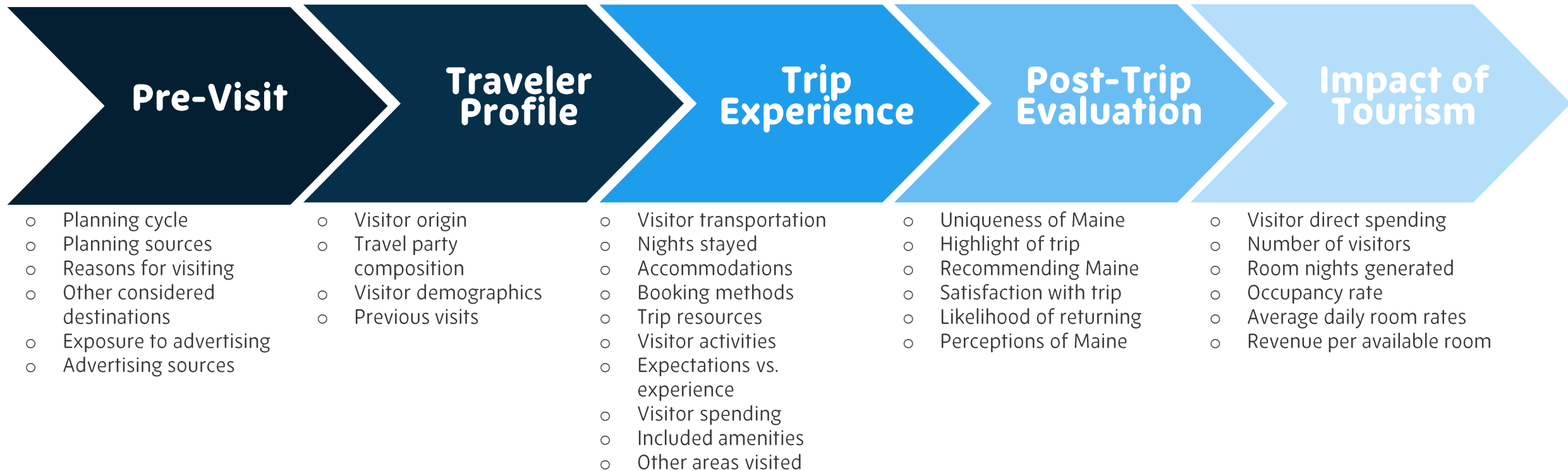# GREATER PORTLAND & CASCO BAY

2023 Economic Impact & Visitor Tracking Report
DECEMBER 2022 – NOVEMBER 2023

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STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2022 to November 2023.
In the report, we follow the visitors in their journeys from pre-trip planning to the impact of their expenditures in the state. Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.

Pre-Visit

- o Planning cycle
- o Planning sources
- o Reasons for visiting
- o Other considered destinations
- o Exposure to advertising
- o Advertising sources

Traveler Profile

- o Visitor origin
- o Travel party composition
- o Visitor demographics
- o Previous visits

Trip Experience

- o Visitor transportation
- o Nights stayed
- o Accommodations
- o Booking methods
- o Trip resources
- o Visitor activities
- o Expectations vs. experience
- o Visitor spending
- o Included amenities
- o Other areas visited

Post-Trip Evaluation

- o Uniqueness of Maine
- o Highlight of trip
- o Recommending Maine
- o Satisfaction with trip
- o Likelihood of returning
- o Perceptions of Maine

Impact of Tourism

- o Visitor direct spending
- o Number of visitors
- o Room nights generated
- o Occupancy rate
- o Average daily room rates
- o Revenue per available room

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EXECUTIVE SUMMARY

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GREATER PORTLAND & CASCO BAY

Compared to visitors to other regions, visitors to Greater Portland & Casco Bay region are more likely to:

» Use VisitPortland.com to help plan their trips

» Be an out of state visitor

» Fly to Maine

» Use navigation websites/apps (i.e., Google or Apple Maps, etc.) while in Maine

VISITOR JOURNEY: IMPACT OF TOURISM

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → **Impact of Tourism**

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ECONOMIC IMPACT

Visitor spending generated

$2,780,627,400

in economic impact to Greater Portland & Casco Bay's economy, up **15.3%** from 2022

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DIRECT SPENDING

Visitors to Greater Portland & Casco Bay spent

$1,566,110,300

throughout the county in 2023 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, up **14.4%** from 2022

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VISITORS

Greater Portland & Casco Bay attracted

2,917,900

visitors in 2023, up **14.8%** from 2022

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VISITORS DAYS*

All visitors to Greater Portland & Casco Bay spent

13,872,800

days in Greater Portland & Casco Bay throughout 2023, up **20.2%** from 2022

*Visitor days is the total number of days spent by visitors in the state of Maine. This includes overnight visitors and day trippers.

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ROOM NIGHTS

Visitors to Greater Portland & Casco Bay generated

2,539,600

nights in Greater Portland & Casco Bay accommodations throughout 2023, up **8.0%** from 2022

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Visitors to Greater Portland & Casco Bay supported

21,400

jobs throughout the county in 2023, down **8.5%** from 2022

*Changes in jobs supported are largely due to year over year differences in IMPLAN modeling, however, there is a national trend of hotels employing fewer people.

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WAGES GENERATED

Visitors to Greater Portland & Casco Bay supported

$1,041,295,400

in wages paid to Greater Portland & Casco Bay employees in 2023, up **9.8%** from 2022

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WAGES GENERATED

Every

136

visitors supports a new job in Greater Portland & Casco Bay

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HOUSEHOLD SAVINGS

Visitors to Greater Portland & Casco Bay saved local households

$2,174

in state and local taxes in 2023

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LODGING METRICS*

Occupancy Rate

60.3%

+ 0.5% from 2022

Average Daily Rate

$195.43

– 6.5% from 2022

Revenue per Available Room

$117.80

– 6.0% from 2022

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.
Sources: Key Data & STR.
More units available in 2023.

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VISITOR JOURNEY: PRE-VISIT

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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TRIP PLANNING CYCLE

» **78%** of visitors started planning their trip a month or more in advance of their trip

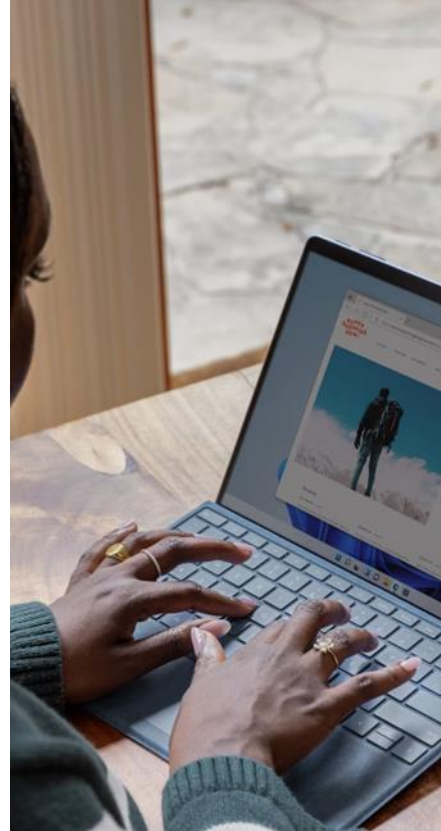» **58%** of visitors have a booking window of less than 3 months
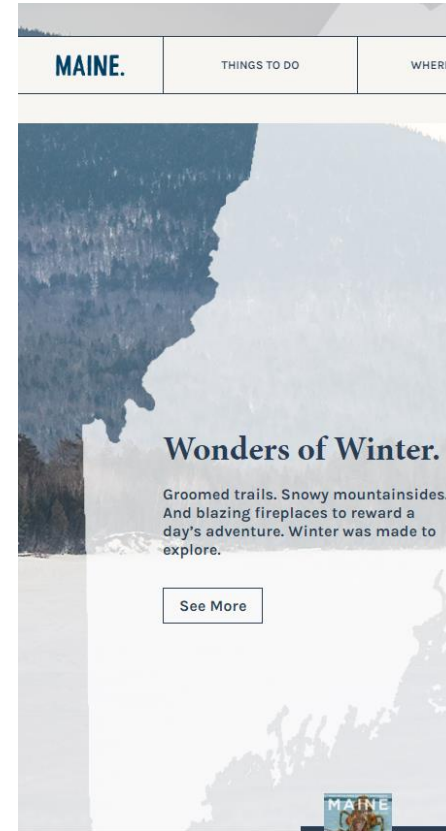
TOP TRIP PLANNING SOURCES*

38% Advice from family/friends

34% Online search engines

21% Articles or travelogues

18% VisitMaine.com

18% Hotel websites

*Multiple responses permitted.

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32% Sightseeing and touring

27% Relax and unwind

27% Visit friends/family

*Multiple responses permitted.

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CONSIDERING MAINE AS A DESTINATION

» Over **half** of visitors considered visiting **ONLY** Maine while planning their trips (**-3%** points from 2022)

» Nearly **1 in 4** visitors considered visiting New Hampshire or Massachusetts while planning their trips

» Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces

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TV SHOWS & FILM*

» **5%** of visitors said a TV show or film inspired their tip to Maine

» **46%** of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit

*Questions were not asked until January 2023.

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PRE-TRIP RECALL OF ADVERTISING

» Nearly **half** of visitors recalled advertising or promotions for Maine prior to their trip (**-8%** points from 2022)

» This information influenced **30% of all** visitors to visit Maine (**-9%** points from 2022)

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TOP SOURCES OF ADVERTISING RECALL*

Base: 49% of visitors who recalled advertising

52% Social media

39% Internet

27% Magazine
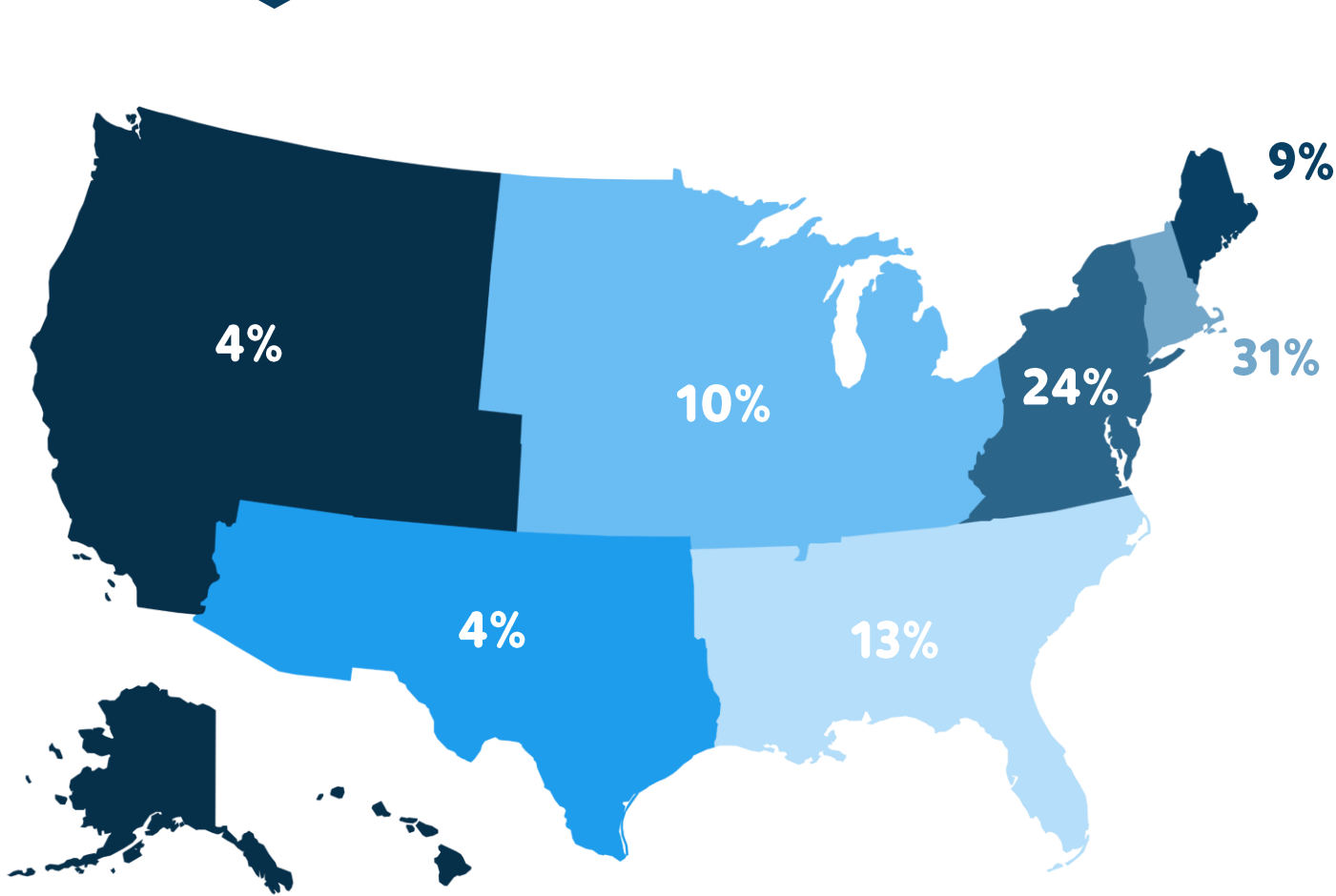
*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE

Pre-Visit → **Traveler Profile** → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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REGIONS OF ORIGIN

9%

4%

10%

24%

31%

4%

13%

3%

2% of visitors came from outside of the United States and Canada.

3% of visitors came from Canada.

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TOP ORIGIN STATES & PROVINCES
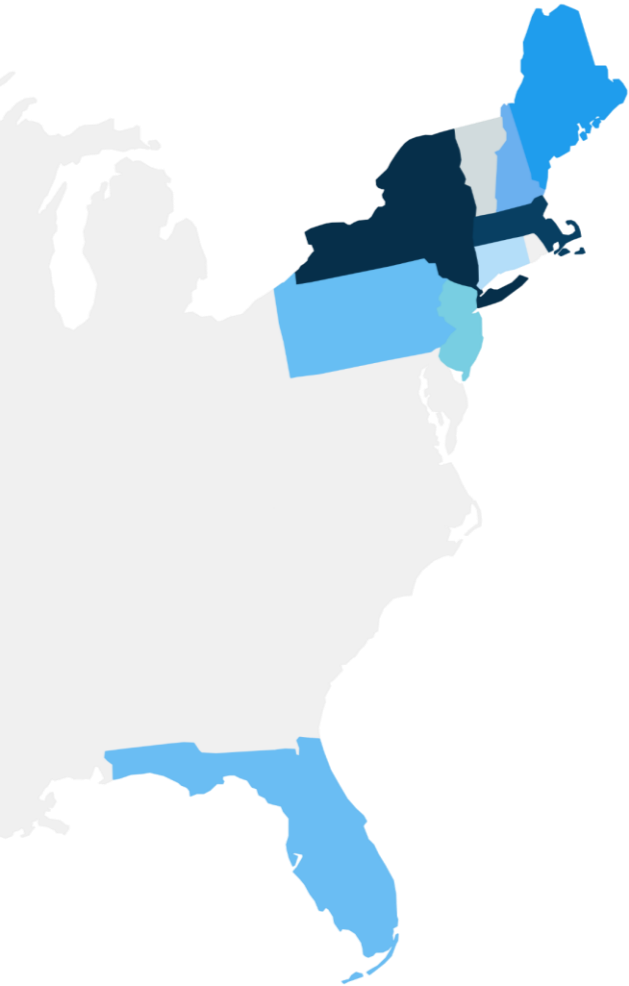
61%

of visitors traveled from **8** U.S. states, including from other regions of Maine.

15 % Massachusetts

10 % New York

9 % Maine

6 % Florida

6 % New Hampshire

5 % Pennsylvania

5 % New Jersey

5 % Connecticut

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TOP ORIGIN MARKETS

10% New York City[1]

9% Boston
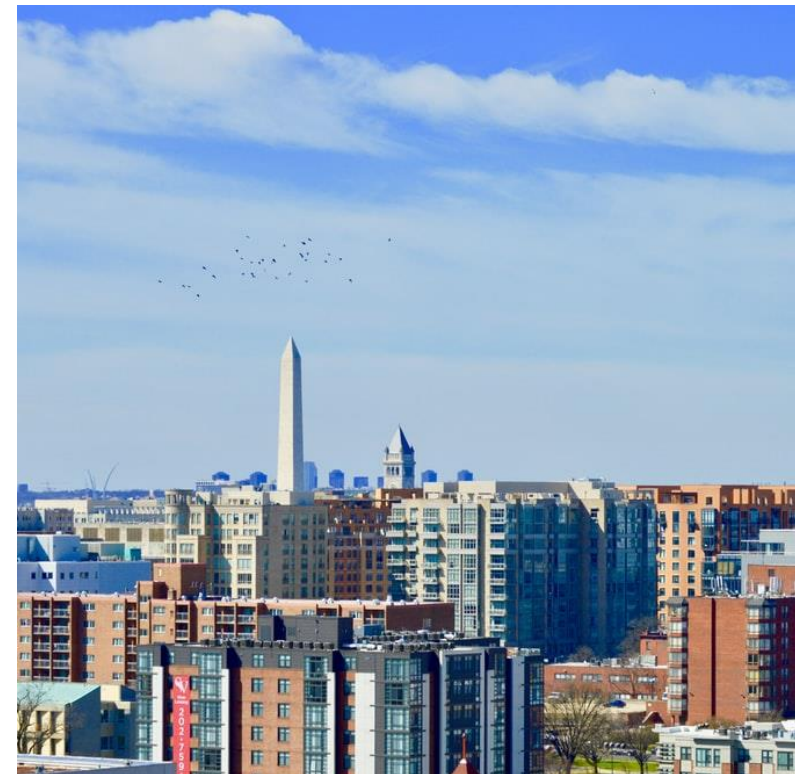
3% Washington DC – Baltimore[2]

[1] Includes some markets in New Jersey, Pennsylvania, and Connecticut.
[2] Includes some markets in Maryland, Virginia, and West Virginia.

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TRAVEL PARTIES

The typical Maine visitor traveled with **2.5** people in their visitor party

14% visitors traveled with at least one person under the age of 18 in their travel party

VISITOR PROFILE

» The typical Maine visitor:
  » Is **51** years old[1]
  » Is white – **85%**
  » Is a college graduate – **84%**
  » Is married/in a domestic partnership – **79%**
  » Is employed full-time – **55%**
  » Has an annual household income[2] of **$100,000**

[1] Median age.
[2] Median household income.

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» **25%** of visitors were traveling in Maine for the first time

» Maine has high repeat and loyal visitors, as **24%** had previously traveled in Maine more than 10 times

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VISITOR JOURNEY : TRIP EXPERIENCE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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TRANSPORTATION

» Maine is a drive-market for most visitors, with 70% choosing to travel by car over plane, motor coach/bus, or train

» Most visitors who flew to Maine arrived at Portland International Jetport or Boston Logan International Airport

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NIGHTS STAYED

» **81%** of visitors stayed one or more nights in Maine on their trip

» Typical visitors stayed **4.7*** nights in Maine on their trips

*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

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TOP ACCOMMODATIONS

33% Hotel/motel/resort

21% Friends/family home

19% Did not stay overnight

TOP IN-MARKET VISITOR RESOURCES*

58% Navigation website/apps (i.e., Google or Apple Maps, etc.)

37% Restaurant website/app

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TOP VISITOR ACTIVITIES*

76% Food/beverage/culinary

57% Touring/sightseeing

57% Shopping

*Multiple responses permitted.

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VISITING OTHER STATES & PROVINCES

» Nearly **3 in 5** visitors did not visit any other U.S. state or Canadian province during their trip

» About **1 in 4** visitors visited New Hampshire or Massachusetts during their trip

» Visitors continued to be more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip

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TRAVELING WITHIN MAINE

» About **2 in 5** visitors visited the Midcoast & Islands in addition to their primary destination within Maine

» **1 in 3** visitors visited the Maine Beaches in addition to their primary destination within Maine

» **3 in 10** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (+19% points from 2022)

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VISITOR JOURNEY : POST-TRIP EVALUATION

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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RECOMMENDING MAINE & ITS REGIONS

» **98%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation

» **97%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **70%** would definitely recommend (**+8%** points from 2022)

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LIKELIHOOD OF RETURNING TO MAINE

» **91%** of visitors will return to Maine for a future visit or vacation

» **68%** of visitors were highly satisfied with their trip in Maine and will "definitely return" in the future

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SATISFACTION

» **98%** of visitors were satisfied with their trip to Maine

» Over **3 in 5** visitors were very satisfied with their trip to Maine (**+19%** points from 2022)

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OVERCROWDING

» **49%** of visitors thought the number of visitors during their trip to Maine was fine

» **30%** of visitors though it was a little overcrowded

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DETAILED FINDINGS

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VISITOR JOURNEY: IMPACT OF TOURISM

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → **Impact of Tourism**

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KEY PERFORMANCE INDICATORS

Economic Impact	2021	2022	2023	Δ% from '22
Number of Visitors	2,460,000	2,541,800	2,917,900	+ 14.8%
Visitor Days*	NA	11,537,400	13,872,800	+ 20.2%
Room nights generated	1,628,500	2,351,400	2,539,600	+ 8.0%
Direct expenditures	$1,162,939,800	$1,369,395,400	$1,566,110,300	+ 14.4%
Total economic impact	$2,051,063,000	$2,411,969,300	$2,780,627,400	+ 15.3%

*Visitor Days is the total number of days spent by visitors in the state of Maine. This include overnight visitors and day trippers.

EMPLOYMENT IMPACTS

Greater Portland & Casco Bay Jobs	2021	2022	2023	Δ% from '22
Jobs supported (direct)	13,500	16,600	15,300	- 7.8%
Total jobs supported	19,100	23,400	21,400	- 8.5%*

Greater Portland & Casco Bay Wages	2021	2022	2023	Δ% from '22
Wages paid (direct)	$463,604,100	$575,551,700	$636,073,400	+ 10.5%
Total wages paid	$765,264,100	$948,499,000	$1,041,295,400	+ 9.8%

*Changes in jobs supported are largely due to year over year differences in IMPLAN modeling, however, there is a national trend of hotels employing fewer people.

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RETURN ON INVESTMENT

Return on Investment	2021	2022	2023
Visitors per job supported	129	109	136
State & local taxes supported	$147,883,200	$182,107,000	$222,920,700
Tax savings per household	$1,972	$1,807	$2,174

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LODGING METRICS*

Lodging Metrics	2021	2022	2023	Δ% from '22
Occupancy Rate (%)	51.0%	60.0%	60.3%	+ 0.5%
Average Daily Rate	$184.80	$208.91	$195.43	- 6.5%
RevPAR	$94.25	$125.35	$117.80	- 6.0%
Total Lodging Revenue**	$302,098,800	$396,805,700	$397,515,900	+ 0.2%

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.
Sources: Key Data & STR.
More units available in 2023.
**Source: State of Maine Revenue Services.

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VISITOR JOURNEY : PRE-VISIT

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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TRIP PLANNING CYCLE

» Typical visitors began planning their trip **59 days** in advance (+3 days from 2022)

» **78%** of visitors started planning their trip a month or more in advance of their trip

» Typical visitors booked their accommodations **51 days** in advance (+3 days from 2022)

» **58%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

A week or less	10%
2 - 3 weeks	12%
1 - 2 months	29%
3 - 4 months	25%
5 - 6 months	13%
7 months - 1 year	8%
More than 1 year	3%
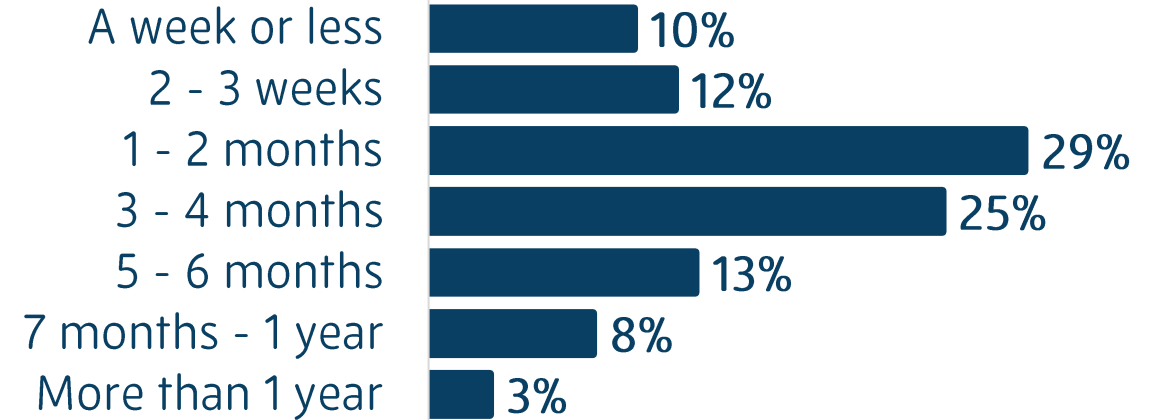
Booked Accommodations/Made Trip Decisions

A week or less	14%
2 - 3 weeks	16%
1 - 2 months	28%
3 - 4 months	23%
5 - 6 months	11%
7 months - 1 year	6%
More than 1 year	2%

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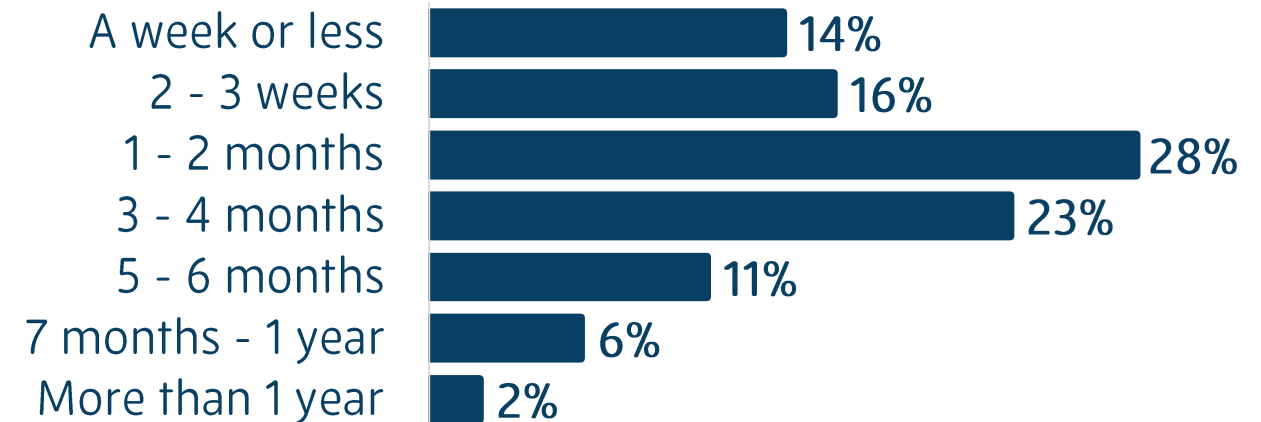
ONLINE TRIP PLANNING SOURCES*

» Over **4 in 5** visitors used one or more online resources to help them plan their trip in Maine

» Over **1 in 3** visitors used an online search engine, such as Google

» Nearly **1 in 5** visitors used hotel websites to help them plan their trip to Maine

» Nearly **1 in 5** more used or VisitMaine.com (+3% points from 2022)

» **1 in 6** visitors used an online travel agency to help them plan their trip in Maine

Source	%
Online search engines	34%
VisitMaine.com	18%
Hotel websites	18%
Online travel agency	17%
TripAdvisor	15%
VisitPortland.com	14%
Traveler reviews/blogs/stories	13%
Facebook	13%
Airbnb	12%
VRBO/HomeAway	11%
Instagram	10%
Visit Maine social media	8%
DowneastAcadia.com	7%
YouTube	7%
TheMaineBeaches.com	7%
Airline websites	6%
MaineTourism.com	4%
Vacation rental websites	4%
MainesMidCoast.com	3%
VisitBarHarbor.com	2%
DiscoverNewEngland.com	<1%
KennebecValley.org	<1%
Twitter	<1
VisitAroostook.com	<1%
MaineLakesandMountains.com	<1%
TheMaineHighlands.com	<1%
Other	6%
None	16%

*Multiple responses permitted.

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OTHER TRIP PLANNING SOURCES*

» Nearly **2 in 5** visitors relied on advice from their friends and family to help them plan their trip in Maine

» Over **1 in 5** visitors used travel articles or travelogues to help plan their trip in Maine (-6% points from 2022)

» Nearly **3 in 10** visitors did not use any other resources to help them plan their trip in Maine

Source	%
Advice from friends/family	38%
Articles or travelogues	21%
Travel guides/brochures	17%
AAA	11%
Travel books & magazines	9%
Called the Maine Office of Tourism	9%
Travel planning apps	7%
Visit Maine e-newsletter	6%
Visitor Guide	5%
Called local Chambers of Commerce	2%
Travel agent	1%
Called local CVBs	1%
Called another Maine Tourism Association	1%
Other	3%
None	28%

*Multiple responses permitted.

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REASONS FOR VISITING*

» **1 in 3** visitors came to Maine for sightseeing/touring

» Over **1 in 4** visitors came to relax & unwind and to visit friends and family

Reason	Percentage
Sightseeing/touring	32%
Relax and unwind	27%
Visiting friends/relatives	27%
Nature & bird watching	17%
Shopping	16%
Special occasion	11%
Special event	9%
Attractions	8%
Culture/museums/history	8%
Beach	7%
Active outdoor activities	5%
Conference/meeting	5%
Water activities	4%
Sporting event	<1%
Snow activities	<1%
Astrotourism	<1%
Other	10%

*Multiple responses permitted.

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TV SHOWS & FILM

» **5%** of visitors said a TV show or film inspired their trip to Maine

» **46%** of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit

» **4%** of visitors who were NOT inspired by a TV show or film to visit Maine said they visited the location of a TV show or film while in Maine

Seeing Maine in a film or TV show made me think about Maine as a place to visit — **46%**

Visiting a location of a TV show or film was one of the activities I engaged in while in Maine — **29%**

I was considering Maine as a destination option and visiting a location related to a TV show or film was the deciding factor — **13%**

Visiting a location related to a TV show or film was the main reason I visited Maine — **4%**

Something else — **8%**

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» Over **half** of visitors **ONLY** considered visiting Maine while planning their trips (-3% points from 2022)

» Nearly **1 in 4** visitors considered visiting New Hampshire or Massachusetts while planning their trips

» Visitors were more likely to consider visiting nearby U.S. states than Canadian provinces
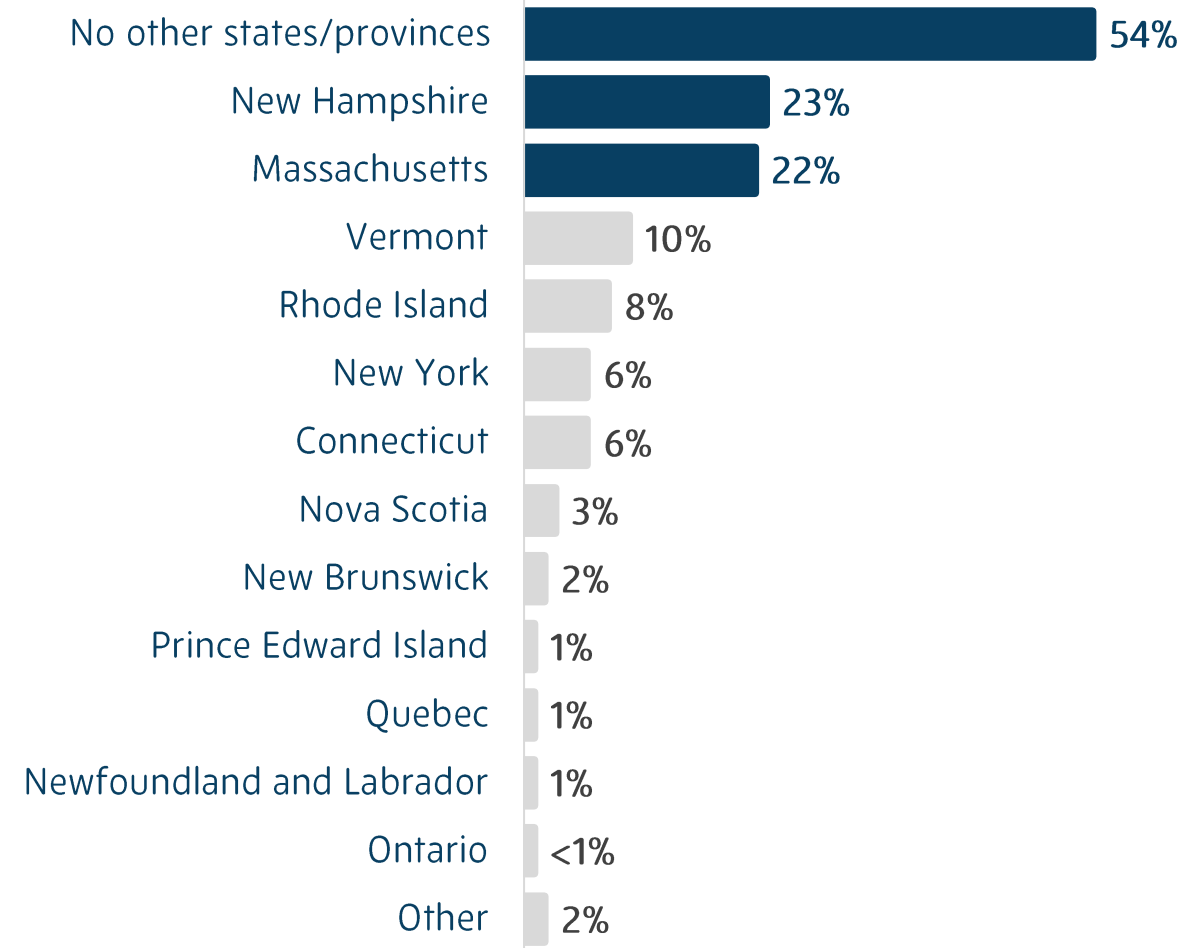
State/Province	Percentage
No other states/provinces	54%
New Hampshire	23%
Massachusetts	22%
Vermont	10%
Rhode Island	8%
New York	6%
Connecticut	6%
Nova Scotia	3%
New Brunswick	2%
Prince Edward Island	1%
Quebec	1%
Newfoundland and Labrador	1%
Ontario	<1%
Other	2%

*Multiple responses permitted.

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PRE-TRIP RECALL OF ADVERTISING*

Base: 47% of visitors who noticed advertising

» Nearly **half** of visitors recalled advertising or promotions for Maine prior to their trip (-8% points from 2022)

» **Half** of visitors who recalled this advertising saw it on social media (+9% points from 2022)

» **2 in 5** noticed ads on the Internet, and nearly **3 in 10** saw them in a magazine

» This information influenced **30% of all visitors** to visit Maine (-9% points from 2022)

Source	Percent
Social media	52%
Internet	39%
Magazine	27%
Cable or satellite television	13%
Traveler reviews/blogs	12%
VisitMaine.com	11%
AAA	11%
Maine travel/visitor guide	8%
Radio	7%
Newspaper	6%
Brochure	4%
Online streaming service	4%
Music/podcast streaming	<1%
Billboard	<1%
Deal – based promotion	<1%
Other	5%
Not sure	<1%

*Multiple responses permitted.

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VISITOR ORIGINS

Other Intl 2%
Canada 3%
West 4%
Midwest 10%
Southwest 4%
Southeast 13%
Mid-Atlantic 24%
New England 31%
Maine 9%

Greater Portland & Casco Bay

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TOP ORIGIN STATES & PROVINCES

» **73%** of visitors traveled to/within Maine from 17 U.S. states and Canadian provinces

» **6%** of visitors were residents of Maine traveling throughout the state

State/Province	Percent
Massachusetts	15%
New York	10%
Maine	9%
Florida	6%
New Hampshire	6%
Pennsylvania	5%
New Jersey	5%
Connecticut	5%
Virginia	3%
Texas	2%
Georgia	2%
Ohio	2%
Illinois	2%
Maryland	2%
California	2%
Rhode Island	2%
Quebec	2%

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TOP ORIGIN MARKETS

» **30%** of visitors traveled from 7 U.S. markets

» **19%** of visitors traveled to Maine from New York City or Boston

Market	Percent
New York City[1]	10%
Boston	9%
Washington DC - Baltimore[2]	3%
Providence, RI	2%
Philadelphia	2%
Atlanta	2%
Chicago	2%

[1] Includes some markets in New Jersey, Pennsylvania, and Connecticut.
[2] Includes some markets in Maryland, Virginia, and West Virginia.

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TRAVEL PARTIES

» Typical visitors traveled to Maine in parties of **2.5** people

» Nearly **half** of visitors traveled as a couple

» **1 in 4** traveled as a family

» **14%** of visitors traveled with one or more children in their travel party

Travel Party Composition

As a couple	47%
As a family	26%
Traveled alone	13%
With other couples/friends	10%
With business associates	2%
In a tour group	2%

Children in Travel Party*

No children	86%
Children younger than 6	5%
Children 6 – 12	7%
Children 13 – 17	7%

*Multiple responses permitted.

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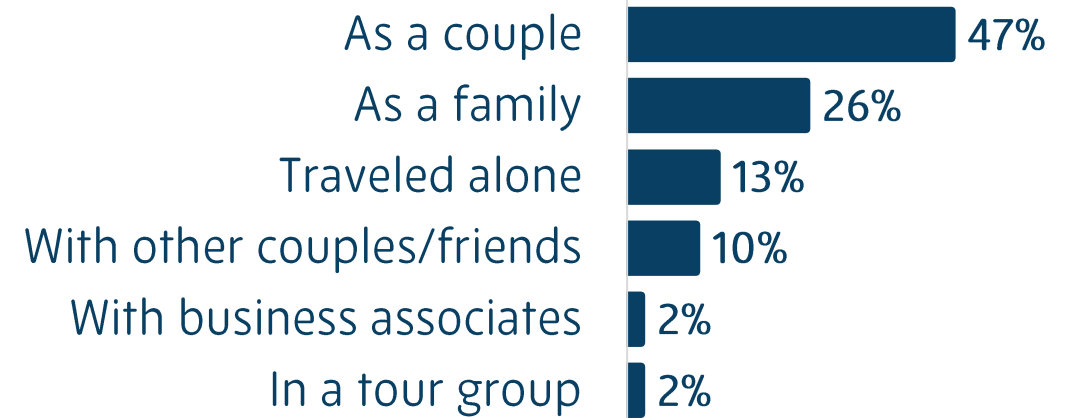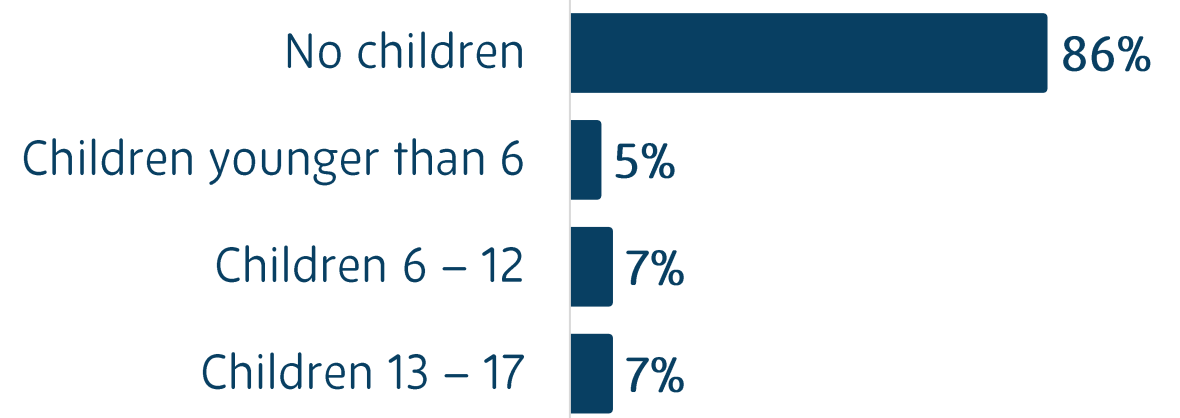
GENDER

» Nearly **3 in 5** visitors to Maine interviewed were females*

Male
41%

Female
59%
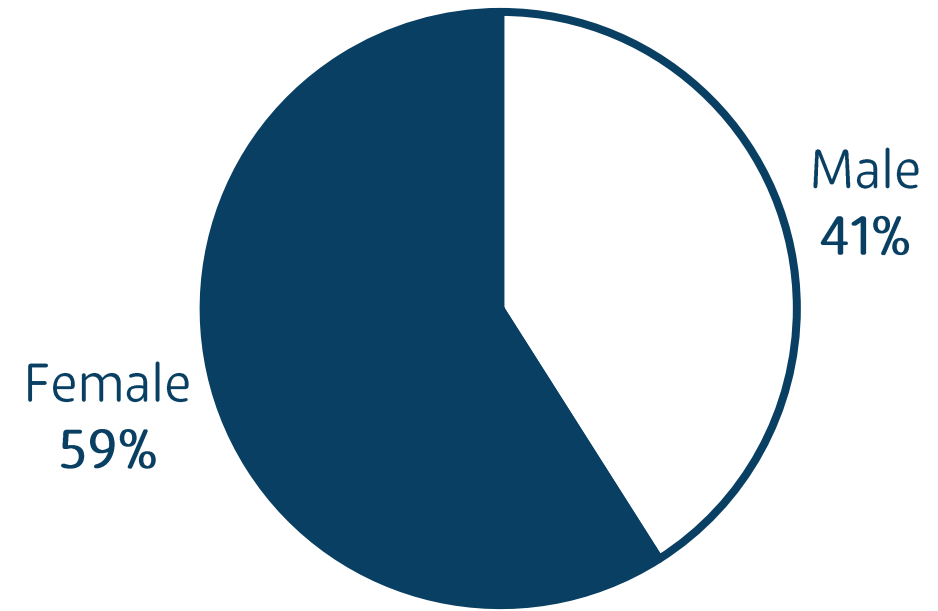
*May be influenced by visitors' willingness to complete a survey.

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AGE

» The average age of visitors to Maine is **51** years old

Age Group	Percentage
Under 25	4%
25 - 34	12%
35 - 44	23%
45 - 54	19%
55 - 65	26%
Over 65	16%

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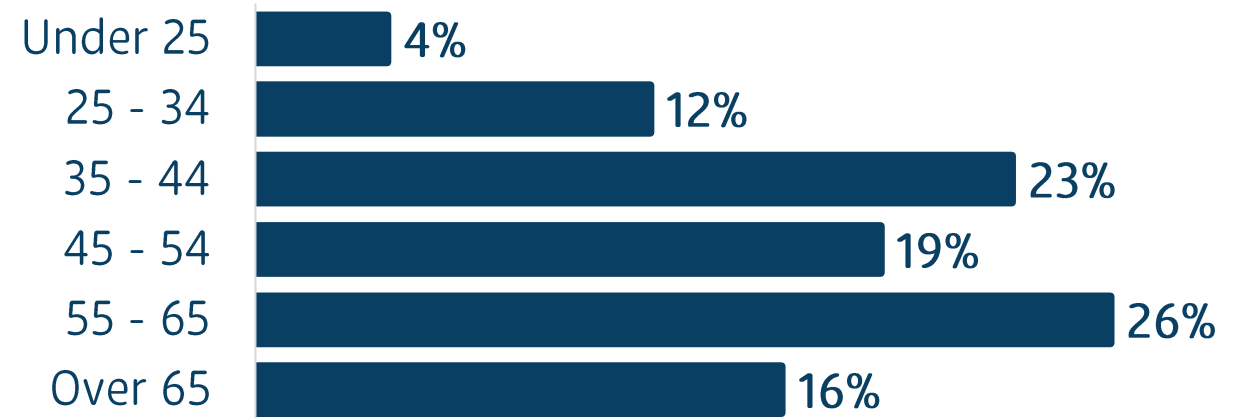
RACE & ETHNICITY

» Over **4 in 5** visitors to Maine were white

White ▉ **85%**
Asian ▉ **6%**
Black ▉ **4%**
Hispanic ▉ **3%**
Indigenous **<1%**
Other ▉ **2%**

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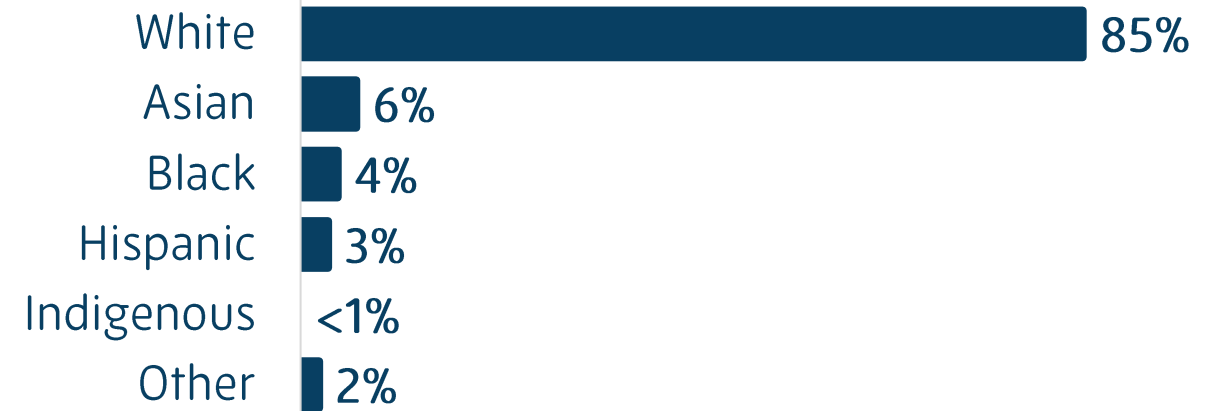
EDUCATIONAL ATTAINMENT

» Over **4 in 5** visitors have a college/technical school degree or higher

High school or less ▐ 5%

Some college or technical school ▐ 11%

College or technical school graduate ▐ 60%

Graduate school ▐ 24%

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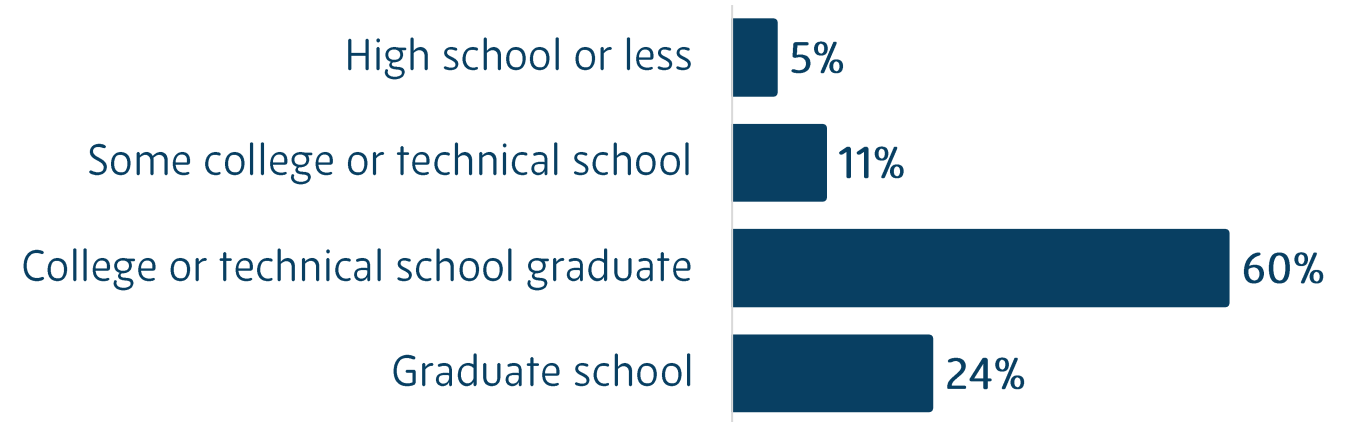
MARITAL STATUS

» Nearly **4 in 5** visitors to Maine were married or living with their partner

Single/widowed
21%

Married/living with partner
79%

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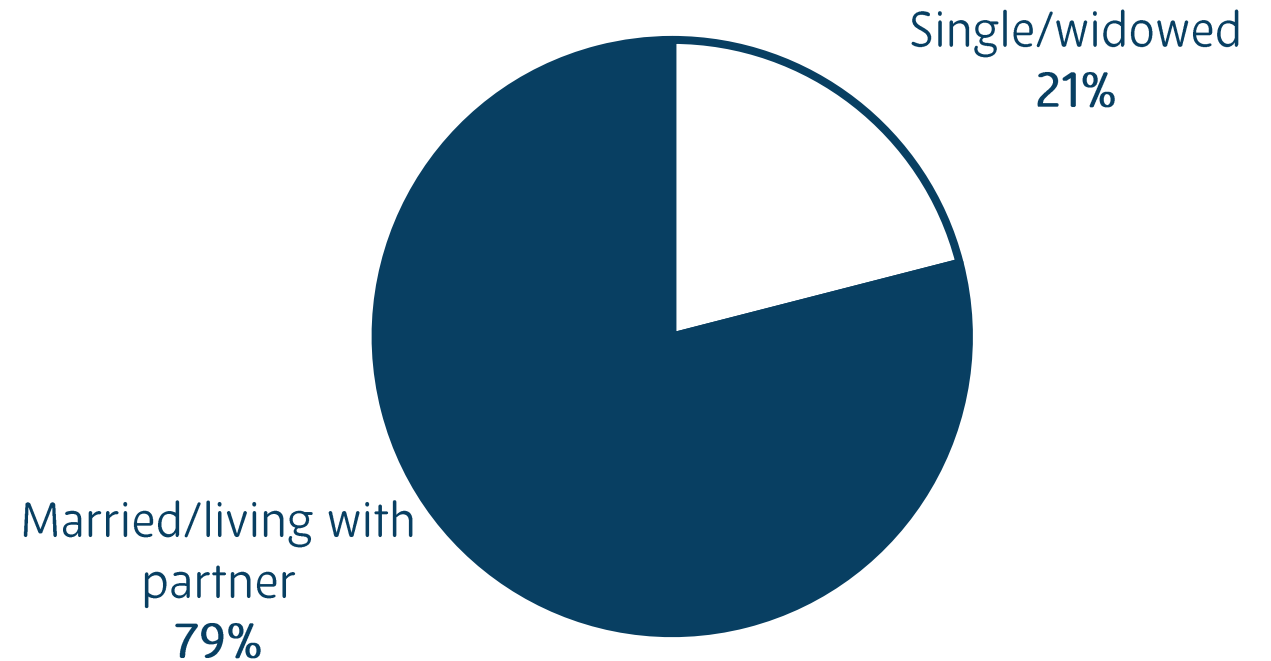
EMPLOYMENT STATUS

» Over **7 in 10** visitors to Maine were employed, most full-time

Employed full-time **55%**
Employed part-time **11%**
Contract/freelance/temporary **6%**
Retired **18%**
Not currently employed **7%**
Student **3%**

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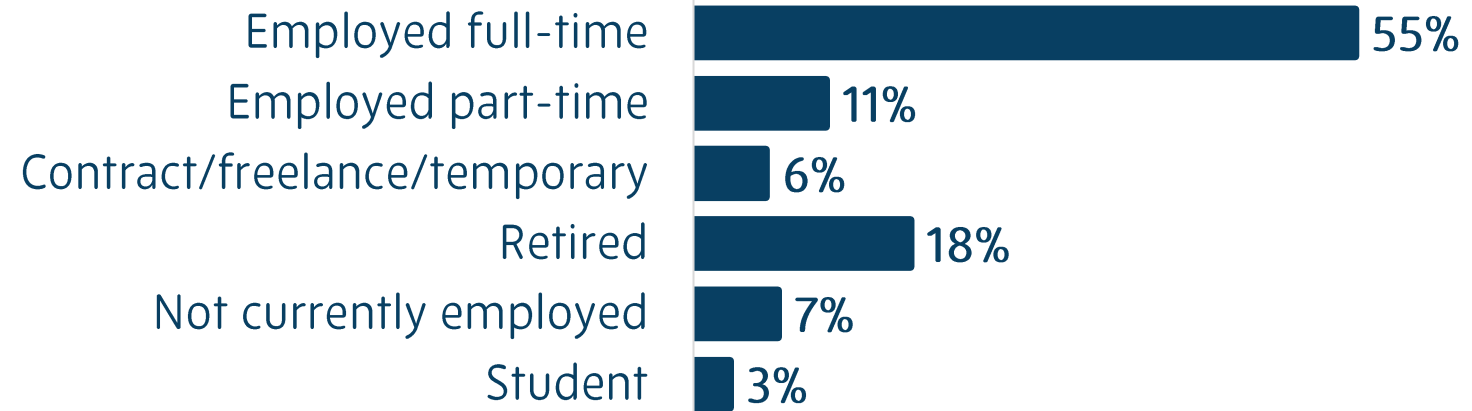
HOUSEHOLD INCOME

» The average household income of visitors to Maine is **$100,000** per year

» **25%** of visitors to Maine earned more than $150,000 per year

Income	Percent
Less than $25,000	3%
$25,000 - $49,999	8%
$50,000 - $74,999	17%
$75,000 - $99,999	22%
$100,000 - $149,999	25%
$150,000 - $199,999	13%
$200,000 - $249,999	7%
$250,000 or more	5%

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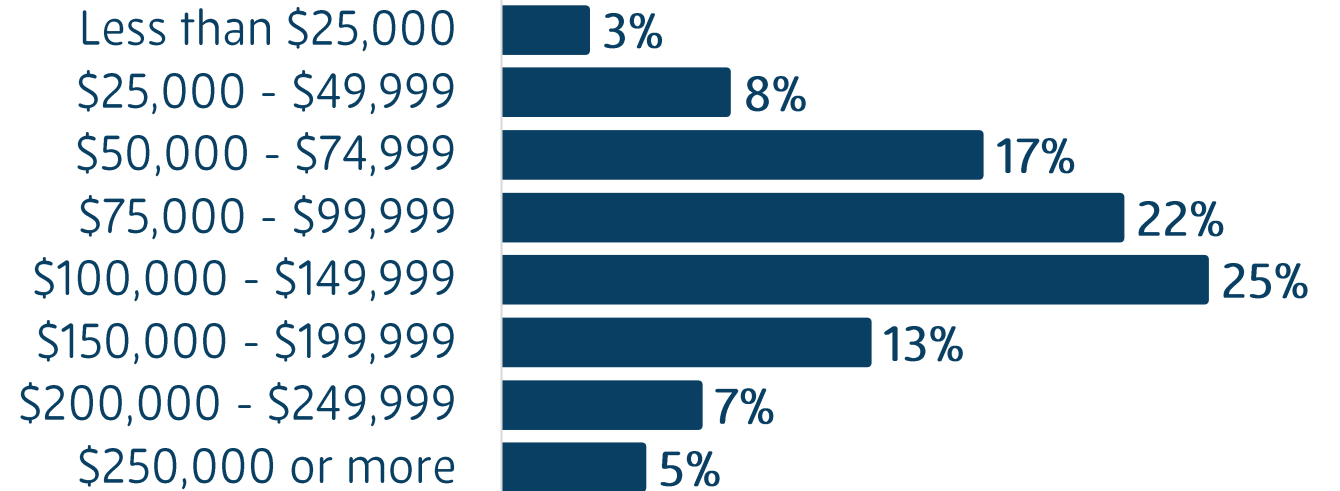
NEW & RETURNING VISITORS

» **25%** of visitors were traveling in Maine for the first time

» Maine has high repeat and loyal visitors, as **24%** had been to Maine more than 10 times

This is my first time — 25%
2 - 5 times — 31%
6 - 10 times — 20%
11+ times — 24%

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VISITOR JOURNEY : TRIP EXPERIENCE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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MODES OF TRANSPORTATION

» Maine is a drive-market for most visitors, with **70%** choosing to travel by car over plane, motor coach/bus, or train

» Most visitors who flew to Maine arrived at Portland International Jetport or Boston Logan International Airport

Mode	%
Drove to Maine	70%
Flew into Portland Intl Jetport	13%
Flew into Boston Logan Intl	8%
Took a motor coach tour or bus	3%
Flew into Bangor Intl Airport	1%
Flew into another airport	1%
Flew into Manchester-Boston Regional Airport	1%
Traveled by train	1%
Other	2%

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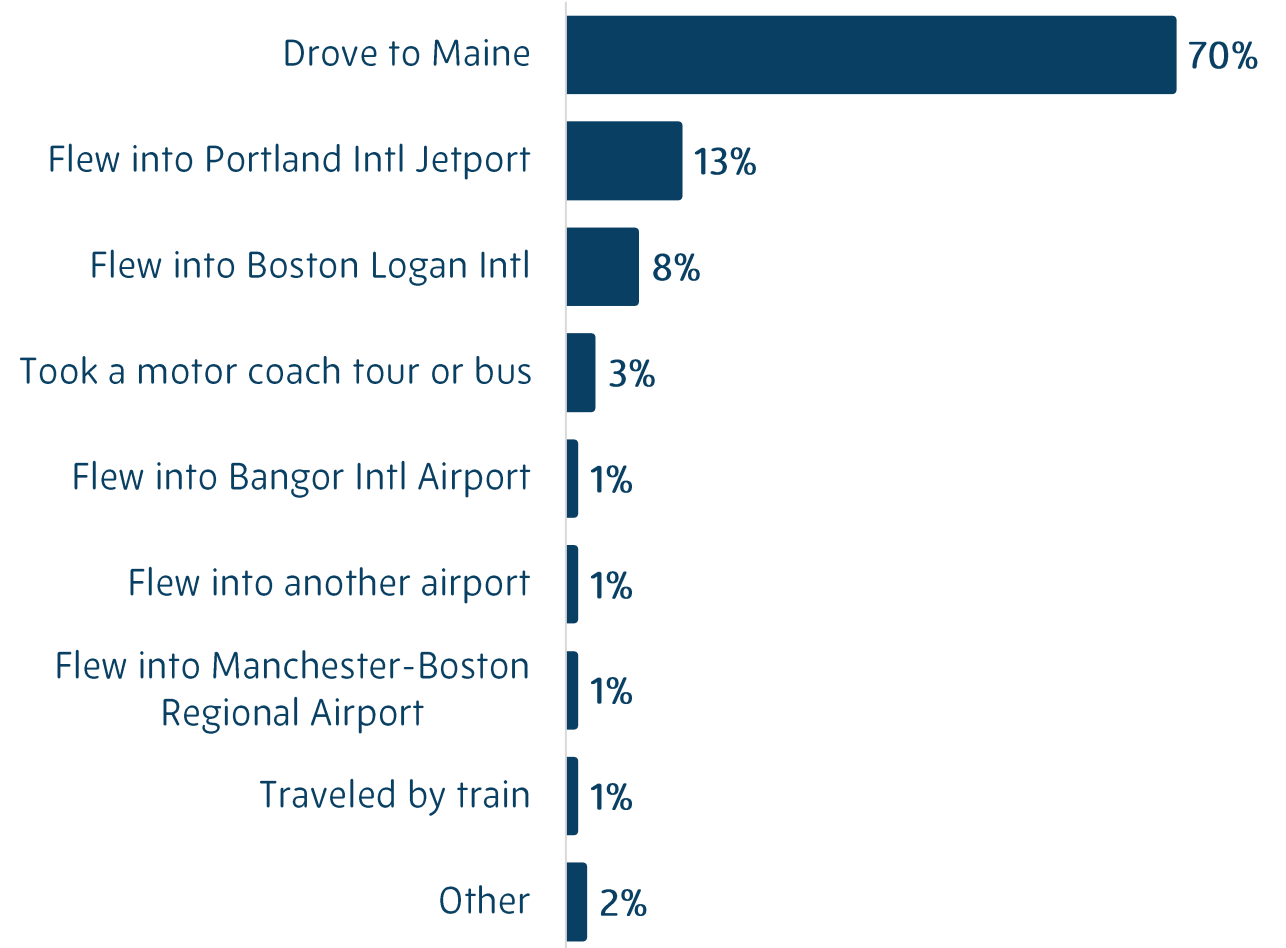
NIGHTS STAYED

» **81%** of visitors stayed one or more nights in Maine on their trip

» Typical visitors stayed **4.7*** nights in Maine on their trips

» Typical visitors staying overnight in paid accommodations stayed **4.6** nights in Maine on their trips
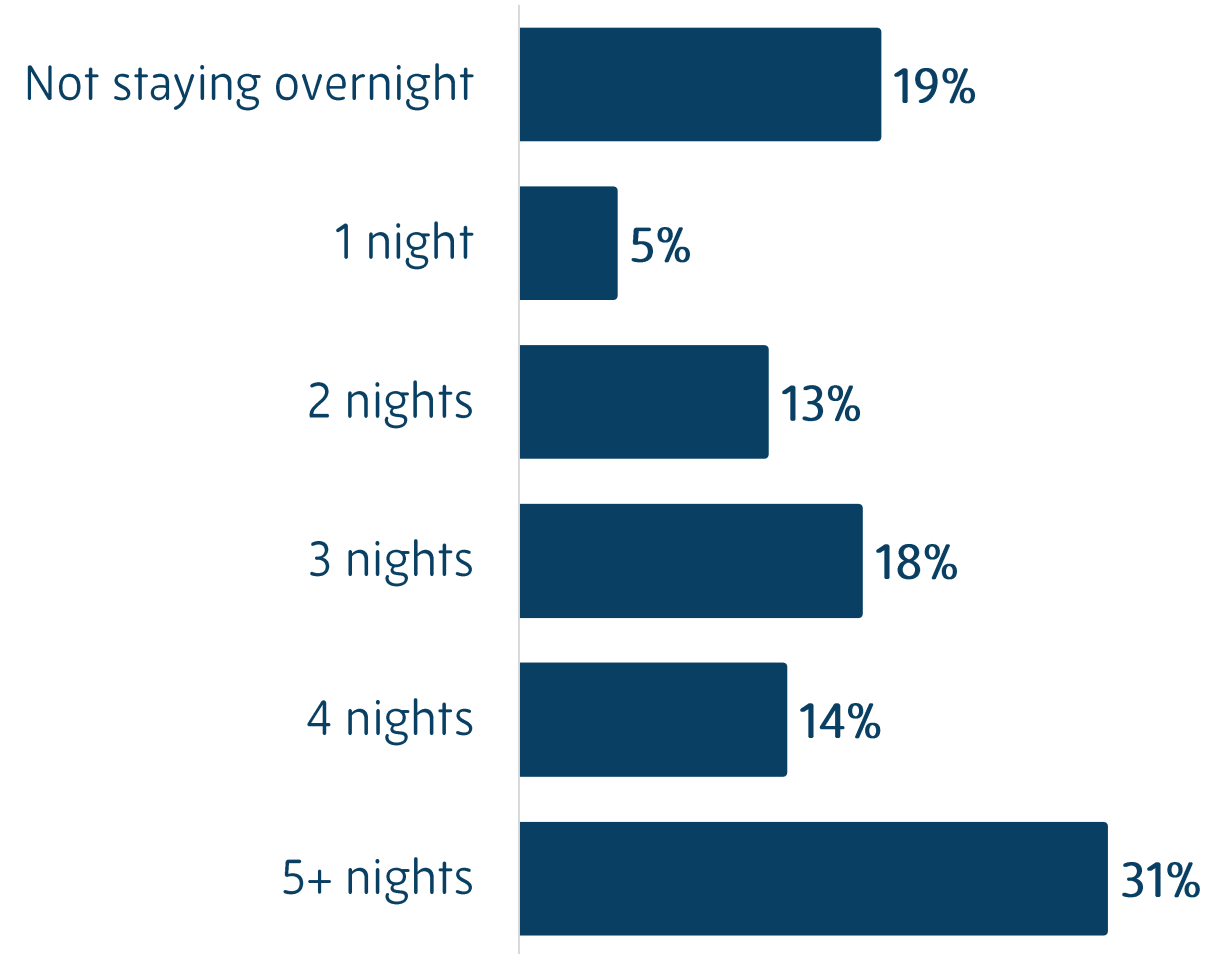
Not staying overnight — 19%

1 night — 5%

2 nights — 13%

3 nights — 18%

4 nights — 14%

5+ nights — 31%

*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

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ACCOMMODATIONS

» **1 in 3** visitors stayed overnight at a hotel/motel/resort

» About **1 in 5** visitors stayed with friends and family or just visited for the day

Hotel/motel/resort **33%**

Friends/family home **21%**

Not spending the night **19%**

Vacation rental home **12%**

Personal second home **5%**

Bed & Breakfast/Inn **5%**

Campground/RV Park **2%**

Wilderness camping **1%**

Other **1%**

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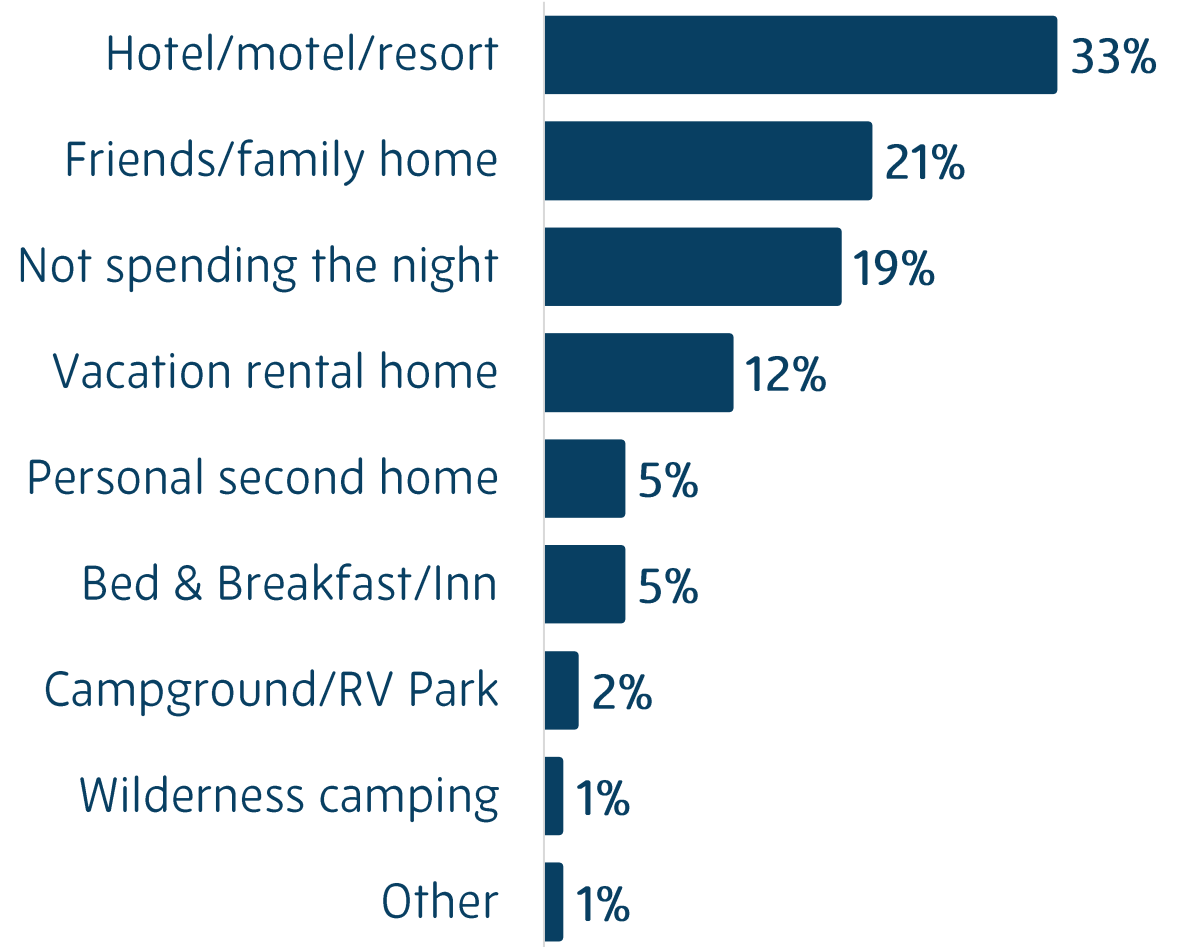
BOOKING METHODS

» Nearly **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo

» Nearly **3 in 10** booked their lodging through an online travel agency

Directly with the hotel/condo — 36%
Online travel agency — 28%
Airbnb — 12%
Short term rental service — 11%
Vacation rental company — 2%
Group tour operator — 2%
Offline travel agent — 1%
Travel package provider — 1%
Other — 7%

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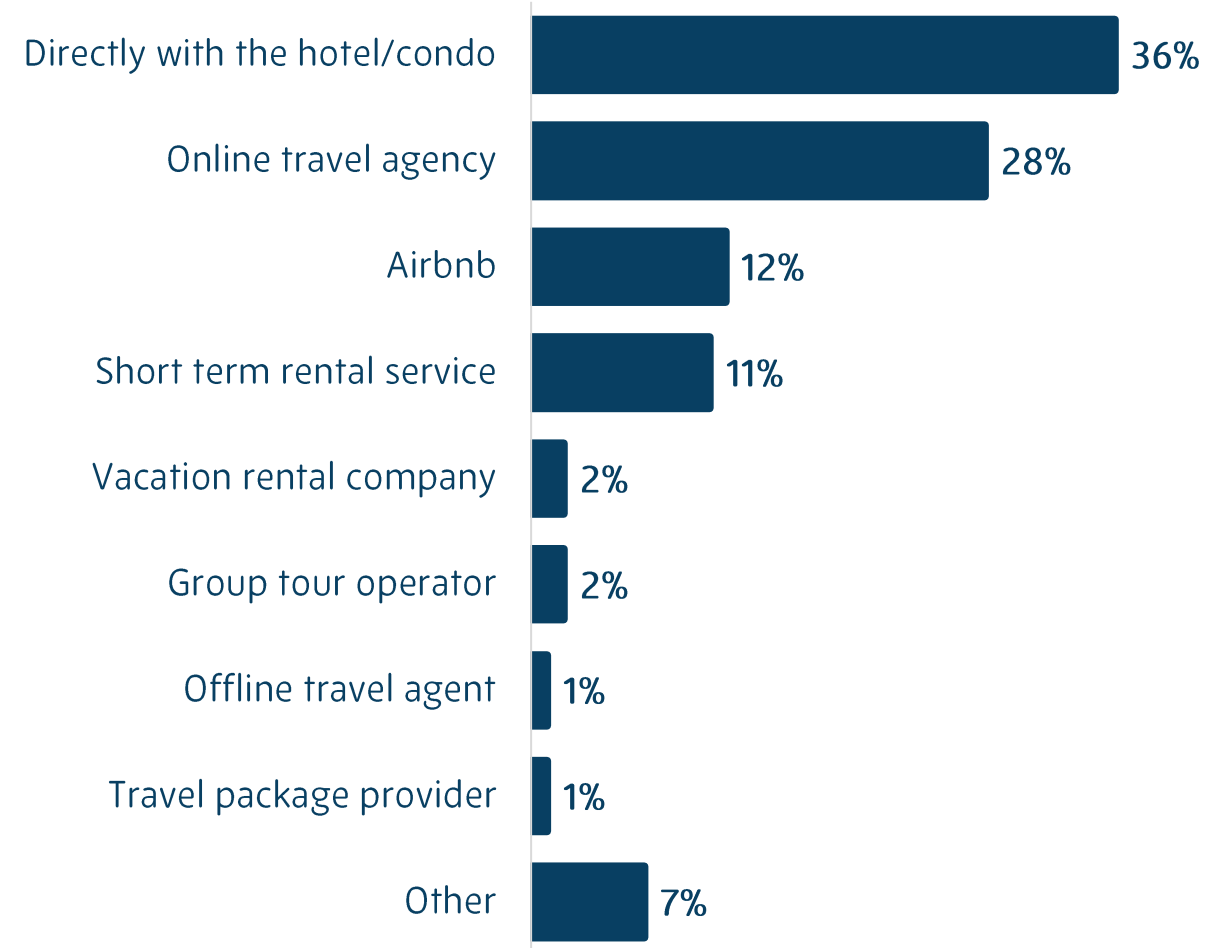
IN-MARKET VISITOR RESOURCES*

» Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market

» Over **1 in 10** visitors did not use any resources to plan activities while they were in-market

Resource	%
Navigation website/apps	58%
Restaurant website/app	37%
Materials from hotel/campground	26%
Visitor Information Centers	25%
Personal social media	24%
Trip planning app	20%
Hotel/resort website/app	20%
VisitMaine.com	18%
Destination social media	16%
Booking website/app	5%
Airline website/app	4%
Chambers of Commerce	4%
Other	8%
None	14%

*Multiple responses permitted.

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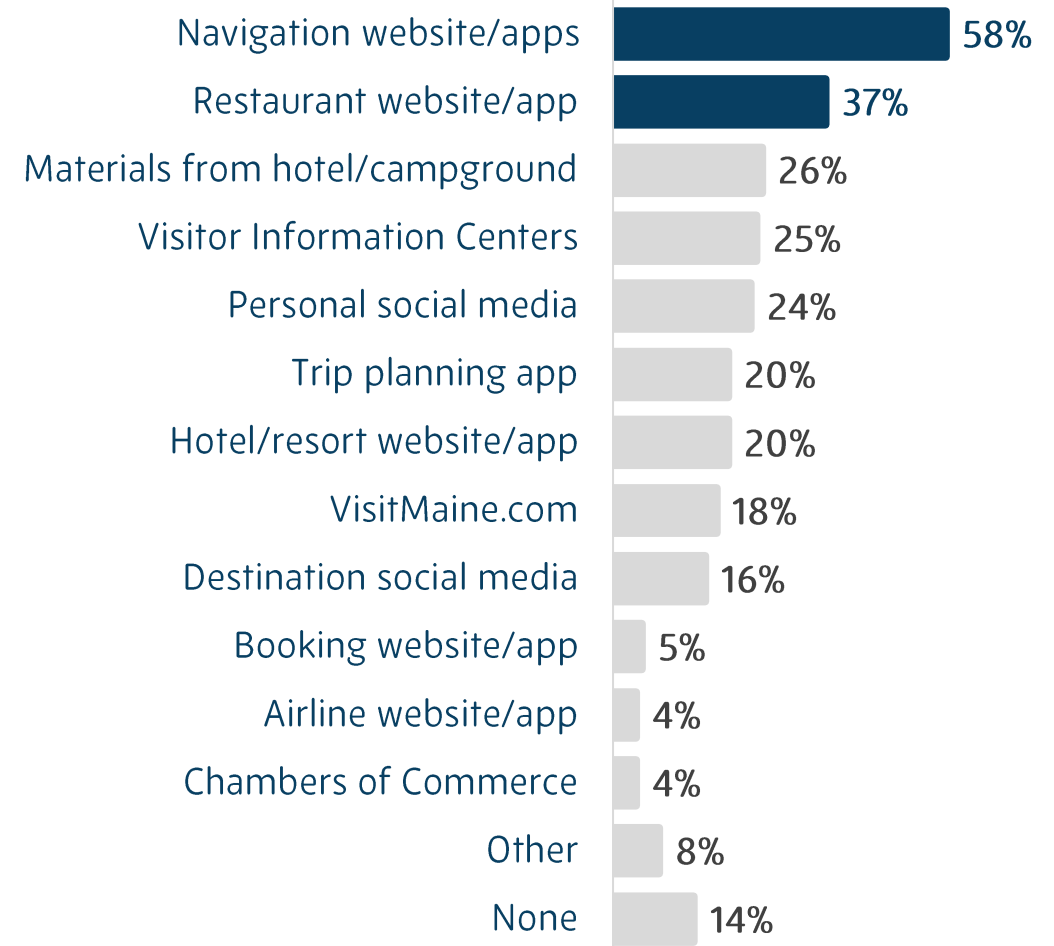
VISITOR ACTIVITIES*

» Over **3 in 4** visitors engaged in food/beverage/culinary activities during their trip to Maine

» Nearly **3 in 5** visitors went touring/sightseeing and shopping during their trip

Food/beverage/culinary — 76%
Touring/sightseeing — 57%
Shopping — 57%
Active outdoor activities — 33%
History/culture — 29%
Water activities — 21%
Entertainment/attractions — 20%
Business conference/meeting — 4%
Astrotourism — 2%
Other — 5%

*Multiple responses permitted.

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FOOD & BEVERAGE ACTIVITIES*

Ate lobster — 51%
Ate other local seafood — 44%
Going to local brew pubs/craft breweries — 43%
Consumed other locally produced Maine foods — 33%
Enjoyed high-end cuisine or five-star dining — 24%
Enjoyed unique Maine food or beverages — 22%
Visited Farmer's Markets — 16%
Enjoying local food at fairs/festivals — 15%
Ate farm-to-table or organic cuisine — 14%
Other — 4%

*Multiple responses permitted.

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TOURING & SIGHTSEEING ACTIVITIES*

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*Multiple responses permitted.

SHOPPING ACTIVITIES*

Activity	Percentage
Outlet shopping	38%
Shopping in downtown areas	34%
Shopping for gifts/souvenirs	30%
Shopping for antiques/local arts and crafts	21%
Shopping for unique/locally produced goods	18%
Shopping for "Made in Maine" products	18%
Shopping at malls	13%
Other	6%

*Multiple responses permitted.

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ACTIVE OUTDOOR ACTIVITIES*

Activity	Percentage
Hiking/climbing/backpacking	25%
Exploring State and National Parks	15%
Camping	6%
Bicycling touring	4%
Hunting	3%
Snowshoeing	3%
Mountain/Fat Biking	2%
Riding all-terrain vehicles	2%
Alpine skiing/snowboarding	1%
Nordic skiing	1%
Snowmobiling	1%
Other	7%

*Multiple responses permitted.

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HISTORICAL & CULTURAL ACTIVITIES*

Activity	Percentage
Visit historic sites/museums	16%
Visit art museums/local artisan studios	13%
Get to know the local people and/or culture	7%
Attend popular music concerts/events	7%
Attend plays/musicals/theatrical events	4%
Painting/drawing/sketching	<1%
Attend operas/classical music events	<1%
Other	3%

*Multiple responses permitted.

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WATER ACTIVITIES*

Activity	Percentage
Going to the beach	13%
Fishing	11%
Canoeing/kayaking	10%
Outdoor swimming	10%
Sailing	7%
Pool swimming	7%
Motor boating	6%
Surfing	<1%
Water skiing/jet skiing	<1%
White water rafting	<1%
Other	2%

*Multiple responses permitted.

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ENTERTAINMENT ACTIVITIES*

Activity	Percentage
Amusement/theme parks	2%
Agricultural fairs	2%
Bars/nightlife	2%
Attend sporting events	2%
Animal parks/zoos	1%
Children's museums	1%
Outdoor fun centers	1%
Water parks	<1%
Summer camps	<1%
Horseback riding	<1%
Other**	10%

*Multiple responses permitted.
** Other includes special events.

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DAILY TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$291	$0	$0
Transportation	$52	$49	$40
Groceries	$34	$45	$11
Restaurants	$140	$107	$52
Shopping	$123	$97	$73
Activities & Attractions	$79	$59	$26
Other	$16	$38	$7
Daily Spending	**$735**	**$395**	**$209**

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TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$1,339	$0	$0
Transportation	$239	$368	$40
Groceries	$156	$338	$11
Restaurants	$644	$803	$52
Shopping	$566	$728	$73
Activities & Attractions	$363	$443	$26
Other	$74	$285	$7
Total Spending	**$3,381**	**$2,963**	**$209**

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LODGING AMENITIES*

» An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for **4 in 5** visitors

» Price for accommodations included parking for **3 in 4** visitors

» Food was included in accommodations' pricing for nearly **half** of visitors

Parking — 74%
Food — 47%
Recreation — 9%
Resort fee — 2%
Other — 5%
None — 18%

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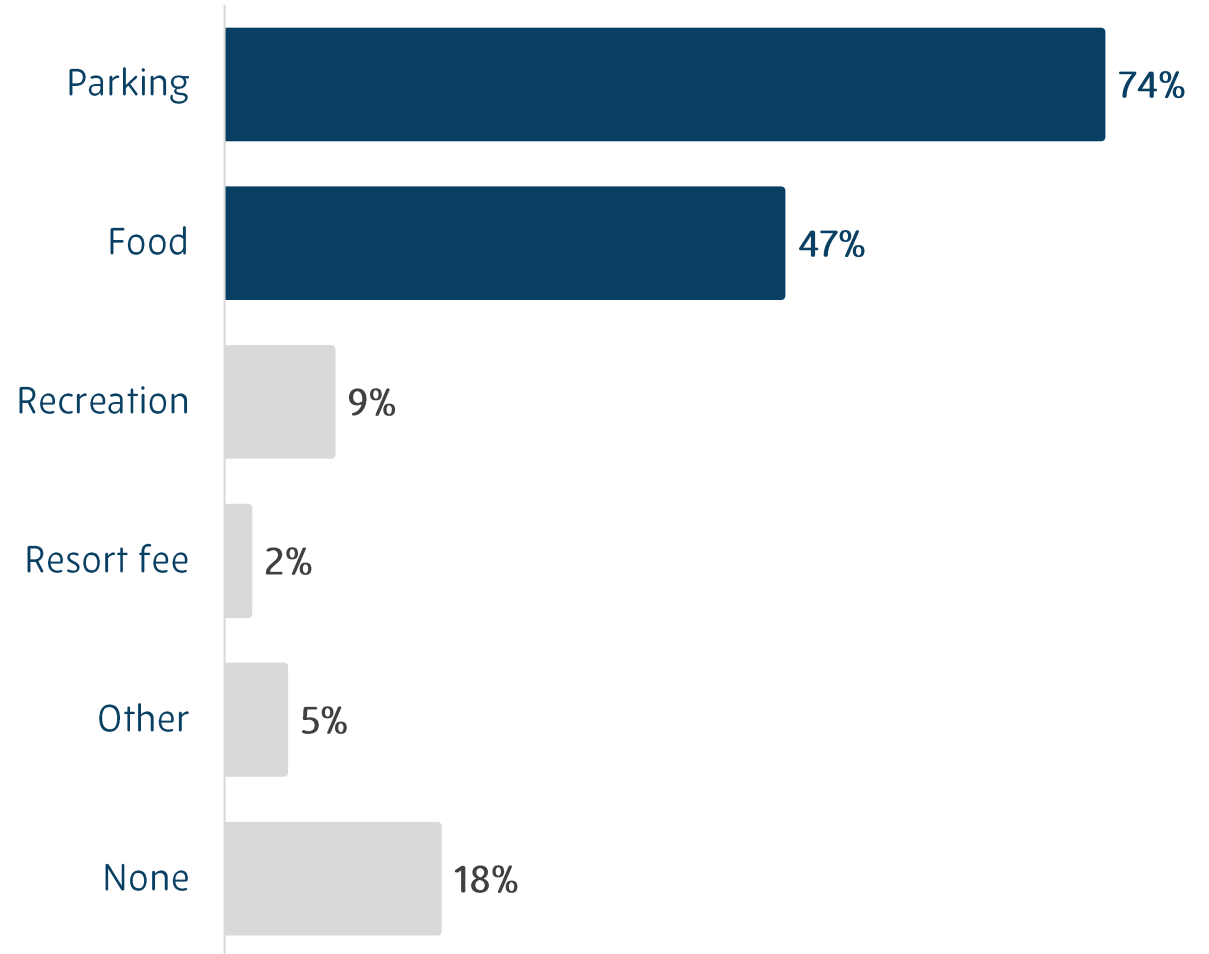
OTHER STATES & PROVINCES VISITED*

» Nearly **3 in 5** visitors did not visit any other U.S. state or Canadian province during their trip

» About **1 in 4** visitors visited New Hampshire or Massachusetts during their trip

» Visitors were more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip

State/Province	%
No other states/provinces	56%
New Hampshire	24%
Massachusetts	22%
Vermont	7%
Connecticut	6%
New York	6%
Rhode Island	6%
Nova Scotia	2%
New Brunswick	1%
Quebec	1%
Prince Edward Island	<1%
Newfoundland and Labrador	<1%
Ontario	<1%
Other	1%

*Multiple responses permitted.

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TRAVELING WITHIN MAINE*

» About **2 in 5** visitors visited the Midcoast & Islands in addition to their primary destination within Maine

» **1 in 3** visitors visited the Maine Beaches in addition to their primary destination within Maine

» **3 in 10** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (+19% points from 2022)

Region	%
No other regions	30%
Midcoast & Islands	44%
The Maine Beaches	33%
Downeast & Acadia	25%
The Maine Highlands	7%
Kennebec Valley	6%
Maine Lakes & Mountains	4%
Aroostook County	1%
Other	1%

*Multiple responses permitted.

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Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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RECOMMENDING MAINE & ITS REGIONS

Likelihood of Recommending Maine

Would recommend Maine	98%
Would not recommend Maine	<1%
Not sure	2%

» **98%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation

» **97%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **70%** would definitely recommend (+8% points from 2022)

Likelihood of Recommending Region Visited

Definitely recommend region	70%
Probably would recommend region	27%
Would not recommend region	<1%
Not sure	3%

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LIKELIHOOD OF RETURNING TO MAINE

Definitely will return **68%**

Probably will return **23%**

Probably will not return* **<1%**

Not sure* **9%**

» **91%** of visitors will return to Maine for a future visit or vacation

*9% of all visitors are not sure they'll return to Maine for the following reasons:
1. Prefer a variety of destinations 2. Traffic/difficult drive

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SATISFACTION

» **98%** of visitors were satisfied with their trip to Maine

» Over **3 in 5** visitors were very satisfied with their trip to Maine (+19% points from 2022)

Very satisfied — 61%

Satisfied — 37%

Dissatisfied — <1%

Don't know — 2%

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TRIP RATINGS

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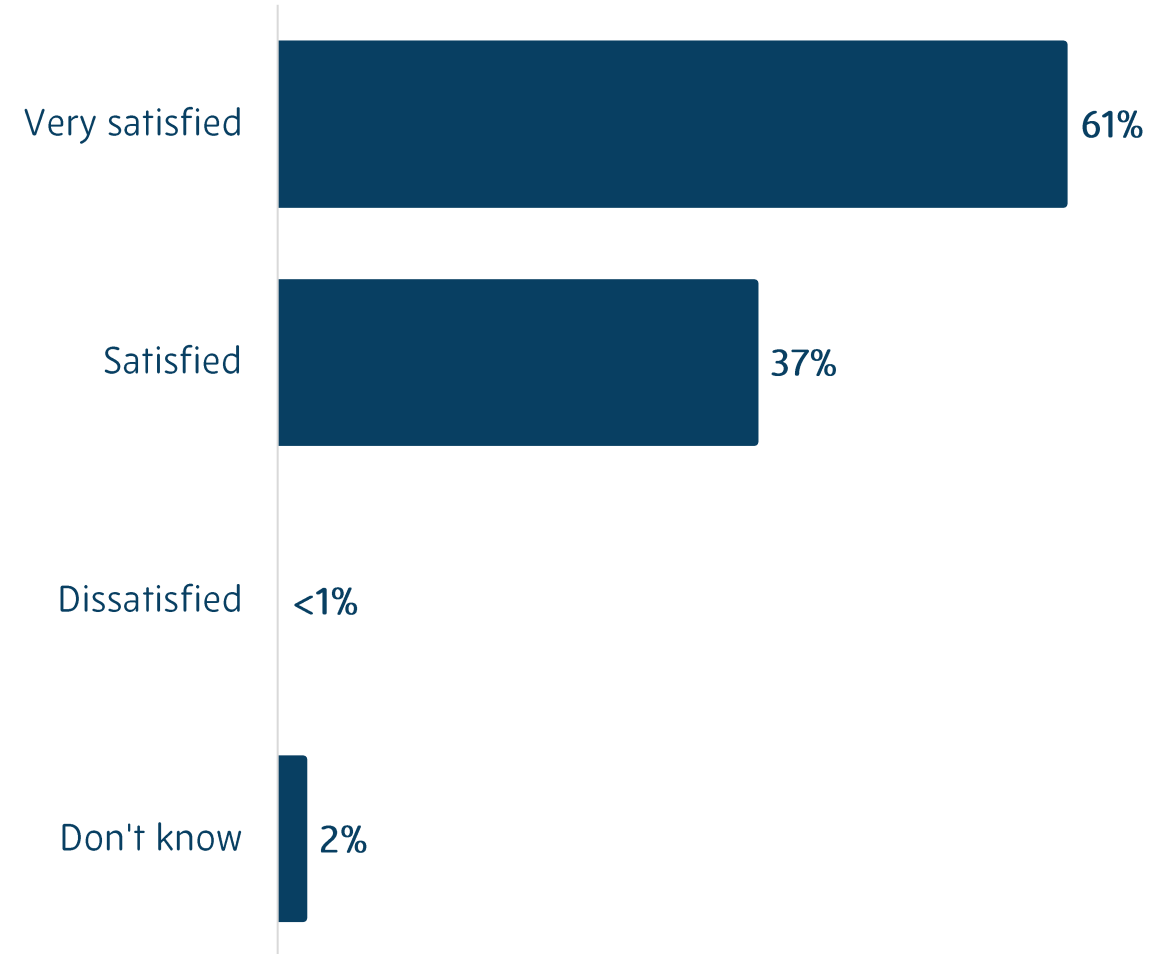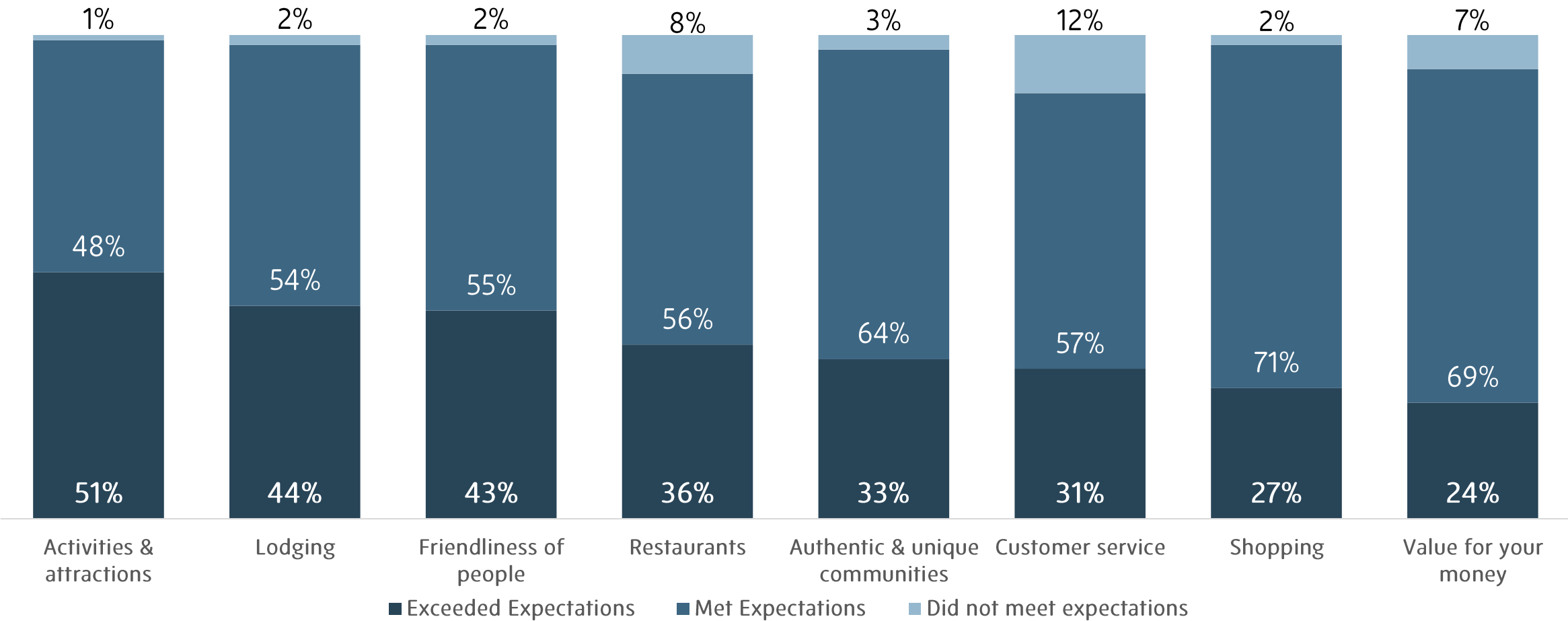
OVERCROWDING

» **Half** of visitors thought the number of visitors during their trip to Maine was fine

» **3 in 10** visitors thought it was a little overcrowded

Overcrowded — 5%

A little overcrowded — 30%

The number of visitors was fine — 49%

Not at all overcrowded — 14%

Other — 2%

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ANNUAL COMPARISONS

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VISITOR JOURNEY : PRE-VISIT

Pre-Visit | Traveler Profile | Trip Experience | Post-Trip Evaluation | Impact of Tourism

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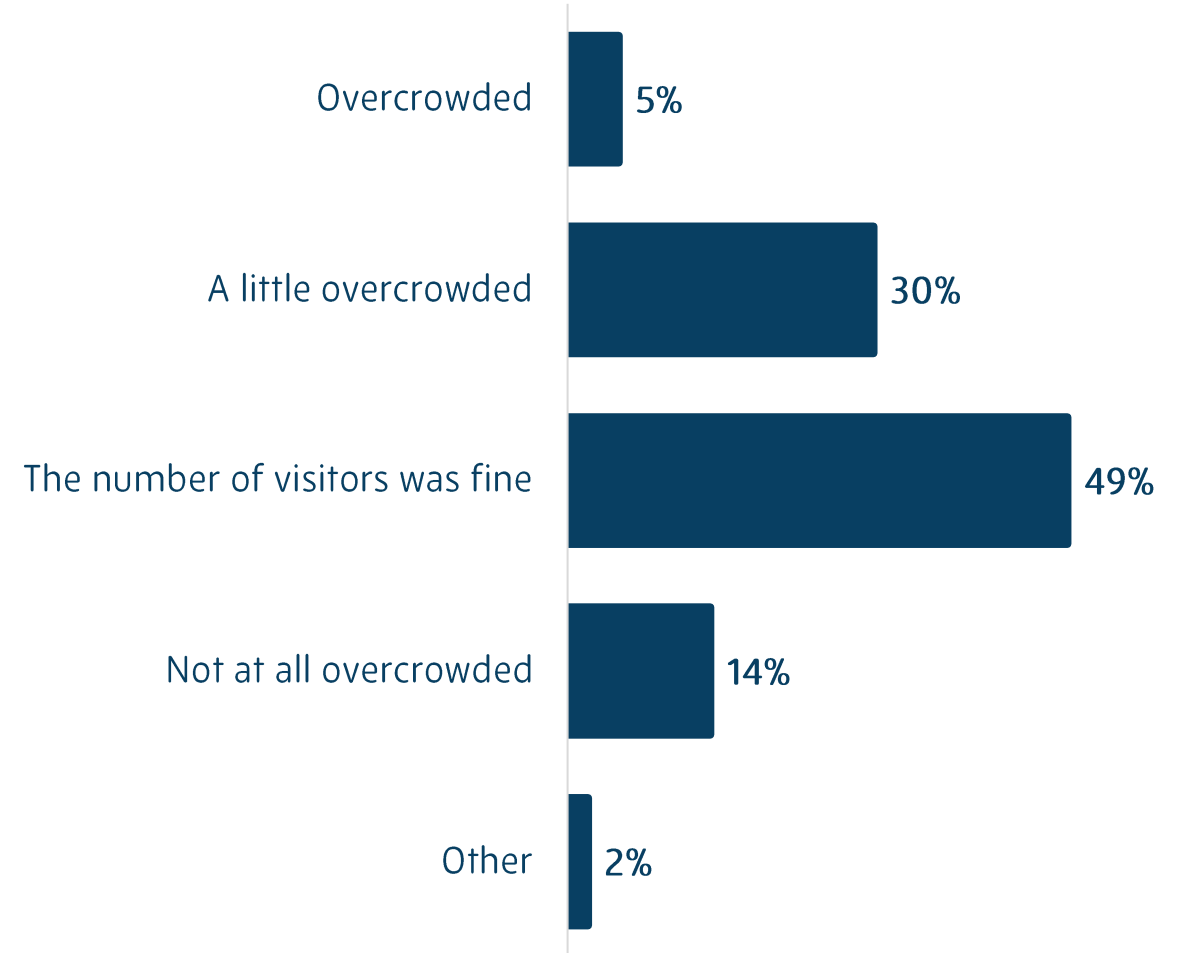
TRIP PLANNING CYCLE

Trip Planning Cycle	2022	2023
A week or less	9%	10%
2 - 3 weeks	15%	12%
1 - 2 months	30%	29%
3 - 4 months	17%	25%
5 - 6 months	15%	13%
7 months - 1 year	11%	8%
More than 1 year	3%	3%
Days in Planning Cycle	**56**	**59**

Booking Window	2022	2023
A week or less	14%	14%
2 - 3 weeks	18%	16%
1 - 2 months	30%	28%
3 - 4 months	14%	23%
5 - 6 months	14%	11%
7 months - 1 year	8%	6%
More than 1 year	2%	2%
Days in Booking Window	**48**	**51**

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2022	2023
Online search engines	42%	34%
VisitMaine.com	15%	18%
Hotel websites	18%	18%
Online travel agency	13%	17%
TripAdvisor	11%	15%
VisitPortland.com	7%	14%
Facebook	11%	13%
Traveler reviews/blogs/stories	19%	13%
Airbnb	10%	12%
VRBO/HomeAway	10%	11%
Instagram	13%	10%
Visit Maine social media	9%	8%
YouTube	6%	7%
DowneastAcadia.com	2%	7%
TheMaineBeaches.com	2%	7%
Airline websites	5%	6%
Vacation rental websites	7%	4%
MaineTourism.com	4%	4%
MainesMidCoast.com	2%	3%
VisitBarHarbor.com	2%	2%
DiscoverNewEngland.com	3%	1%
VisitAroostook.com	1%	1%
KennebecValley.org	1%	1%
Twitter	1%	1%
TheMaineHighlands.com	1%	<1%
MaineLakesandMountains.com	1%	<1%
Other	4%	6%
None	16%	16%

*Multiple responses permitted.

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OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2022	2023
Advice from friends/family	40%	38%
Articles or travelogues	27%	21%
Travel guides/brochures	6%	17%
AAA	18%	11%
Called the Maine Office of Tourism	3%	9%
Travel books & magazines	5%	9%
Travel planning apps	8%	7%
Visit Maine e-newsletter	2%	6%
Visitor Guide	2%	5%
Called local Chambers of Commerce	4%	2%
Called local convention and visitors bureaus	1%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Travel agent	1%	1%
Other	3%	3%
None	21%	28%

*Multiple responses permitted.

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REASON FOR VISITING*

Reasons for Visiting	2022	2023
Sightseeing/touring	26%	32%
Visiting friends/relatives	26%	27%
Relax and unwind	26%	27%
Nature & bird watching	11%	17%
Shopping	15%	16%
Special occasion	15%	11%
Special event	10%	9%
Attractions	13%	8%
Culture/museums/history	5%	8%
Beach	5%	7%
Active outdoor activities	7%	5%
Conference/meeting	5%	5%
Water activities	4%	4%
Sporting event	1%	1%
Snow activities	1%	1%
Astrotourism	<1%	<1%
Other	5%	10%

*Multiple responses permitted.

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TV SHOWS & FILM*

Trip Inspiration From Film	2022	2023
Yes	NA	5%
No	NA	94%
Don't know	NA	1%

How Film Inspired Trip**	2022	2023
Seeing Maine in a film or TV show made me think about Maine as a place to visit	NA	46%
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	NA	29%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	NA	13%
Visiting a location related to a TV show or film was the main reason I visited Maine	NA	4%
Something else	NA	8%

Visited TV or Film Attractions***	2022	2023
Yes	NA	4%
No	NA	93%
Don't know	NA	3%

*Questions were not asked until January 2023.
**Only asked to those who said a TV show or film inspired them to take a trip to Maine.
***Only asked to those who said they were NOT inspired by a TV show or film to visit Maine.

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OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	2022	2023
No other states/provinces	57%	54%
New Hampshire	25%	23%
Massachusetts	20%	22%
Vermont	8%	10%
Rhode Island	10%	8%
Connecticut	6%	6%
New York	7%	6%
Nova Scotia	1%	3%
New Brunswick	1%	2%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Other	2%	2%

*Multiple responses permitted.

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ADVERTISING/PROMOTIONS

Recalled Advertising	2022	2023
Yes	55%	47%
No	34%	41%
Not sure	11%	12%

Influenced by Advertising	2022	2023
Yes	39%	30%

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ADVERTISING/PROMOTIONS*

Sources of Advertising Recall*	2022	2023
Social media	43%	52%
Internet	40%	39%
Magazine	26%	27%
Cable or satellite television	10%	13%
Traveler reviews/blogs	9%	12%
VisitMaine.com	9%	11%
AAA	11%	11%
Maine travel/visitor guide	5%	8%
Radio	11%	7%
Newspaper	7%	6%
Online streaming service	3%	4%
Brochure	3%	4%
Billboard	2%	2%
Music/podcast streaming	2%	2%
Deal – based promotion	2%	1%
Other	3%	5%
Not sure	1%	1%

*Multiple responses permitted.

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VISITOR JOURNEY : TRAVELER PROFILE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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ORIGIN REGION

Region of Origin	2022	2023
Maine	11%	9%
New England	38%	31%
Mid-Atlantic	24%	24%
Southeast	9%	13%
Southwest	3%	4%
Midwest	7%	10%
West	4%	4%
Canada	3%	3%
International	1%	2%

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ORIGIN STATE/PROVINCE

Origin States & Provinces	2022	2023
Massachusetts	18%	15%
New York	9%	10%
Maine	11%	9%
Florida	4%	6%
New Hampshire	7%	6%
Connecticut	7%	5%
New Jersey	6%	5%
Pennsylvania	4%	5%
Virginia	3%	3%
California	2%	2%
Georgia	1%	2%
Illinois	2%	2%
Maryland	3%	2%
Ohio	1%	2%
Rhode Island	2%	2%
Texas	2%	2%
Quebec	1%	2%

ORIGIN MARKET

Origin Markets	2022	2023
New York City[1]	10%	**10%**
Boston	10%	**9%**
Washington DC - Baltimore[2]	4%	**3%**
Providence, RI	2%	**2%**
Philadelphia	2%	**2%**
Atlanta	1%	**2%**
Chicago	1%	**2%**
Dallas - Ft. Worth	1%	**1%**
Albany	1%	**1%**
Orlando	0%	**1%**
Lowell, MA	1%	**1%**
Brockton, MA	2%	**1%**
Bangor	1%	**1%**
Manchester, NH	1%	**1%**
Auburn - Lewiston	0%	**1%**
Pittsburgh	0%	**1%**
Kansas City	0%	**1%**
Detroit	1%	**1%**
Tampa - Clearwater - St. Petersburg	1%	**1%**
Rochester - Portsmouth, NH	1%	**1%**
Hartford, CT	1%	**1%**
Los Angeles	1%	**1%**
Norwalk - Bridgeport, CT	1%	**1%**
Phoenix - Mesa - Glendale, AZ	0%	**1%**
Sarasota - Bradenton	0%	**1%**
Portland	1%	**1%**

[1] Includes some markets in New Jersey, Pennsylvania, and Connecticut.
[2] Includes some markets in Maryland, Virginia, and West Virginia.

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TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2022	2023
As a couple	55%	47%
As a family	20%	26%
Traveled alone	12%	13%
With other couples/friends	10%	10%
With business associates	1%	2%
In a tour group	2%	2%
Other	<1%	<1%
Average Travel Party Size	**2.4**	**2.5**

TRAVEL WITH CHILDREN*

Children in Travel Party*	2022	2023
No children	87%	86%
Children younger than 6	4%	5%
Children 6 – 12	7%	7%
Children 13 – 17	6%	7%

Gender	2022	2023
Male	39%	41%
Female	61%	59%

*Multiple responses permitted.

DEMOGRAPHIC PROFILE

Age	2022	2023
Under 25	3%	4%
25 – 34	12%	12%
35 – 44	25%	23%
45 – 54	21%	19%
55 – 65	30%	26%
Over 65	9%	16%
Median Age	**50**	**51**

Race/Ethnicity	2022	2023
White	84%	85%
Asian	5%	6%
Black	4%	4%
Hispanic	3%	3%
Indigenous	<1%	<1%
Other	4%	2%

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LIFESTYLE PROFILE

Marital Status	2022	2023
Single/widowed	19%	21%
Married/living with partner	81%	79%

Employment Status	2022	2023
Employed full-time	48%	55%
Employed part-time	16%	11%
Contract/freelance/temporary employee	10%	6%
Retired	13%	18%
Not currently employed	10%	7%
Student	3%	3%

LIFESTYLE PROFILE

Household Income	2022	2023
Less than $25,000	4%	3%
$25,000 - $49,999	6%	8%
$50,000 - $74,999	24%	17%
$75,000 - $99,999	29%	22%
$100,000 - $149,999	24%	25%
$150,000 - $199,999	8%	13%
$200,000 - $249,999	2%	7%
$250,000 or more	3%	5%
Median Household Income	**$88,800**	**$100,000**

LIFESTYLE PROFILE

Educational Attainment	2022	2023
High school or less	5%	5%
Some college or technical school	11%	11%
College or technical school graduate	68%	60%
Graduate school	16%	24%

NEW & RETURNING VISITORS

Previous Trips to Maine	2022	2023
This is my first time	25%	25%
2 - 5 times	30%	31%
6 - 10 times	23%	20%
11+ times	22%	24%

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VISITOR JOURNEY : TRIP EXPERIENCE

Pre-Visit → Traveler Profile → **Trip Experience** → Post-Trip Evaluation → Impact of Tourism

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TRANSPORTATION

Means of Transportation	2022	2023
Drove to Maine	79%	70%
Flew into Portland Intl Jetport	10%	13%
Flew into Boston Logan Intl	4%	8%
Took a motor coach tour or bus	3%	3%
Flew into Bangor Intl Airport	1%	1%
Flew into Manchester-Boston Regional Airport	1%	1%
Flew into another airport	<1%	1%
Traveled by train	1%	1%
Other	1%	2%

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LENGTH OF STAY

Nights Stayed	2022	2023
Not staying overnight	19%	19%
1 night	4%	5%
2 nights	10%	13%
3 nights	22%	18%
4 nights	19%	14%
5+ nights	26%	31%
Average Length of Stay	**4.5**	**4.7**

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ACCOMMODATIONS

Accommodations	2022	2023
Hotel/motel/resort	26%	33%
Friends/family home	22%	21%
Not spending the night	19%	19%
Vacation rental home	12%	12%
Personal second home	7%	5%
Bed & Breakfast/Inn	7%	5%
Campground/RV Park	3%	2%
Wilderness camping	1%	1%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	2%	1%

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BOOKING

Booking Methods	2022	2023
Directly with the hotel/condo	39%	36%
Online travel agency	24%	28%
Airbnb	11%	12%
Short term rental service	11%	11%
Vacation rental company	5%	2%
Group tour operator	4%	2%
Offline travel agent	1%	1%
Travel package provider	1%	1%
Other	4%	7%

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IN-MARKET RESOURCES*

In-Market Resources	2022	2023
Navigation website/apps	62%	58%
Restaurant website/app	53%	37%
Materials from hotel/campground	22%	26%
Visitor Information Centers	16%	25%
Personal social media	33%	24%
Hotel/resort website/app	11%	20%
Trip planning app	14%	20%
VisitMaine.com	11%	18%
Destination social media	13%	16%
Booking website/app	6%	5%
Airline website/app	4%	4%
Chambers of Commerce	8%	4%
Other	10%	8%
None	9%	14%

*Multiple responses permitted.

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Greater Portland & Casco Bay

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ACTIVITIES*

Activities	2022	2023
Food/beverage/culinary	75%	76%
Touring/sightseeing	51%	57%
Shopping	59%	57%
Active outdoor activities	34%	33%
History/culture	22%	29%
Water activities	20%	21%
Entertainment/attractions	31%	20%
Business conference/meeting	5%	4%
Astrotourism	2%	2%
Other	3%	5%

*Multiple responses permitted.

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FOOD & BEVERAGE ACTIVITIES*

Food & Beverage Activities	2022	2023
Ate lobster	53%	51%
Ate other local seafood	45%	44%
Going to local brew pubs/craft breweries	53%	43%
Consumed other locally produced Maine foods	32%	33%
Enjoyed high-end cuisine or five-star dining	27%	24%
Enjoyed unique Maine food or beverages	22%	22%
Visited Farmer's Markets	19%	16%
Enjoying local food at fairs/festivals	22%	15%
Ate farm-to-table or organic cuisine	10%	14%
Other	5%	4%

*Multiple responses permitted.

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TOURING & SIGHTSEEING ACTIVITIES*

Touring & Sightseeing Activities	2022	2023
Sightseeing	42%	46%
Enjoying the ocean views/rocky coast	44%	46%
Driving for pleasure	31%	34%
Nature cruises or tours	22%	27%
Photography	21%	26%
Wildlife viewing/bird watching	22%	24%
Tours of communities/local architecture	17%	23%
Enjoying the mountain views	19%	18%
Viewing fall colors	13%	14%
Other	4%	3%

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SHOPPING ACTIVITIES*

Shopping Activities	2022	2023
Outlet shopping	41%	38%
Shopping in downtown areas	34%	34%
Shopping for gifts/souvenirs	33%	30%
Shopping for antiques/local arts and crafts	26%	21%
Shopping for "Made in Maine" products	30%	18%
Shopping for unique/locally produced goods	30%	18%
Shopping at malls	10%	13%
Other	3%	6%

*Multiple responses permitted.

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ACTIVE OUTDOOR ACTIVITIES*

Active Outdoor Activities	2022	2023
Hiking/climbing/backpacking	24%	25%
Exploring State and National Parks	15%	15%
Camping	6%	6%
Bicycling touring	4%	4%
Hunting	3%	3%
Snowshoeing	1%	3%
Riding all-terrain vehicles	2%	2%
Mountain/Fat Biking	3%	2%
Alpine skiing/snowboarding	2%	1%
Nordic skiing	1%	1%
Snowmobiling	1%	1%
Other	8%	7%

*Multiple responses permitted.

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HISTORY/CULTURE ACTIVITIES*

History/Culture Activities	2022	2023
Visit historic sites/museums	13%	16%
Visit art museums/local artisan studios	10%	13%
Attend popular music concerts/events	7%	7%
Get to know the local people and/or culture	5%	7%
Attend plays/musicals/theatrical events	3%	4%
Painting/drawing/sketching	3%	3%
Attend operas/classical music events	1%	1%
Other	2%	3%

*Multiple responses permitted.

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WATER ACTIVITIES*

Water Activities	2022	2023
Going to the beach	13%	13%
Fishing	9%	11%
Canoeing/kayaking	10%	10%
Outdoor swimming	8%	10%
Pool swimming	2%	7%
Sailing	6%	7%
Motor boating	6%	6%
Surfing	1%	5%
Water skiing/jet skiing	1%	2%
White water rafting	1%	1%
Other	1%	2%

*Multiple responses permitted.

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ENTERTAINMENT ACTIVITIES*

Entertainment Activities	2022	2023
Amusement/theme parks	3%	2%
Agricultural fairs	3%	2%
Attend sporting events	3%	2%
Bars/nightlife	1%	2%
Animal parks/zoos	1%	1%
Children's museums	2%	1%
Outdoor fun centers	2%	1%
Water parks	1%	<1%
Summer camps	<1%	<1%
Horseback riding	<1%	<1%
Other	3%	10%

*Multiple responses permitted.

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OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2022	2023
No other states/provinces	58%	56%
New Hampshire	25%	24%
Massachusetts	21%	22%
Vermont	6%	7%
Connecticut	6%	6%
New York	7%	6%
Rhode Island	9%	6%
Nova Scotia	1%	2%
New Brunswick	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	0%	0%
Ontario	1%	0%
Prince Edward Island	0%	0%
Other	1%	1%

*Multiple responses permitted.

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TRAVELING IN MAINE*

Maine Regions Visited	2022	2023
Midcoast & Islands	61%	44%
The Maine Beaches	24%	33%
No other regions	11%	30%
Downeast & Acadia	21%	25%
The Maine Highlands	8%	7%
Kennebec Valley	8%	6%
Maine Lakes & Mountains	9%	4%
Aroostook County	2%	1%
Other	<1%	1%

*Multiple responses permitted.

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Pre-Visit

Traveler Profile

Trip Experience

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RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2022	2023
Would recommend Maine	97%	98%
Would not recommend Maine	1%	0%
Not sure	2%	2%

Recommending Regions	2022	2023
Definitely recommend region	62%	70%
Probably would recommend region	35%	27%
Would not recommend region	0%	0%
Not sure	3%	3%

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RETURNING TO MAINE

Returning to Maine	2022	2023
Definitely will return	57%	68%
Probably will return	27%	23%
Probably will not return	1%	0%
Not sure	15%	9%

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SATISFACTION

Satisfaction	2022	2023
Very satisfied	42%	61%
Satisfied	56%	37%
Dissatisfied	0%	0%
Don't know	2%	2%

TRIP EXPECTATIONS

Exceeded Expectations	2022	2023
Activities & attractions	57%	51%
Lodging	42%	44%
Friendliness of people	35%	43%
Restaurants	26%	36%
Authentic & unique communities	27%	33%
Customer service	22%	31%
Shopping	21%	27%
Value for your money	20%	24%

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OVERCROWDING

Overcrowding	2022	2023
Overcrowded	15%	5%
A little overcrowded	32%	30%
The number of visitors was fine	42%	49%
Not at all overcrowded	10%	14%
Other	1%	2%

STUDY METHODS

METHODOLOGY

Visitor Tracking

529 interviews were completed with visitors to Greater Portland & Casco Bay online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1st, 2022 and November 30th, 2023.

Economic Impact

Total economic impact of tourism on Greater Portland & Casco Bay is a function of direct spending by visitors to Greater Portland & Casco Bay, as well as the indirect and induced effects of this spending, such as increased business and household spending generated by tourism dollars.

Multiplier

Downs & St. Germain Research uses IMPLAN economic modeling to calculate the multiplier based on direct expenditure data collected from visitors to Greater Portland & Casco Bay. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. Greater Portland & Casco Bay's multiplier is 1.77.

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GREATER PORTLAND & CASCO BAY

2023 Economic Impact & Visitor Tracking Report
DECEMBER 2022 – NOVEMBER 2023

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