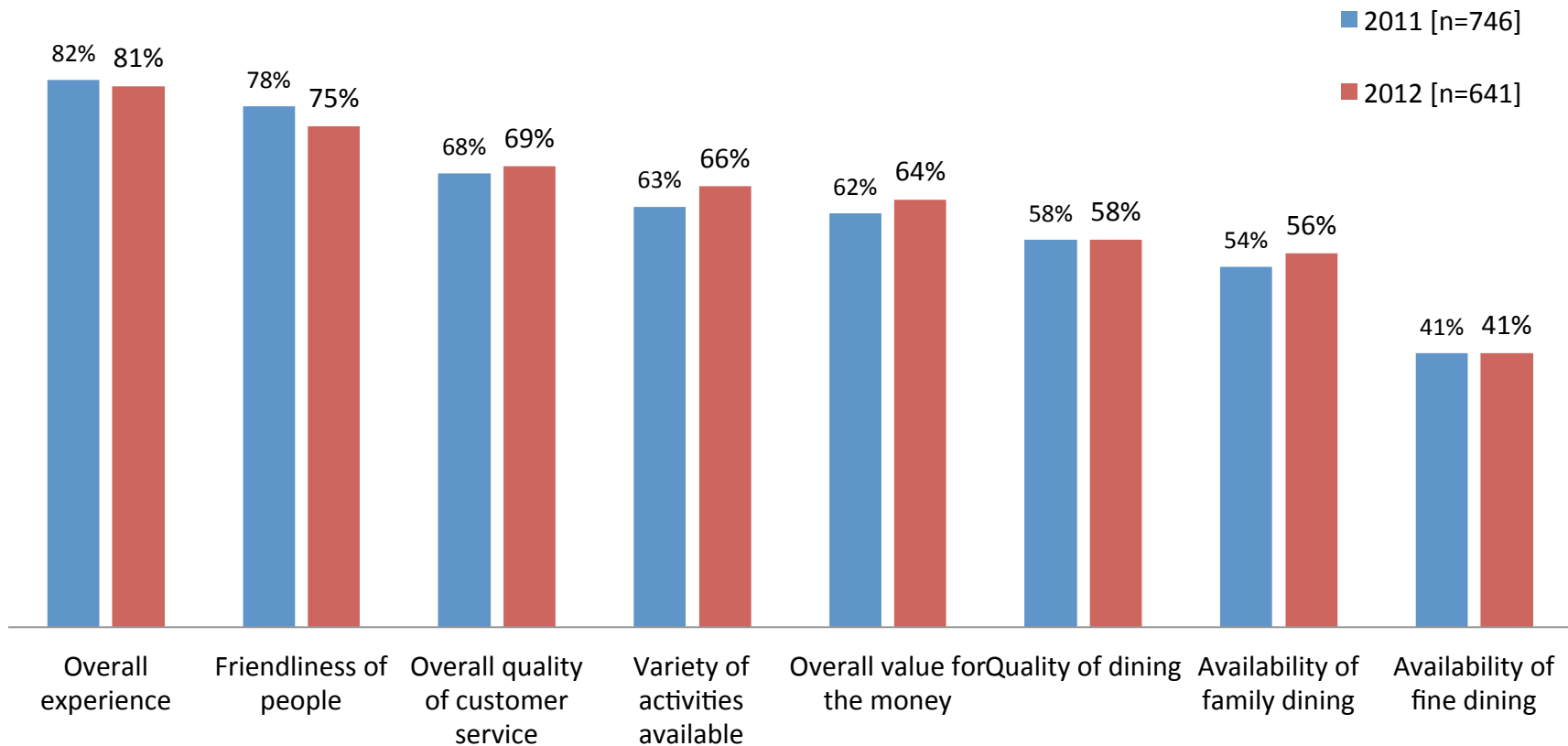
## Top 2 Box Rating – “Better than Others”



Regional Q34. Using the scale provided in the table below, please evaluate your trip to Maine as compared to other destinations you've visited.

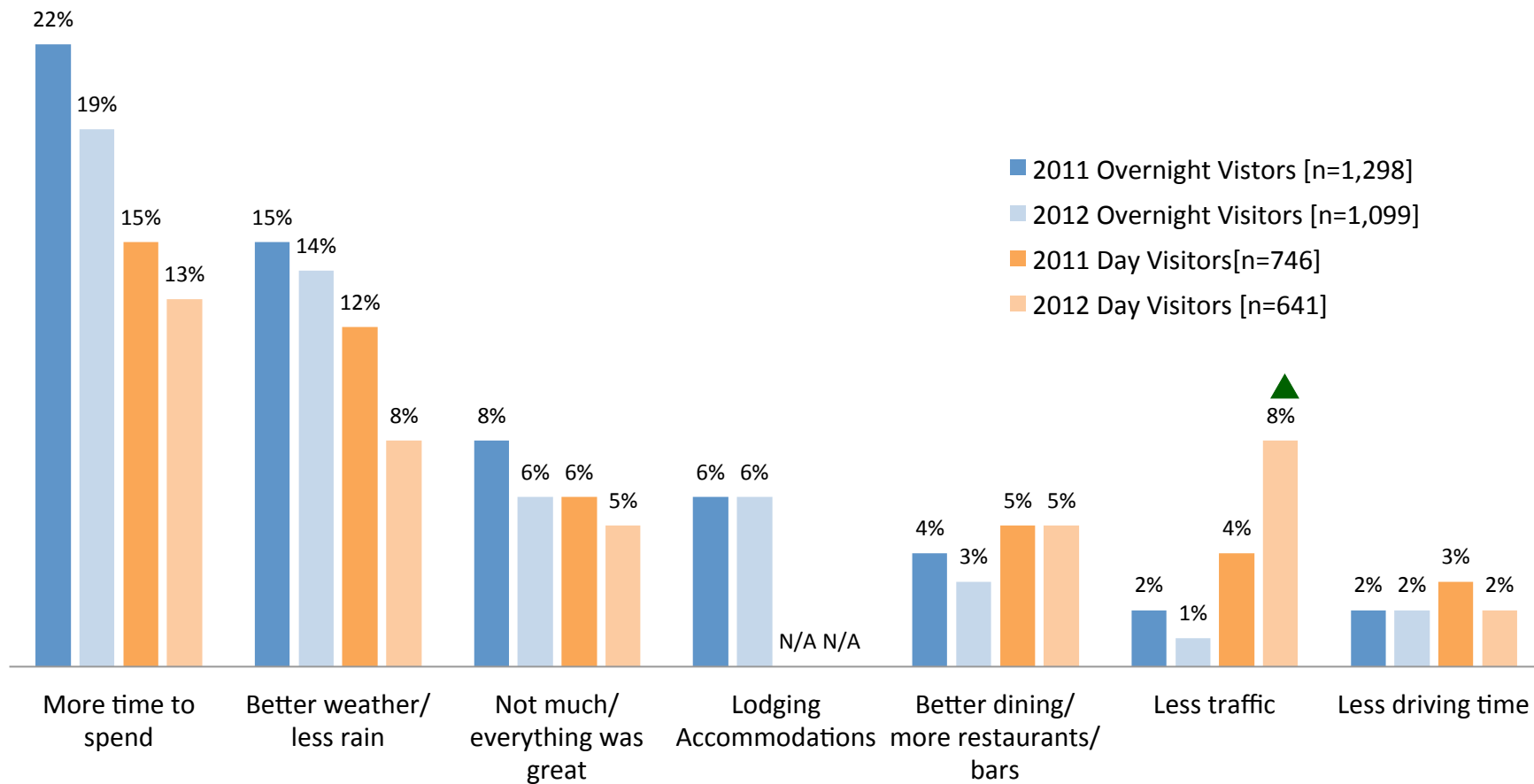
# Maine Compared to Other Destinations – Day Visitors

## 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?

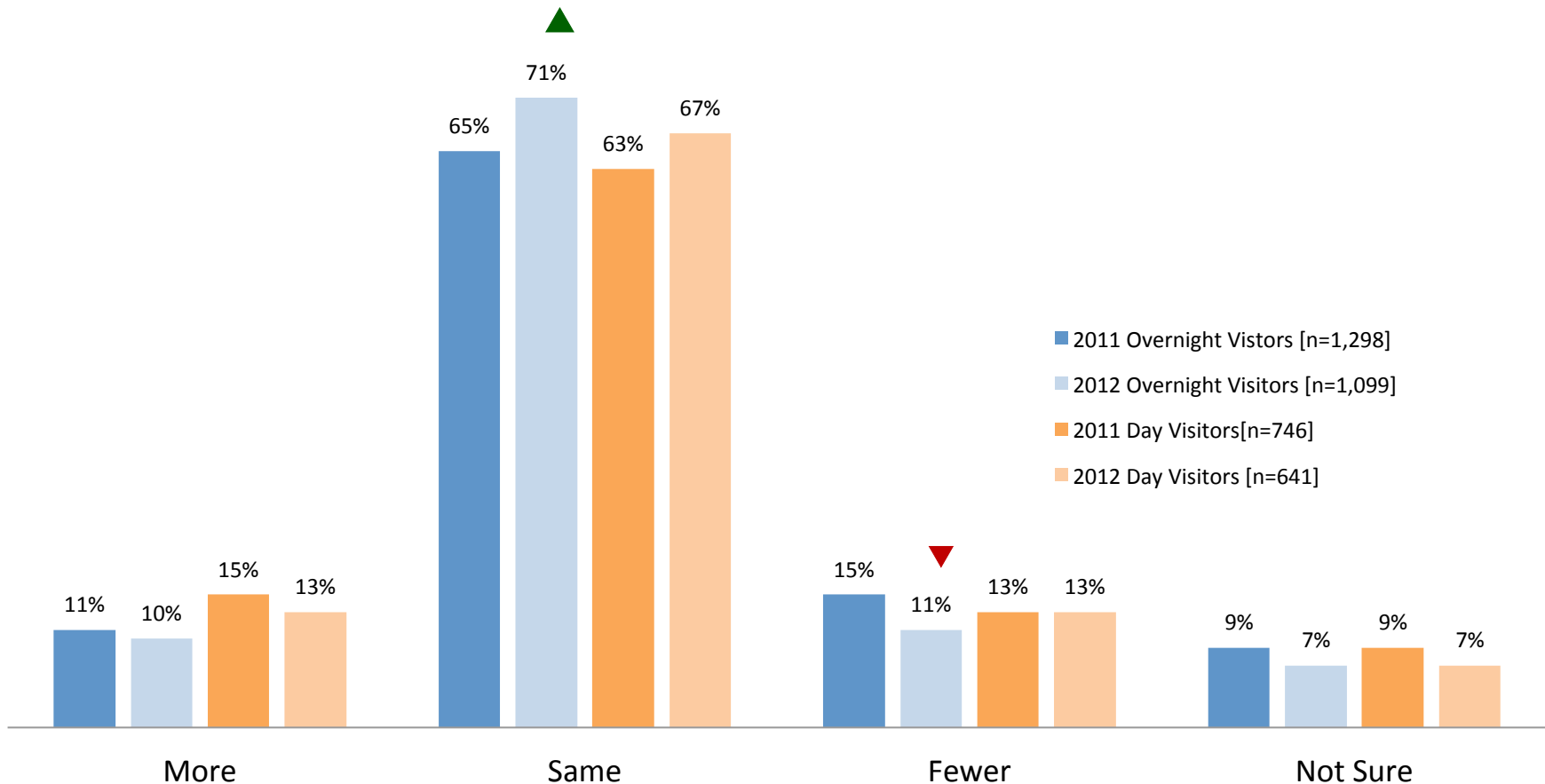


# Future Travel Prospects



# Future Intentions for Leisure Trips to Anywhere

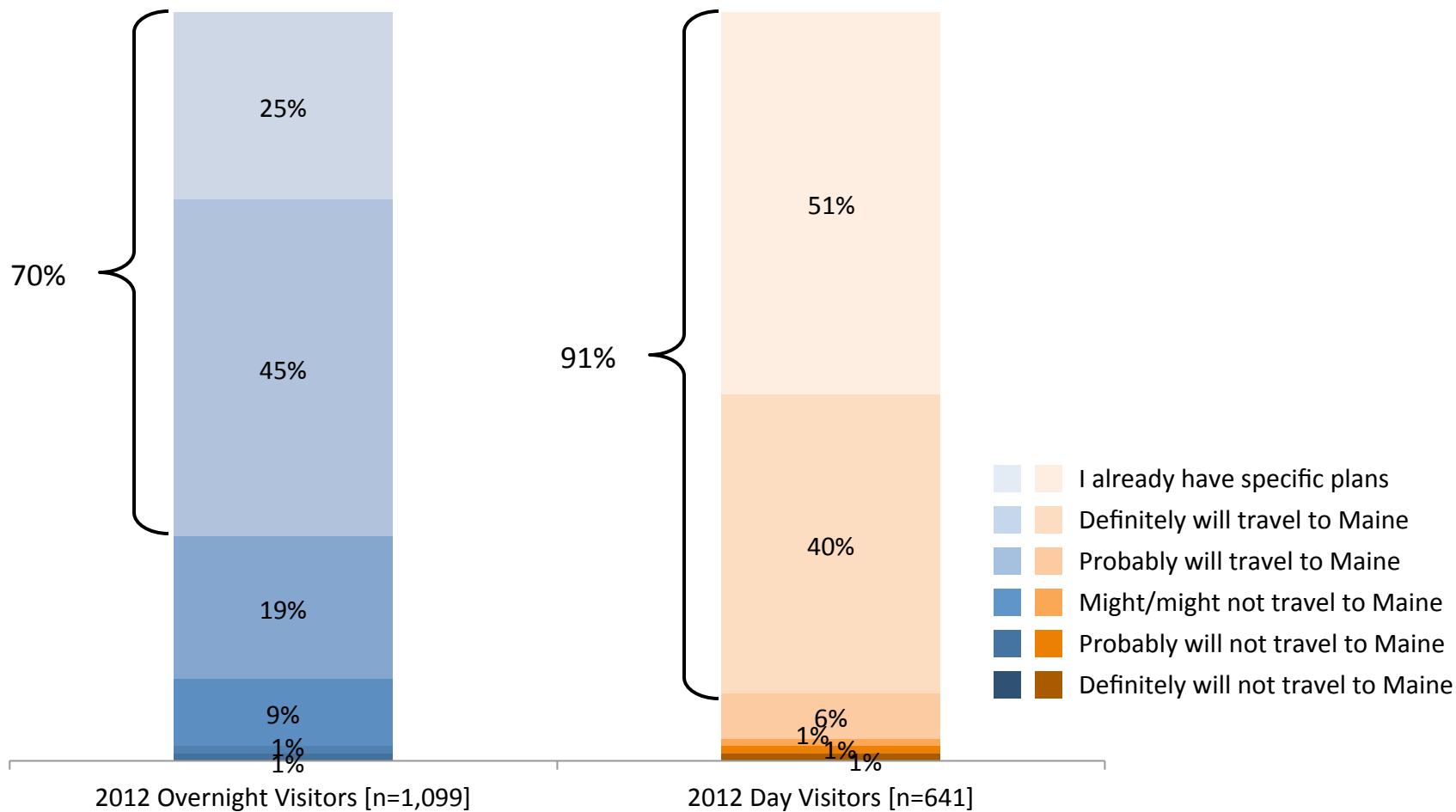
## Overall Leisure Trips Planned in Comparison to Last Year



Regional Q46, Day Q23. Is this more, the same, or fewer than the number of leisure trips you took during the same period last year?

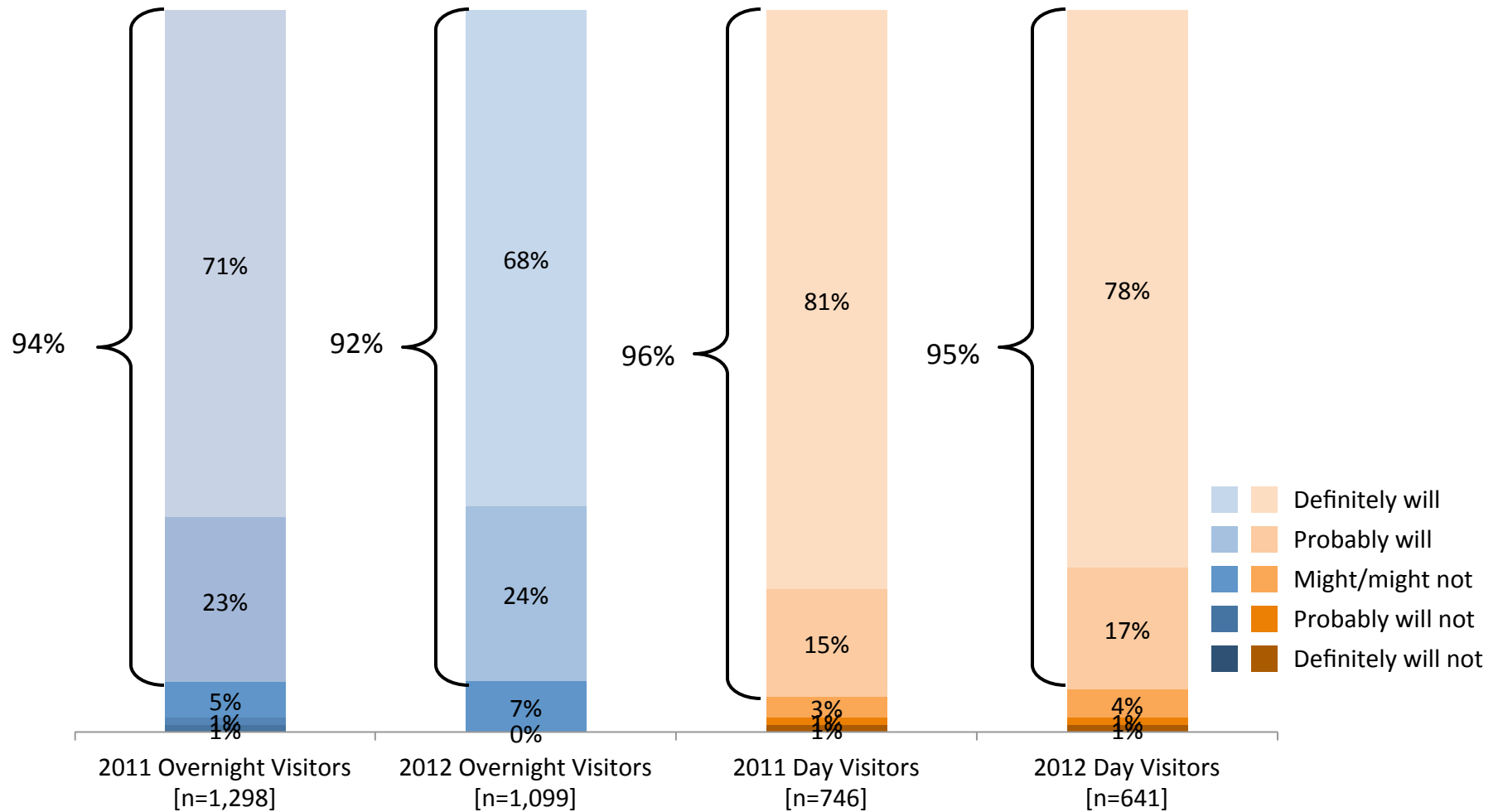
# Future Travel to Maine

## 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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