

2024

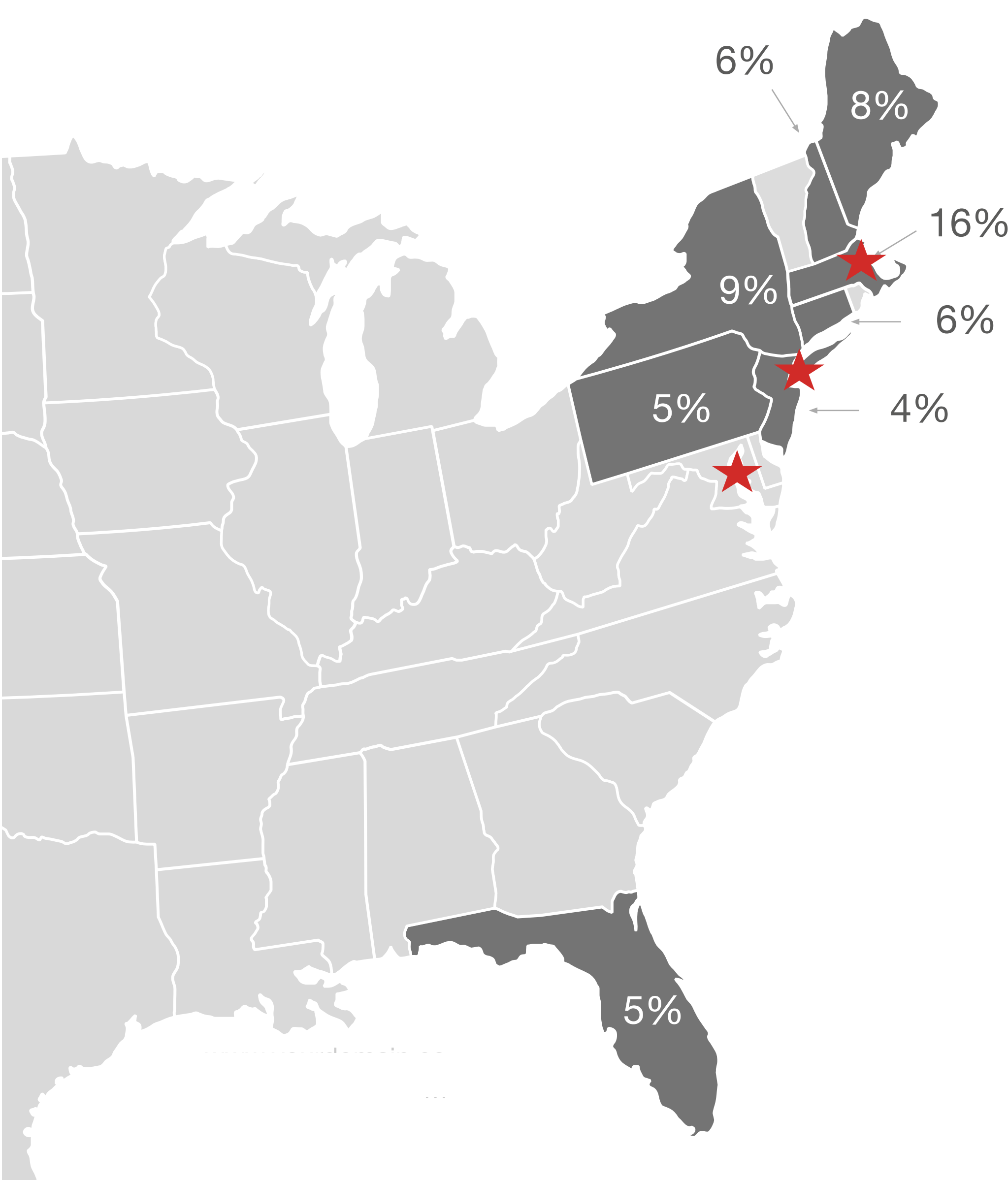
SEASONAL RESEARCH, MOT

GREATER PORTLAND

2024 VISITATION

2023		2024	% from 2023
Visitors to Greater Portland Direct Spending Total Economic Impact Job Generation Total Impact on Wages	2.9 Million	2.8 Million	▼ 3.8%
	\$1.6 Billion	\$1.76 Billion	▲ 12.6%
	\$2.8 Billion	\$2.9 Billion	▲ 5.2%
	18,500	20,200	▲ 9.2%
	\$935 Million	\$1.055 Billion	▲ 12.9%
SAVES GREATER PORTLAND HOUSEHOLDS \$2,331 IN TAXES			

59% OF VISITORS TRAVELED FROM 8 U.S. STATES



STATES	
MA	16%
NY	9%
ME	8%
NH	6%
CT	6%
FL	5%
PA	5%
NJ	4%

REGIONS	
NATIONAL VISITORS	
New England States	33%
Mid-Atlantic States	22%
Southeast States	12%
Midwest	10%
Maine	8%
Western United States	4%
Southwestern United States	3%
INTERNATIONAL VISITORS	
Canada	5%
International	3%

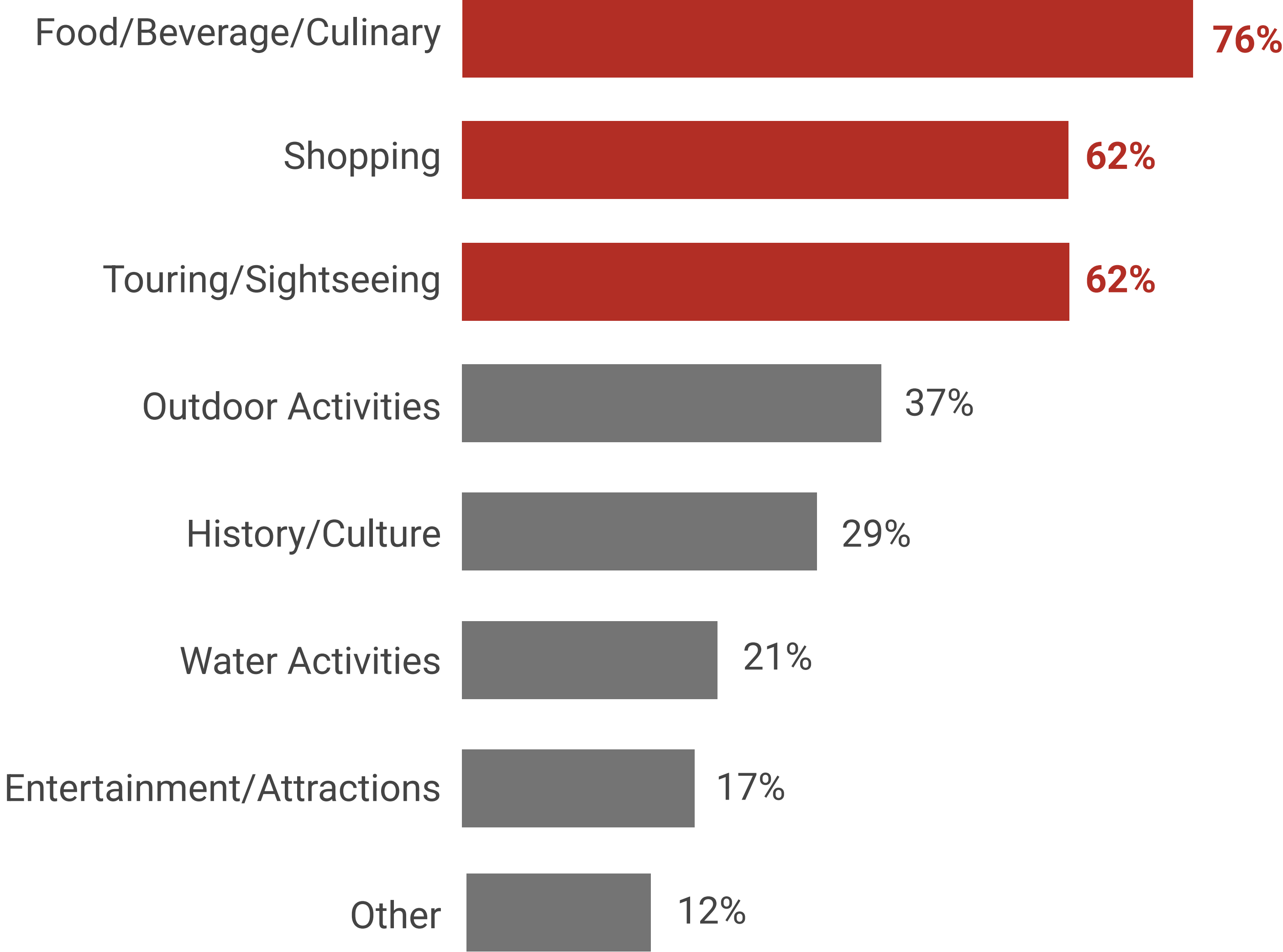
CITIES
Boston Metro
NYC/NJ Area
Washington
DC/Baltimore

VISITOR DEMOGRAPHICS

GETTING HERE	
25%	of visitors traveled to Greater Portland for the first time
72%	of visitors drove
84%	of visitors traveled with no children
STAYING HERE	
Stayed an average of 4.5 nights in Greater Portland	
37%	Hotel/Motel/Resort
20%	Family/Friends Home
10%	Vacation Rental Home
DEMOGRAPHICS	
49	Median Age
52%	Have a household income over \$100k *From Zartico Data
34%	Have a household with children *From Zartico Data



VISITOR ACTIVITIES

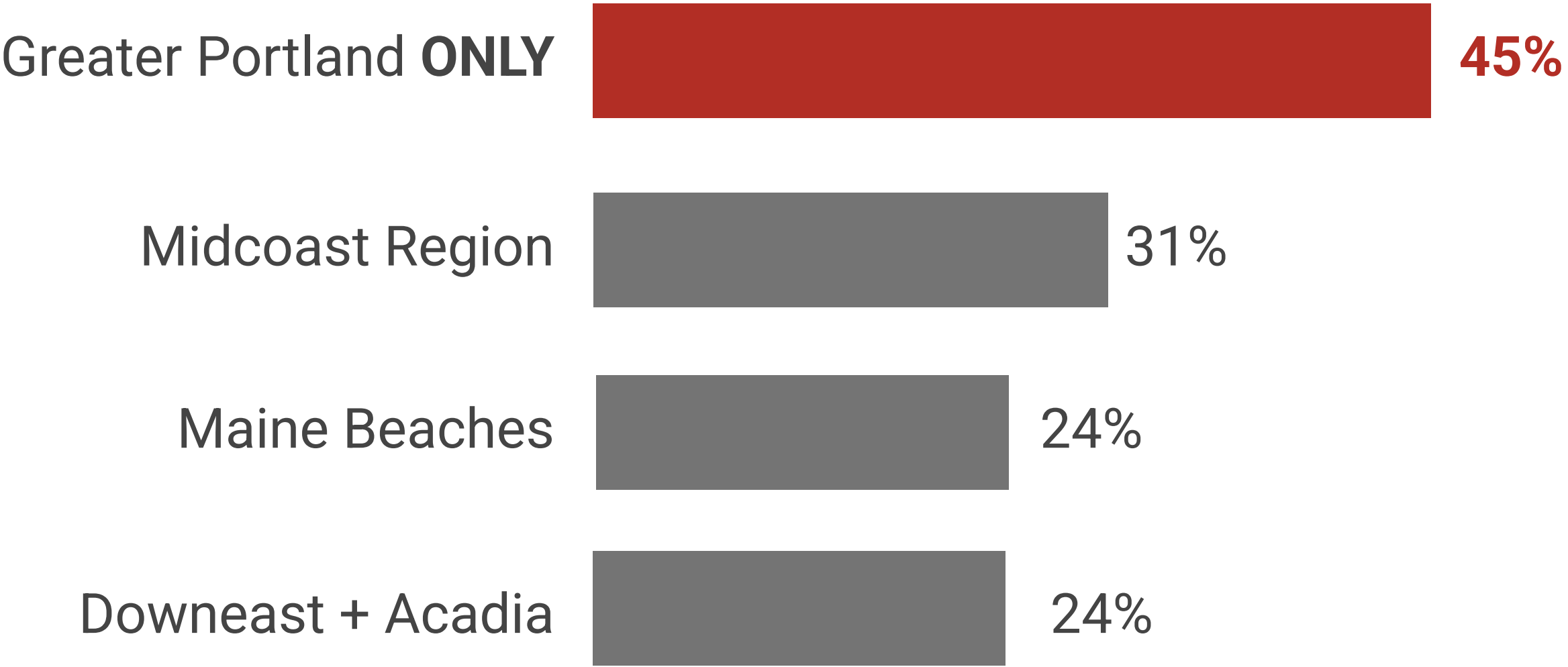


SOURCE: DOWNS & ST. GERMAIN | [MAINE OFFICE OF TOURISM](#)



Photo Credit: Lone Spruce Creative, courtesy of Maine Office of Tourism

TRAVELING WITHIN MAINE



*Multiple Responses Were Permitted
*All other regions were 10% and under

VISITOR SATISFACTION

97%	would recommend Greater Portland to a friend
91%	will return for a future visit
97%	were satisfied with their trip to Greater Portland

CUSTOMER SERVICE		
46%	said restaurants exceeded their expectations	▲ 27%
36%	said service exceeded their expectations	▲ 16%



SEASONAL RESEARCH

If you have a busy location
and wish to host an interviewer,
please contact:

Erin Dinkel

erin@dsg-research.com



Photo Credit- Kevin Crosby

2024

ZARTICO DATA

VISITOR IMPACT

JUNE 1 – OCTOBER 1 (SUMMER)	NOVEMBER 1 – MARCH 31 (WINTER)	
42%	27%	of all spending from visitors
95%	89%	of all accommodation spending from visitors
58%	37%	of restaurant spending from visitors
44%	26%	of retail spending from visitors
47%	34%	of devices were visitors

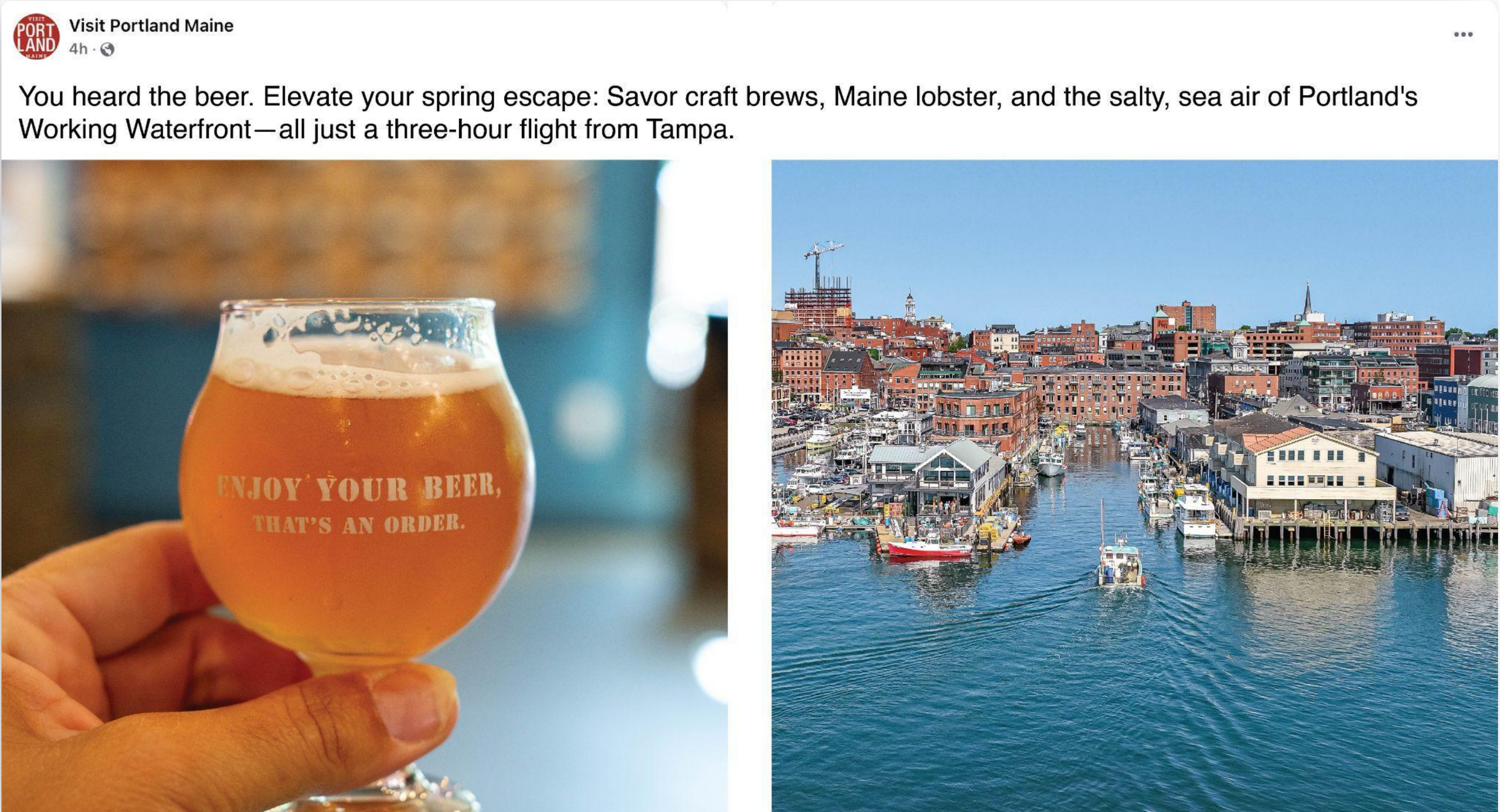


Photo Credit- Hannah Ellsworth

TARGETED META ADS

BOSTON TRAFFIC CAMPAIGN	
52k	Impressions
4%	CTR

TAMPA AWARENESS CAMPAIGN	
400k	Impressions
400	Clicks

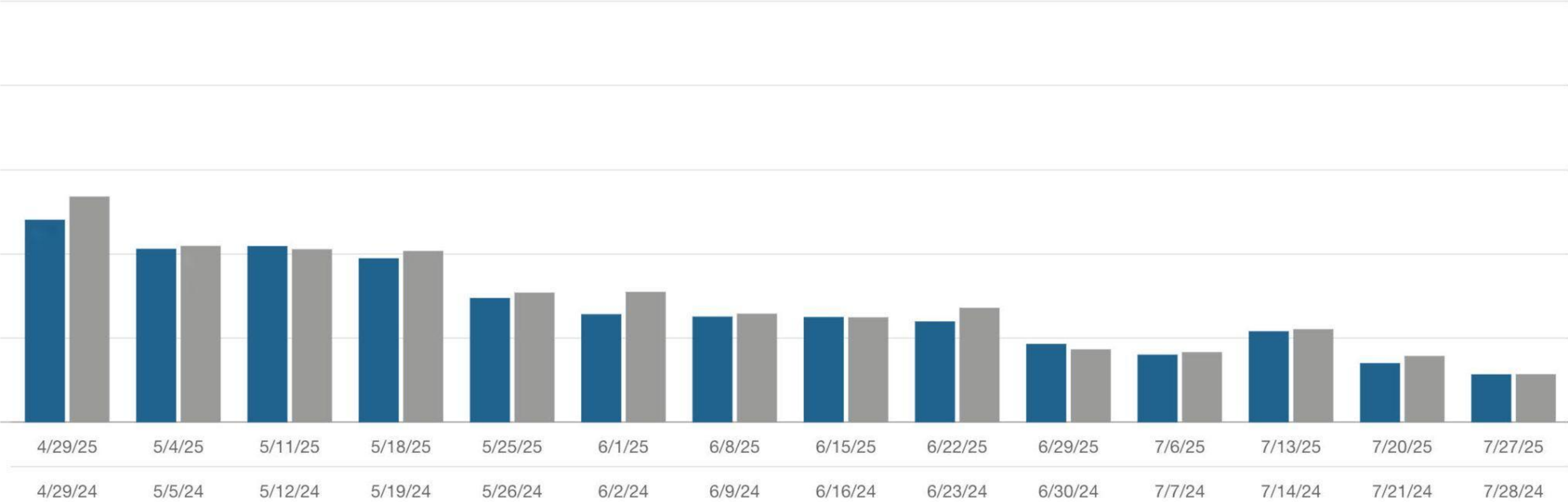


LODGING + PACING

Summer occupancy projected to be approximately 6% down from last year.

Occupancy

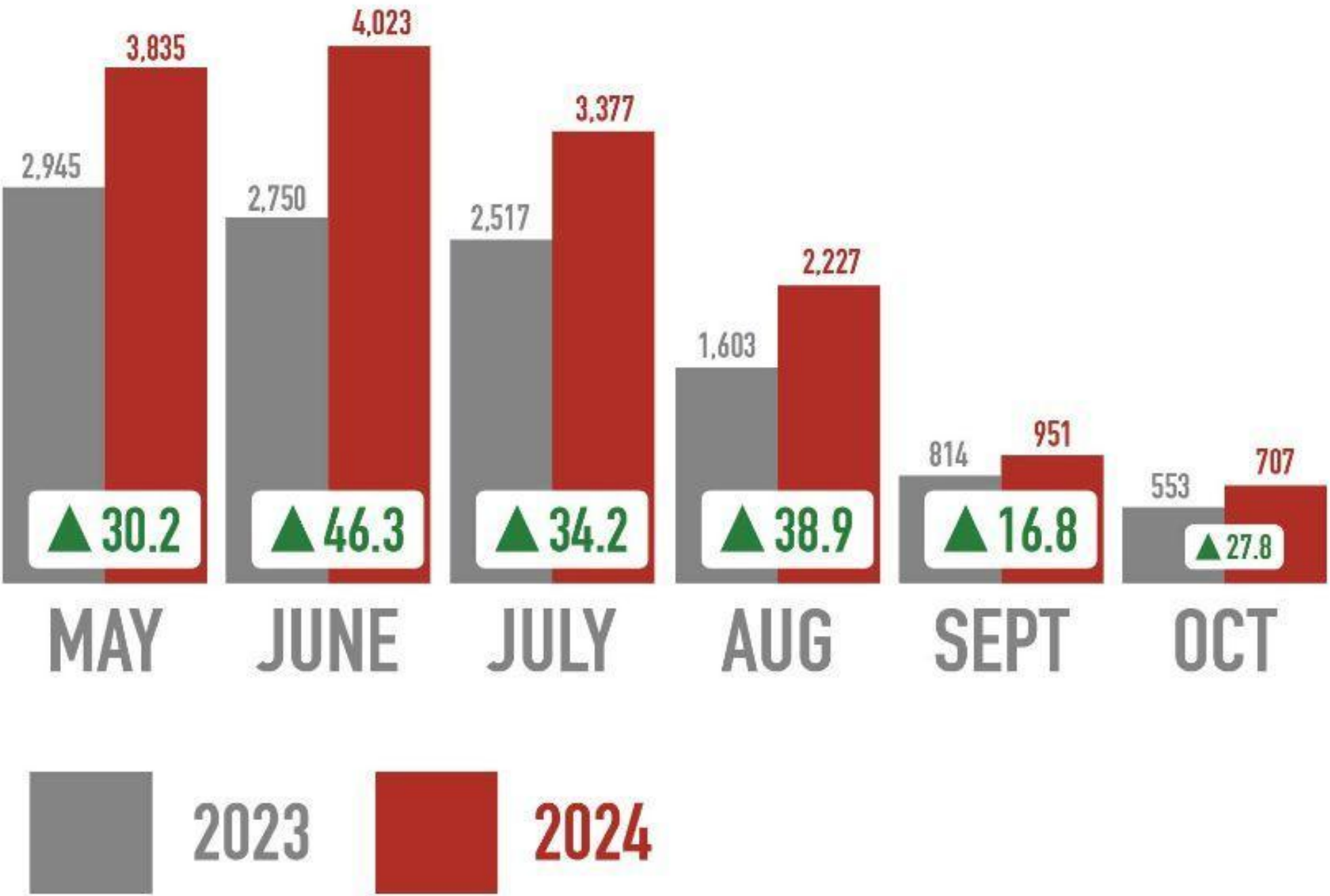
Cumberland - ME Hotels | 4/29/2025 to 7/28/2025 (as of 04/23/2025) Cumberland - ME Hotels | 4/29/2024 to 7/28/2024 (as of 04/24/2024)



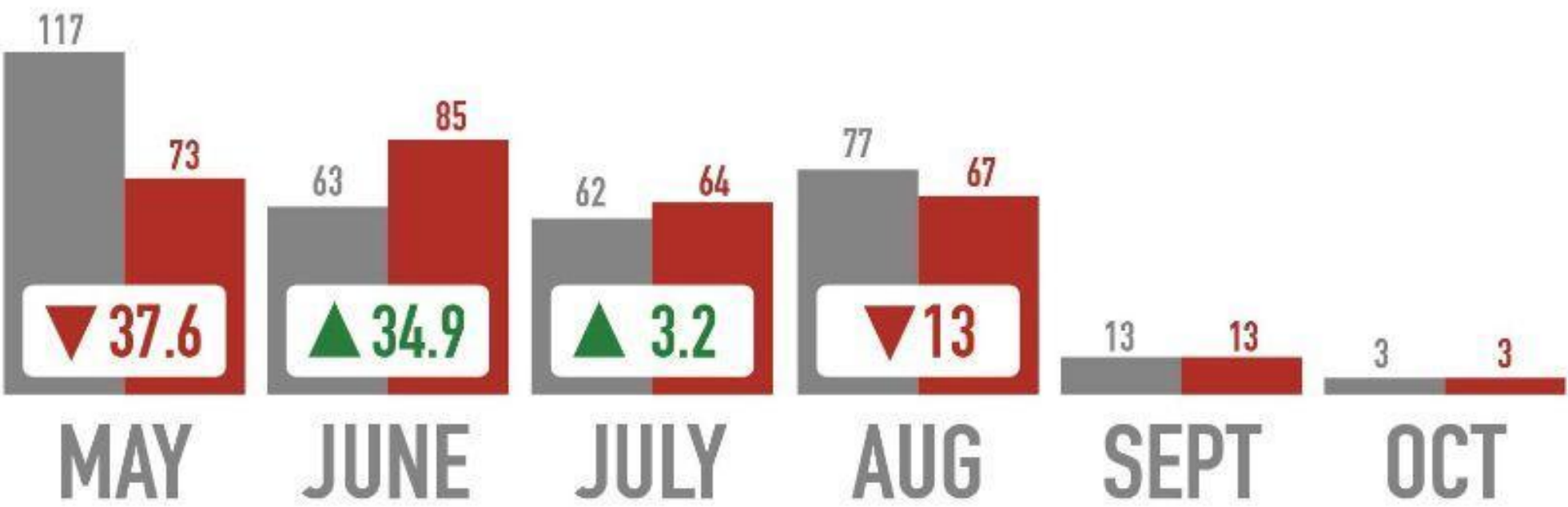
*source - Key Data

LOOKING AHEAD – EXPEDIA

DOMESTIC – Future Stays YoY



CANADA – Future Stays YoY





MADDEN