

# **GREATER PORTLAND & CASCO BAY**

2025 Economic Impact & Visitor Tracking Report  
DECEMBER 2024 – NOVEMBER 2025



# STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2024 to November 2025. 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.



# EXECUTIVE SUMMARY



# GREATER PORTLAND & CASCO BAY

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

- » Use VisitPortland.com as a planning resource
- » Visit Maine for its shopping opportunities
- » Be first-time visitors
- » Visit from out of state
- » Fly into Maine rather than driving



# VISITOR JOURNEY: IMPACT OF TOURISM



# ECONOMIC IMPACT\*

Visitor spending generated

# \$3,088,067,100

in economic impact to Greater Portland & Casco Bay's economy, up 2.3% from 2024

\*The economic impact analysis process has been updated to align with current IMPLAN data models. As a result, previous years' figures have been revised using the updated methodology. IMPLAN models are based on government data sources (e.g., BEA, BLS, Census, etc.) that lag behind this report's calendar year, therefore future updates may occur as newer datasets become available. This Economic Impact analysis does not account for leakage outside of the region (i.e., the cost of wholesale and retail trade services that do not continue to circulate within the region's economy).



Greater Portland & Casco Bay

# DIRECT SPENDING

Visitors to Greater Portland & Casco Bay spent

**\$1,807,720,000**

throughout the area in 2025 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, up 2.5% from 2024



# VISITORS

Greater Portland & Casco Bay attracted

**2,653,500**

visitors in 2025, down 5.5% from 2024



# VISITOR DAYS\*

All visitors to Greater Portland & Casco Bay  
spent

# 12,645,800

days in Greater Portland & Casco Bay  
throughout 2025, down 0.5% from 2024



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

Greater Portland & Casco Bay

# ROOM NIGHTS

Visitors to Greater Portland & Casco Bay  
generated

**2,361,600**

nights in Greater Portland & Casco Bay  
accommodations throughout 2025, down  
4.5% from 2024



# JOBS SUPPORTED

Visitors to Greater Portland & Casco Bay supported

# 19,500

jobs throughout the area in 2025, down 1.0%  
from 2024



# WAGES SUPPORTED

Visitors to Greater Portland & Casco Bay supported

**\$1,056,425,300**

in wages paid to Greater Portland & Casco Bay employees in 2025, up 2.5% from 2024



# VISITORS SUPPORT JOBS

Every  
**136**

visitors supports a job in Greater Portland &  
Casco Bay



# HOUSEHOLD SAVINGS

Visitors to Greater Portland & Casco Bay  
saved local households

**\$2,107**

in state and local taxes in 2025



# LODGING METRICS\*

Occupancy Rate

**60.0%**

- 1.8% from 2024

Average Daily Rate

**\$226.17**

+ 9.0% from 2024

Revenue per Available Room

**\$135.70**

+ 7.1% from 2024

\*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.  
Sources: Key Data & STR.

Greater Portland & Casco Bay

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# VISITOR JOURNEY: PRE-VISIT



# TRIP PLANNING CYCLE

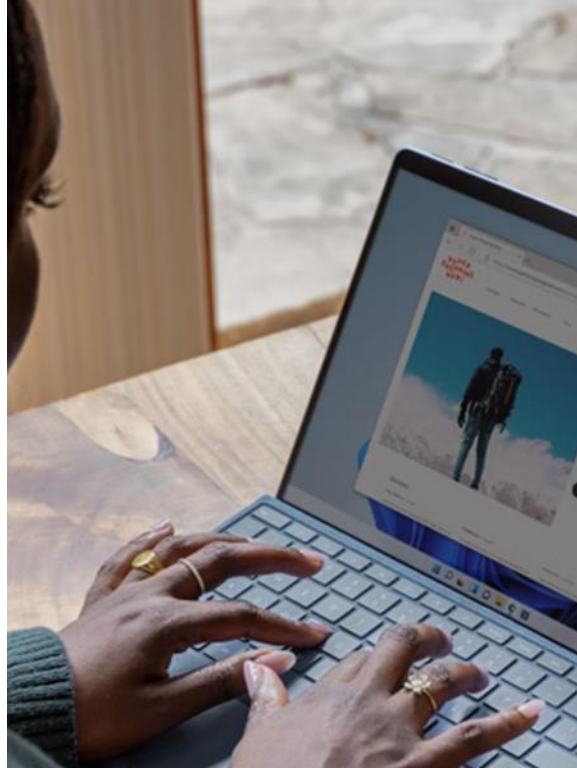
- » 76% of visitors started planning their trip a month or more in advance of their trip
- » 63% of visitors have a booking window of less than 3 months



# TOP TRIP PLANNING SOURCES\*



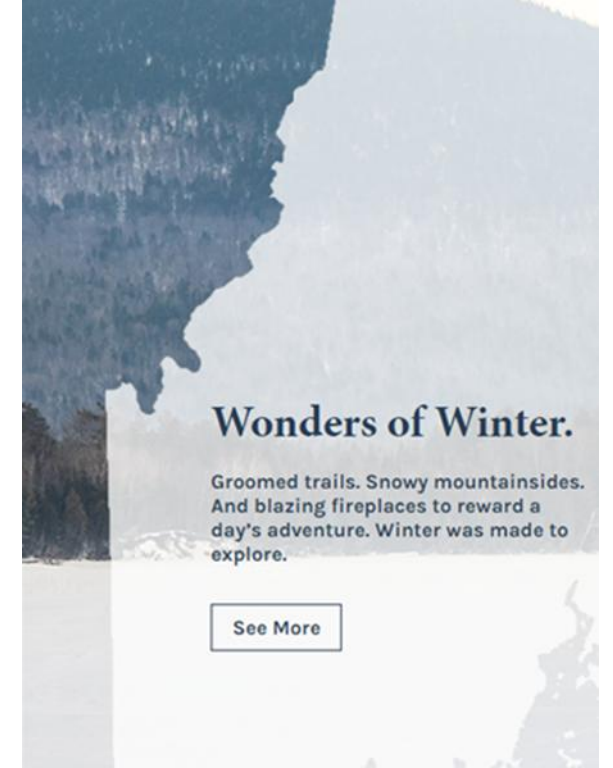
42% Advice from family/friends



32% Online search engines



23% Online travel agency



21% VisitMaine.com

# TOP TRIP MOTIVATIONS\*



**58%** To relax and take a break from everyday stress

(Escape & Relaxation)



**54%** To spend quality time with family or friends

(Connection & Belonging)



**54%** To explore new places and try new experiences

(Discovery & Adventure)

\*Only asked in Fall survey. Multiple responses permitted.

# TOP REASONS FOR VISITING\*



36% Sightseeing and touring



30% Visit friends/relatives



28% Relax and unwind

# CONSIDERING MAINE AS A DESTINATION

- » 3 in 5 visitors considered visiting **ONLY** Maine while planning their trips (-3% points from 2024)
- » Nearly 1 in 5 visitors also 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



# PRE-TRIP RECALL OF ADVERTISING

- » Nearly **half** of visitors recalled advertising or promotions for Maine prior to their trip (+6% points from 2024)
- » This information influenced **24% of all** visitors to visit Maine (+7% points from 2024)



# TOP SOURCES OF ADVERTISING RECALL\*



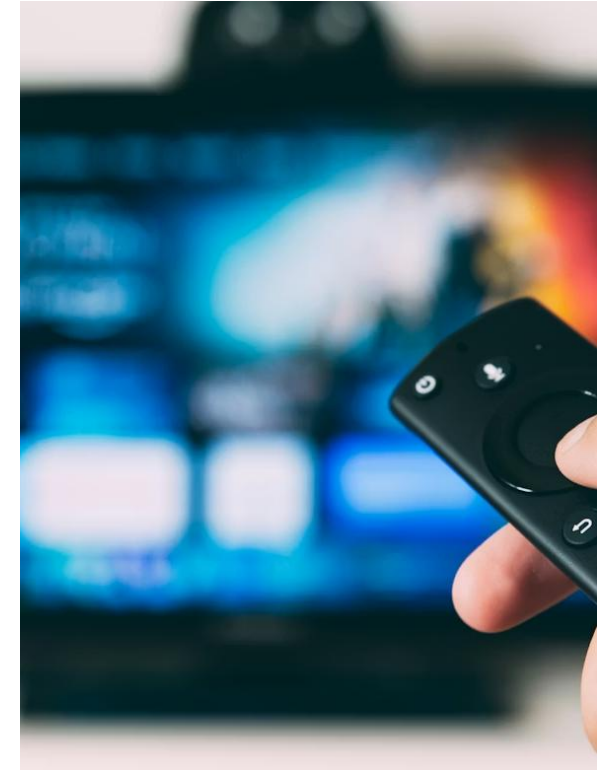
52% Social media



39% Internet



15% Magazine

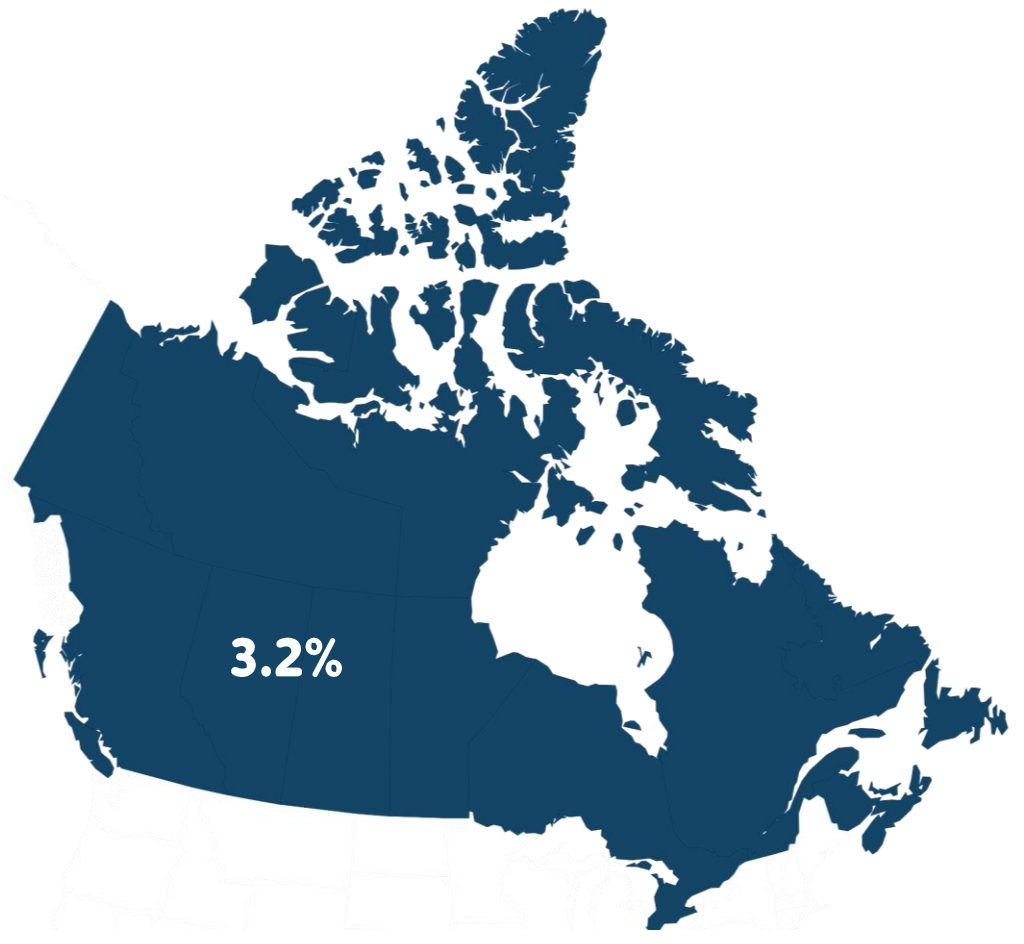
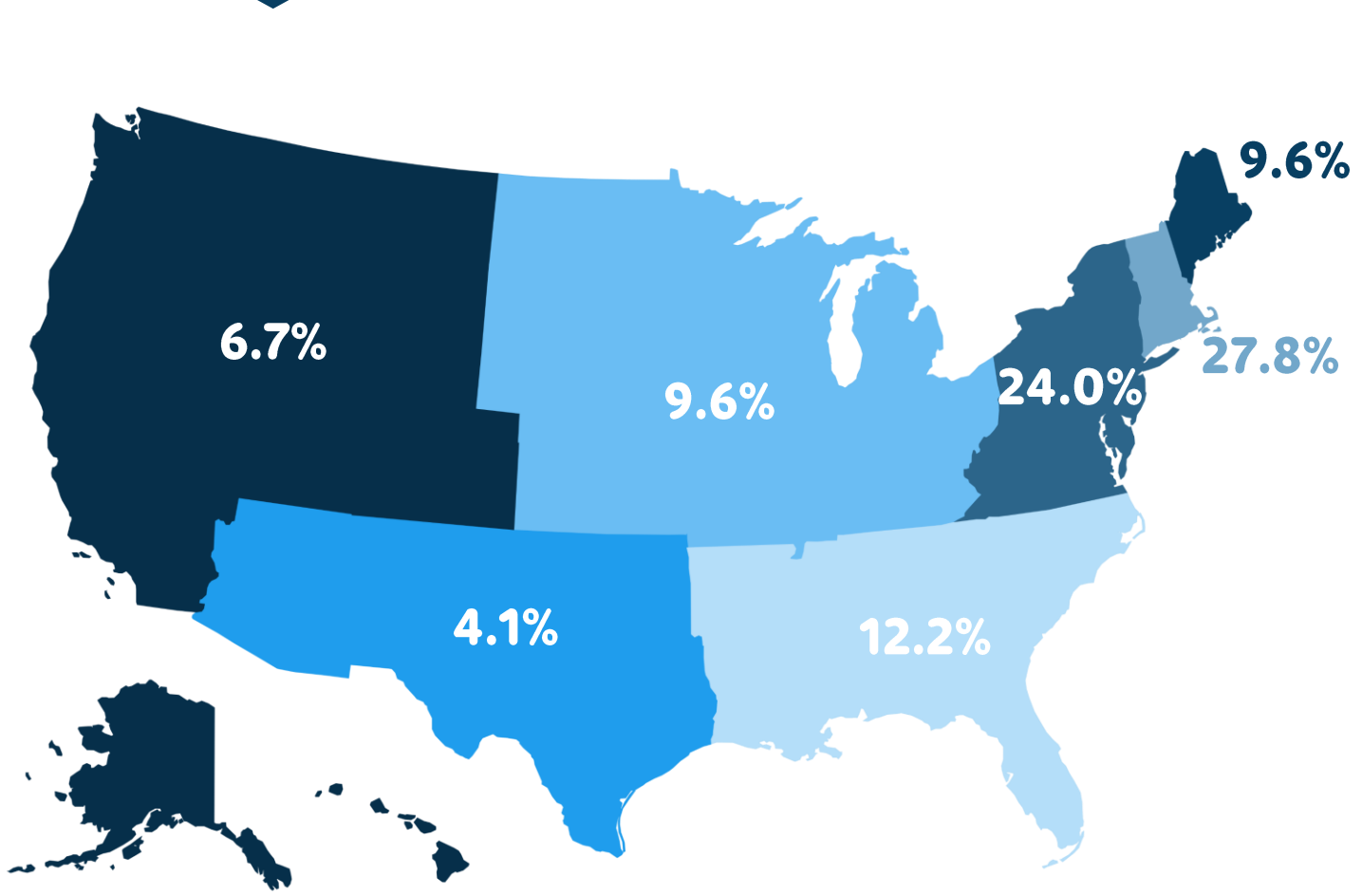


14% Cable or satellite television

# VISITOR JOURNEY: TRAVELER PROFILE



# REGIONS OF ORIGIN



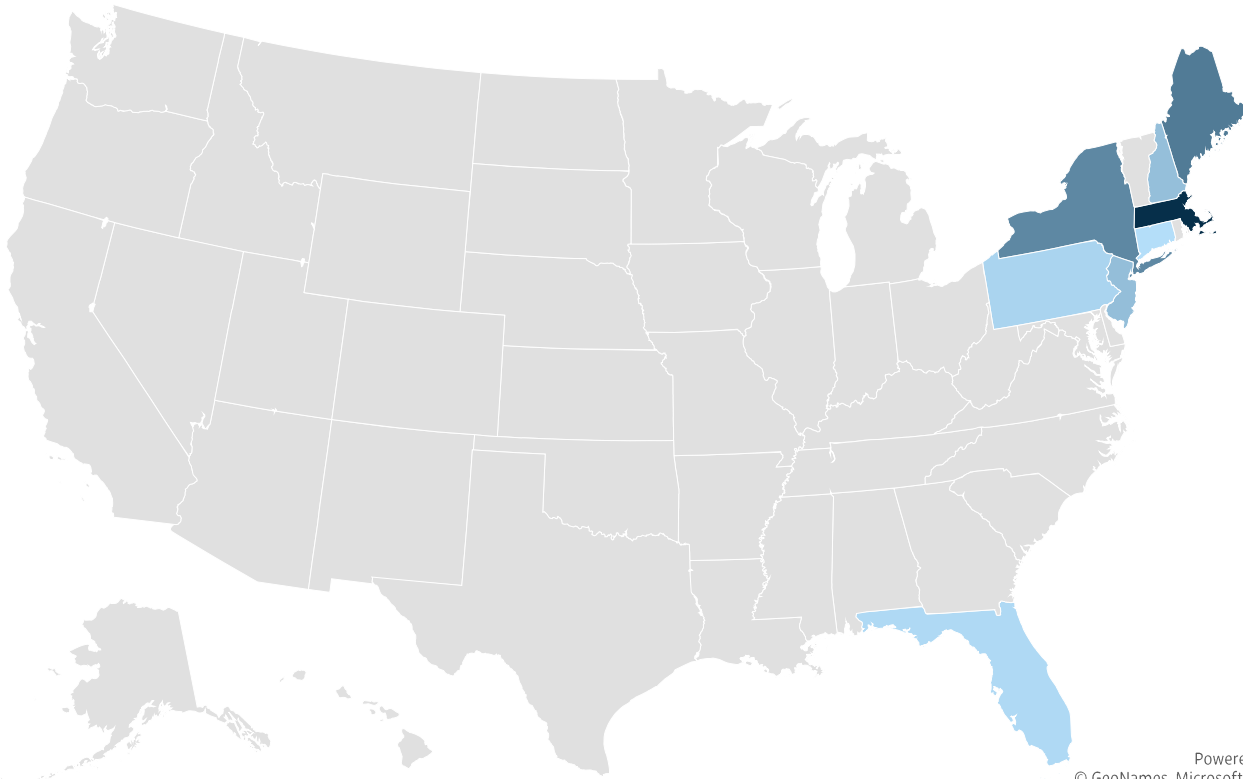
2.8% of visitors came from outside of the United States and Canada.

3.2% of visitors came from Canada.

# TOP ORIGIN STATES & PROVINCES

# 56.4%

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



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State/Province	Percent
Massachusetts	14.0%
Maine	9.6%
New York	8.8%
New Jersey	5.7%
New Hampshire	5.7%
Pennsylvania	4.5%
Florida	4.2%
Connecticut	3.9%

# TOP ORIGIN MARKETS\*



16.5% Boston<sup>1</sup>



12.0% New York City<sup>2</sup>



6.9% Portland-Auburn

\*Markets have been updated to align with DMA boundaries rather than cities/town as in previous years.

<sup>1</sup>Includes areas in New Hampshire and Vermont.

<sup>2</sup>Includes areas in New Jersey, Pennsylvania, and Connecticut.

Greater Portland & Casco Bay

# TRAVEL PARTIES

The typical Maine visitor traveled with **2.7** people in their visitor party



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



# NEW & RETURNING VISITORS

- » 24% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 31% had previously traveled in Maine more than 10 times



# VISITOR JOURNEY : TRIP EXPERIENCE



# TRANSPORTATION

- » Maine is a drive-market for most visitors, with **67%** 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



# NIGHTS STAYED

- » 83% of visitors stayed one or more nights in Maine on their trip (+1% point from 2024)
- » Typical visitors stayed 4.7\* nights in Maine on their trips



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

Greater Portland & Casco Bay

# TOP ACCOMMODATIONS



39% Hotel/motel/resort



20% Friends/family home



17% Not spending the night

# TOP IN-MARKET VISITOR RESOURCES\*



57% Navigation website/apps (i.e., Google or Apple Maps, etc.)



30% Restaurant website/app



27% Destination social media

# TOP VISITOR ACTIVITIES\*



77% Food/beverage/culinary



62% Touring/sightseeing

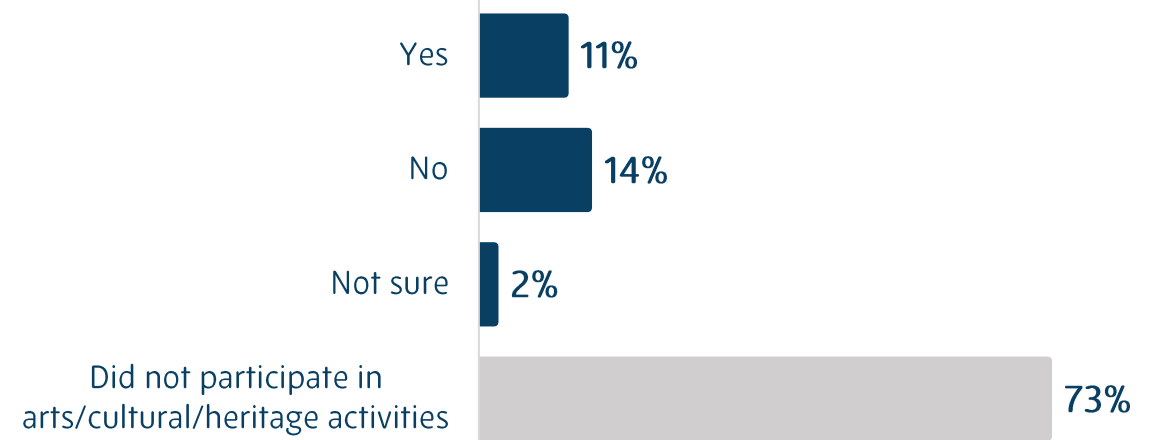


62% Shopping

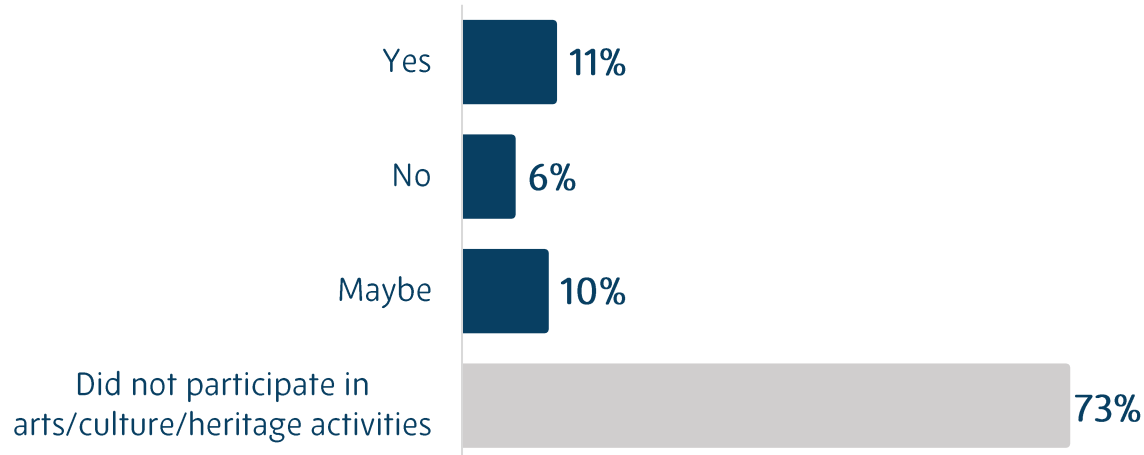
# INDIGENOUS TRAVEL\*

- » 11% of visitors said they seek out indigenous experiences when they travel
- » 7% of visitors said they were slightly/very familiar with the Wabanaki Nations
- » 11% of visitors said they would consider incorporating authentic Wabanaki cultural experiences into their Maine itinerary

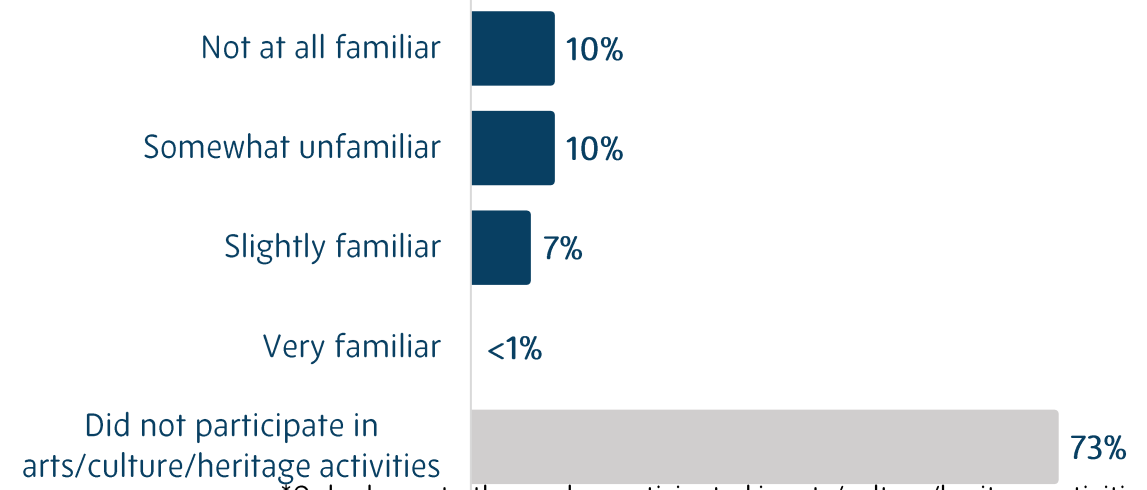
## Do you seek out indigenous experiences when you travel?



## Would you consider incorporating authentic Wabanaki cultural experiences into your Maine itinerary?



## What is your current familiarity with the Wabanaki Nations and their contemporary presence in Maine?



\*Only shown to those who participated in arts/culture/heritage activities. Only asked in the Fall survey.

# VISITING OTHER STATES & PROVINCES

- » Over **3 in 5** visitors did not visit any other U.S. state or Canadian province during their trip
- » Over **1 in 5** 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



# TRAVELING WITHIN MAINE

- » Over 1 in 3 visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (-7% points from 2024)
- » Nearly 1 in 3 visitors visited **Maine's Midcoast and Islands** in addition to their primary destination within the state



# VISITOR JOURNEY : POST-TRIP EVALUATION



# 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
- » **98%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip. **84%** would definitely recommend (+5% points from 2024)



# LIKELIHOOD OF RETURNING TO MAINE

- » 93% of visitors would return to Maine for a future visit or vacation
- » 75% of visitors were highly satisfied with their trip in Maine and will “definitely return” in the future



# SATISFACTION

- » 99% of visitors were satisfied with their trip to Maine
- » 75% were very satisfied with their trip to Maine (+5% points from 2024)



# DETAILED FINDINGS



# VISITOR JOURNEY: IMPACT OF TOURISM



# KEY PERFORMANCE INDICATORS

Economic Impact	2023	2024	2025	Δ% from '24
Number of Visitors	2,917,900	2,807,900	2,653,500	- 5.5%
Visitor Days*	13,872,800	12,712,700	12,645,800	- 0.5%
Room nights generated	2,539,600	2,471,900	2,361,600	- 4.5%
Direct expenditures	\$1,566,110,300	\$1,763,884,100	\$1,807,720,000	+ 2.5%
<b>Total economic impact</b>	<b>\$2,780,627,400</b>	<b>\$3,018,425,100**</b>	<b>\$3,088,067,100</b>	<b>+ 2.3%</b>

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

\*\*The economic impact analysis process has been updated to align with current IMPLAN data models. As a result, previous years' figures have been revised using the updated methodology. IMPLAN models are based on government data sources (e.g., BEA, BLS, Census, etc.) that lag behind this report's calendar year, therefore future updates may occur as newer datasets become available. This Economic Impact analysis does not account for leakage outside of the region (i.e., the cost of wholesale and retail trade services that do not continue to circulate within the regions economy).

# EMPLOYMENT IMPACTS

Greater Portland & Casco Bay Jobs	2023	2024*	2025	Δ% from '24
Jobs supported (direct)	13,200	13,700	13,600	- 0.7%
Total jobs supported	18,500	19,700	19,500	- 1.0%

Greater Portland & Casco Bay Wages	2023	2024*	2025	Δ% from '24
Wages paid (direct)	\$565,802,300	\$598,319,300	\$615,849,400	+ 2.9%
Total wages paid	\$934,845,300	\$1,030,622,600	\$1,056,425,300	+ 2.5%

\*2024 figures have been updated using the latest IMPLAN data models which reflect that year. The economic impact analysis process has been updated to align with current IMPLAN data models. As a result, previous years' figures have been revised using the updated methodology. IMPLAN models are based on government data sources (e.g., BEA, BLS, Census, etc.) that lag behind this report's calendar year. This Economic Impact analysis does not account for leakage outside of the region (i.e., the cost of wholesale and retail trade services that do not continue to circulate within the region's economy).

# TOURISM SUPPORTS RESIDENTS

	2023	2024*	2025
Visitors per job supported	158	143	136
State & local taxes supported	\$212,980,700	\$216,479,500	\$222,823,100
Tax savings per household	\$2,077	\$2,081	\$2,107

\*2024 figures have been updated using the latest IMPLAN data models which reflect that year. The economic impact analysis process has been updated to align with current IMPLAN data models. As a result, previous years' figures have been revised using the updated methodology. IMPLAN models are based on government data sources (e.g., BEA, BLS, Census, etc.) that lag behind this report's calendar year. This Economic Impact analysis does not account for leakage outside of the region (i.e., the cost of wholesale and retail trade services that do not continue to circulate within the region's economy).

# LODGING METRICS\*

Lodging Metrics	2023	2024	2025	Δ% from '24
Occupancy Rate (%)	60.3%	61.1%	60.0%	- 1.8%
Average Daily Rate	\$195.43	\$207.52	\$226.17	+ 9.0%
RevPAR	\$117.80	\$126.74	\$135.70	+ 7.1%
Total Lodging Revenue**	\$397,515,900	\$409,385,200	\$420,247,100	+ 2.7%

\*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.

Sources: Key Data & STR.

\*\*Source: State of Maine Revenue Services.

# VISITOR JOURNEY : PRE-VISIT

Visitor tracking questionnaire was updated in September 2025. Data reflects responses from the original survey and incorporates the updated survey data where applicable. This includes revised question wording, combined categories and structural changes. Year over year comparisons should be interpreted with caution as results may not be directly comparable to previous year.



# TRIP PLANNING CYCLE

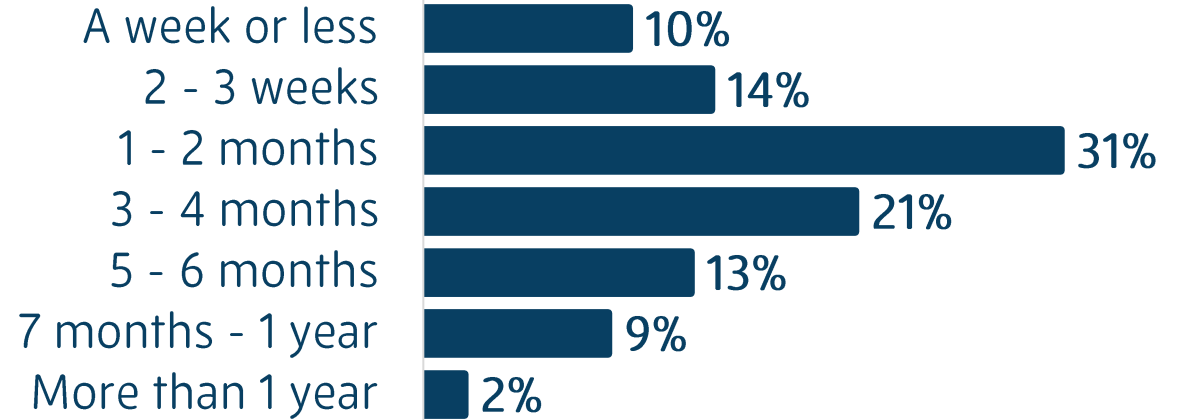
» Typical visitors began planning their trip **55 days** in advance (+4 days from 2024)

» **76%** of visitors started planning their trip a month or more in advance of their trip

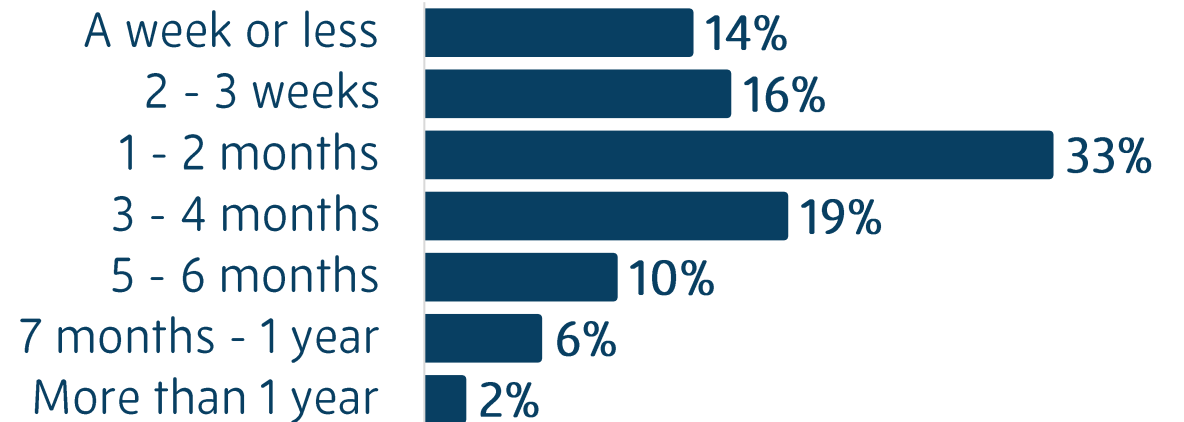
» Typical visitors booked their accommodations **48 days** in advance (+4 days from 2024)

» **63%** of visitors have a booking window of less than 3 months

## Beginning of Trip Planning Cycle

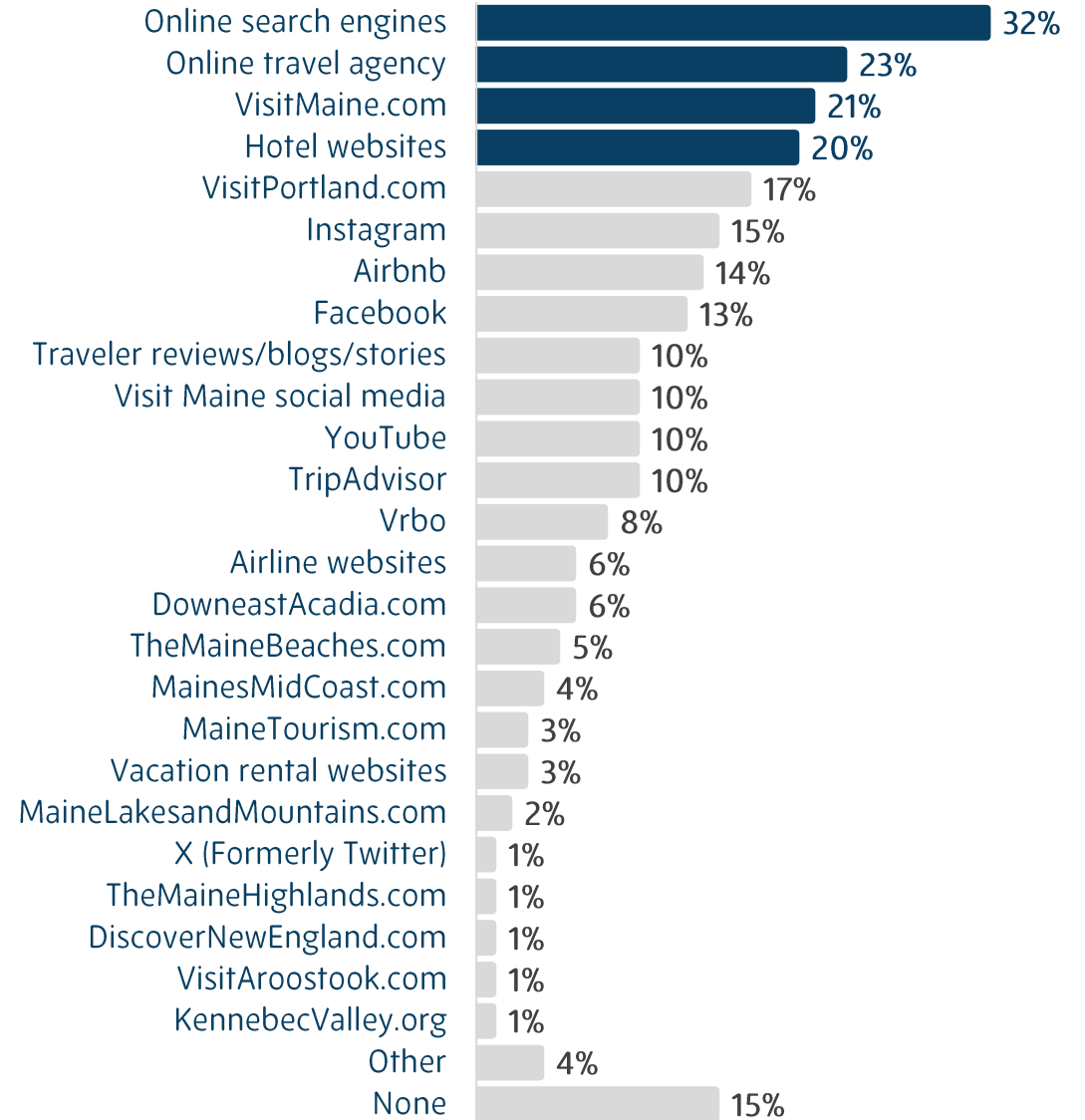


## Booked Accommodations/Made Trip Decisions



# ONLINE TRIP PLANNING SOURCES\*

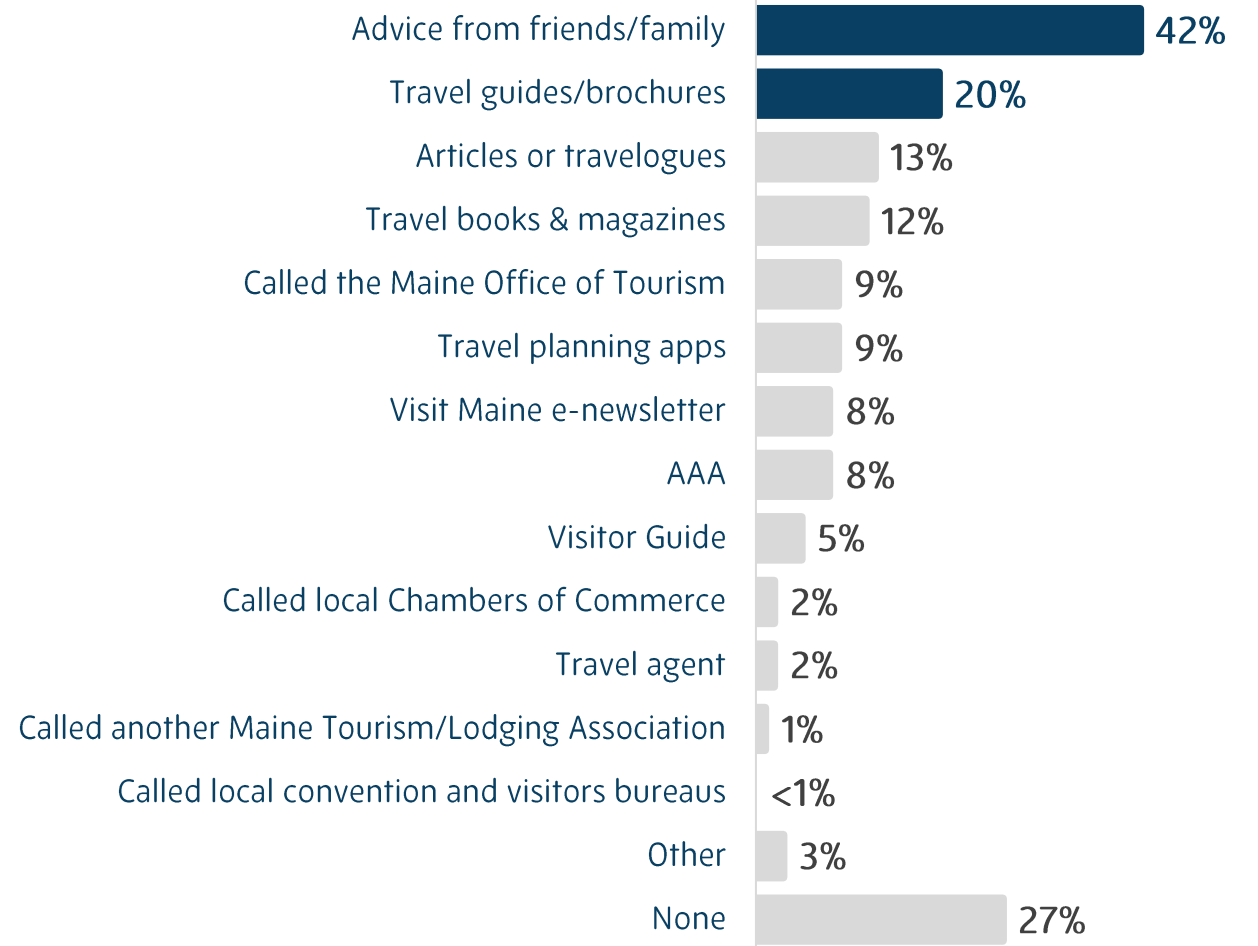
- » Over **4 in 5** visitors used one or more online resources to help them plan their trip in Maine
- » Nearly **1 in 3** visitors used an online search engine, such as Google (+7% points from 2024)
- » Nearly **1 in 4** visitors used an online travel agency to help them plan their trip to Maine
- » Over **1 in 4** visitors used VisitMaine.com to help them plan their trip (-7% points from 2024)



\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

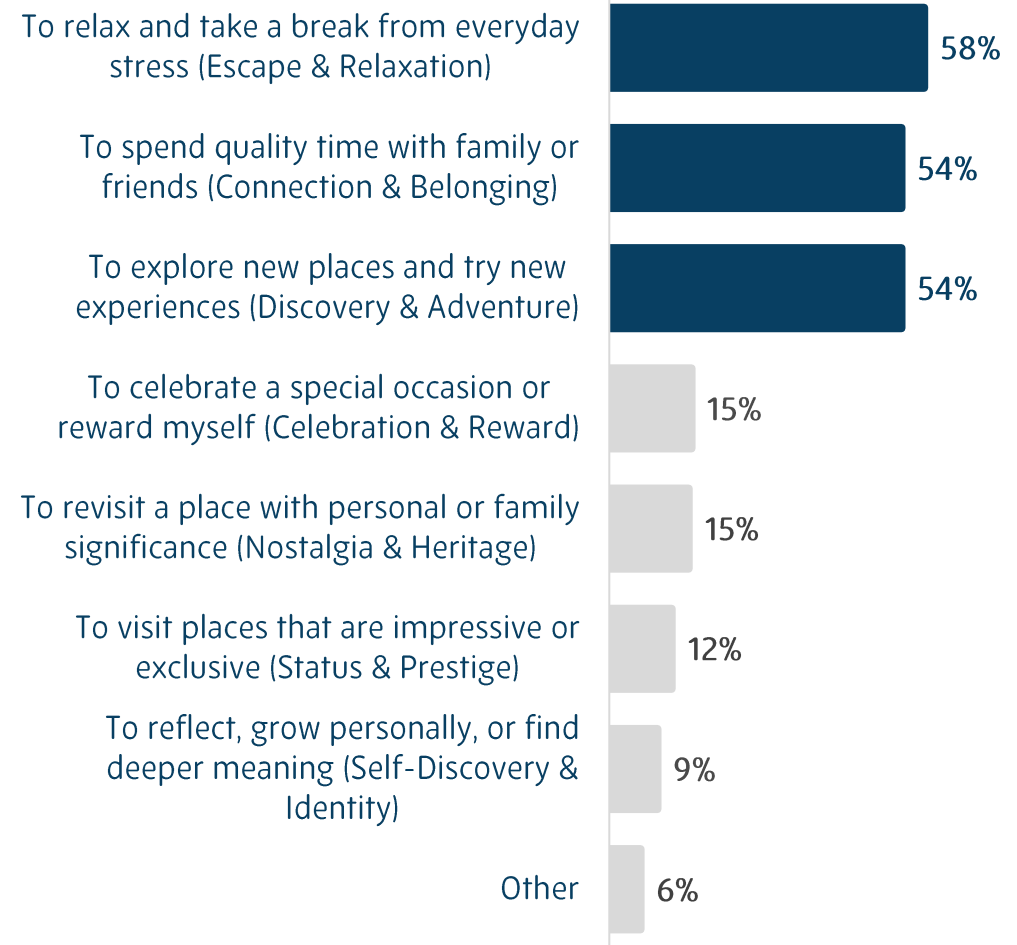
- » Over **2 in 5** visitors relied on advice from their friends and family to help them plan their trip in Maine (+10% points from 2024)
- » **1 in 5** visitors used travel articles or brochures to help plan their trip in Maine (-5% points from 2024)
- » Nearly **3 in 10** visitors did not use any other resources to help them plan their trip in Maine



# TRIP MOTIVATIONS\*

» **Over half** of Fall visitors were motivated to travel for:

- » Escape & Relaxation
- » Connection & Belonging
- » Discovery & Adventure



\*Only asked in Fall survey. Multiple responses permitted.

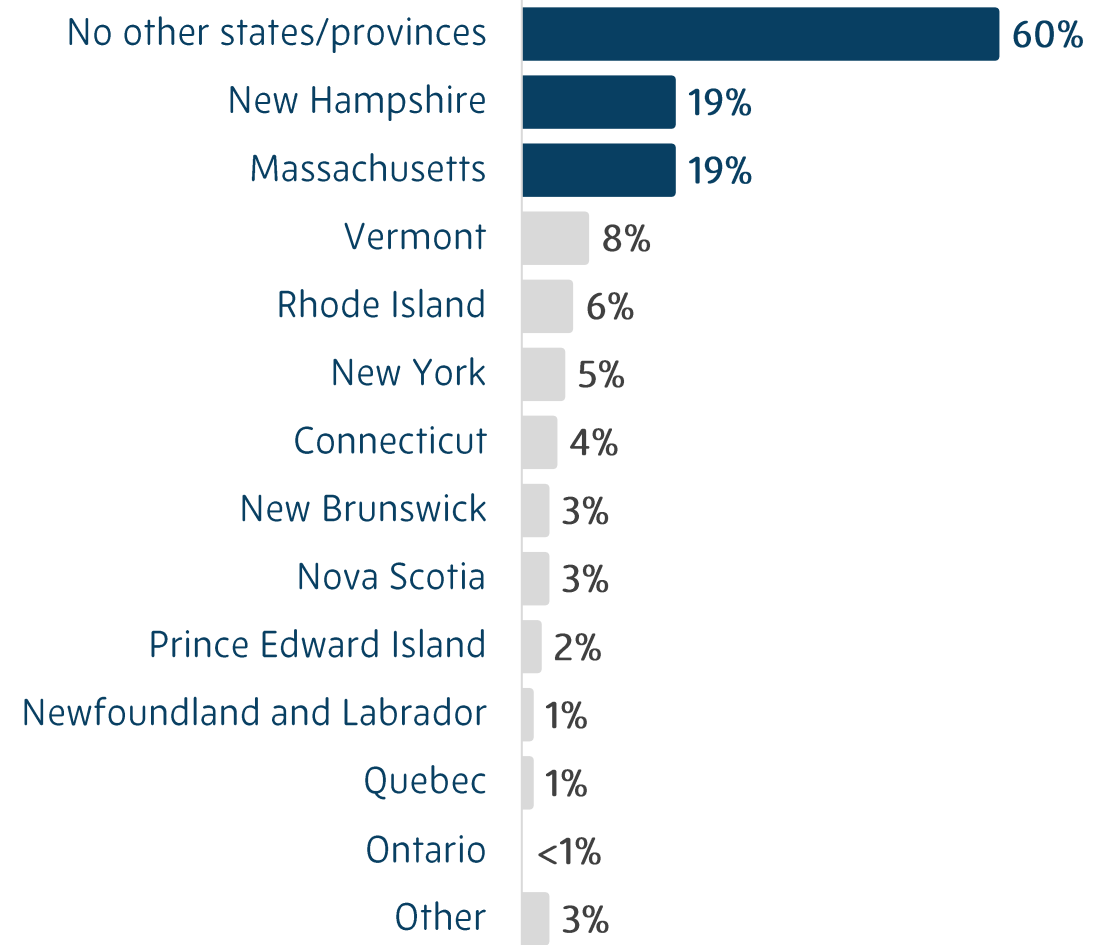
# REASONS FOR VISITING\*

- » Over **1 in 3** visitors came to Maine for sightseeing/touring
- » **3 in 10** visitors came to visit friends and family
- » Nearly **3 in 10** visitors came to relax and unwind



# OTHER STATES & PROVINCES CONSIDERED\*

- » **3 in 5** visitors **ONLY** considered visiting Maine while planning their trips (-3% points from 2024)
- » Nearly **1 in 5** visitors considered visiting New Hampshire or Massachusetts while planning their trips
- » Like last year, visitors were **more likely** to consider visiting nearby **U.S. states** than Canadian provinces

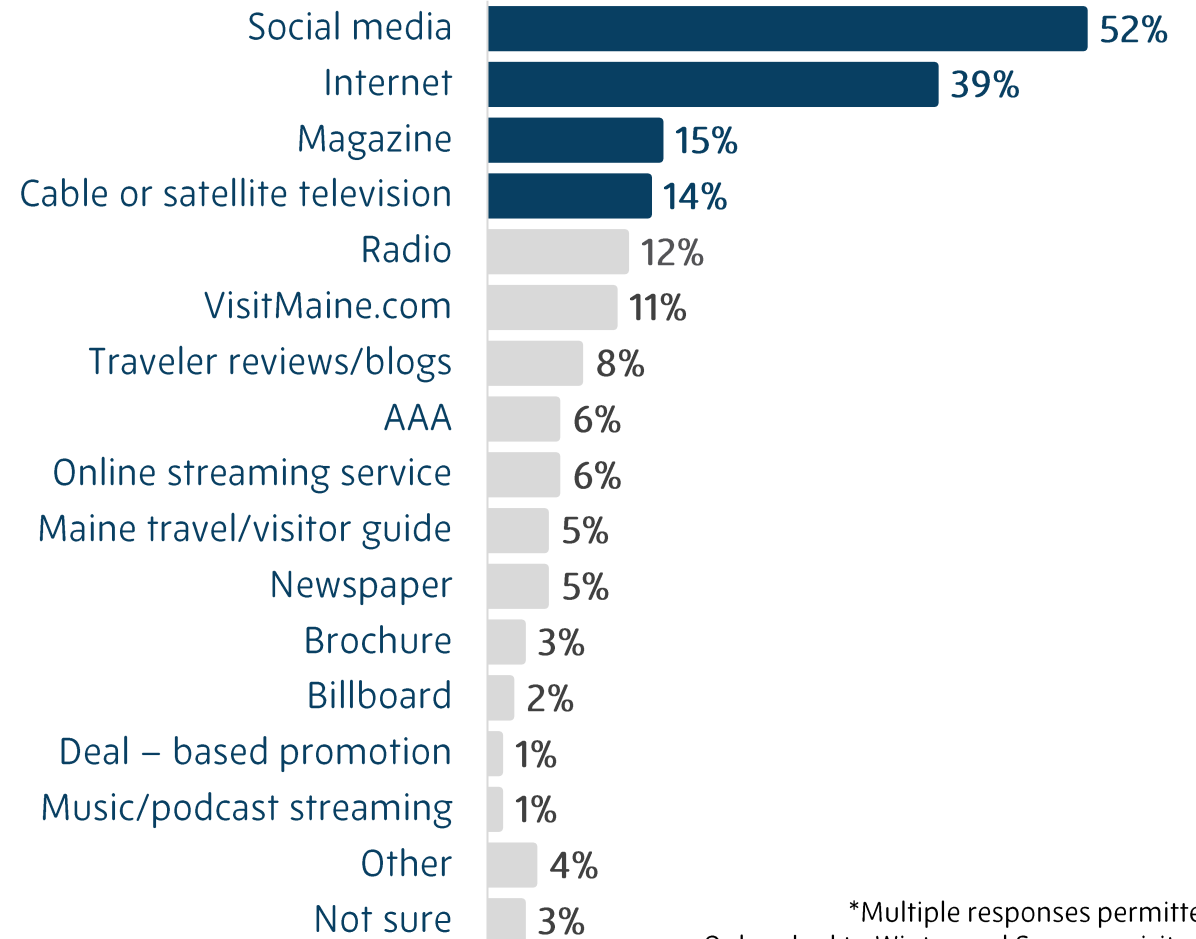


# PRE-TRIP RECALL OF ADVERTISING

- » Nealy **half** of visitors recalled advertising or promotions for Maine prior to their trip (+6% points from 2024)
- » Over **half** of visitors who recalled this advertising saw it on social media
- » Nearly **2 in 5** noticed ads on the Internet (+10% points from 2024)
- » This information influenced **24% of all visitors** to visit Maine (+7% points from 2024)

Base: 46% of visitors who noticed advertising

## Sources of Advertising\*

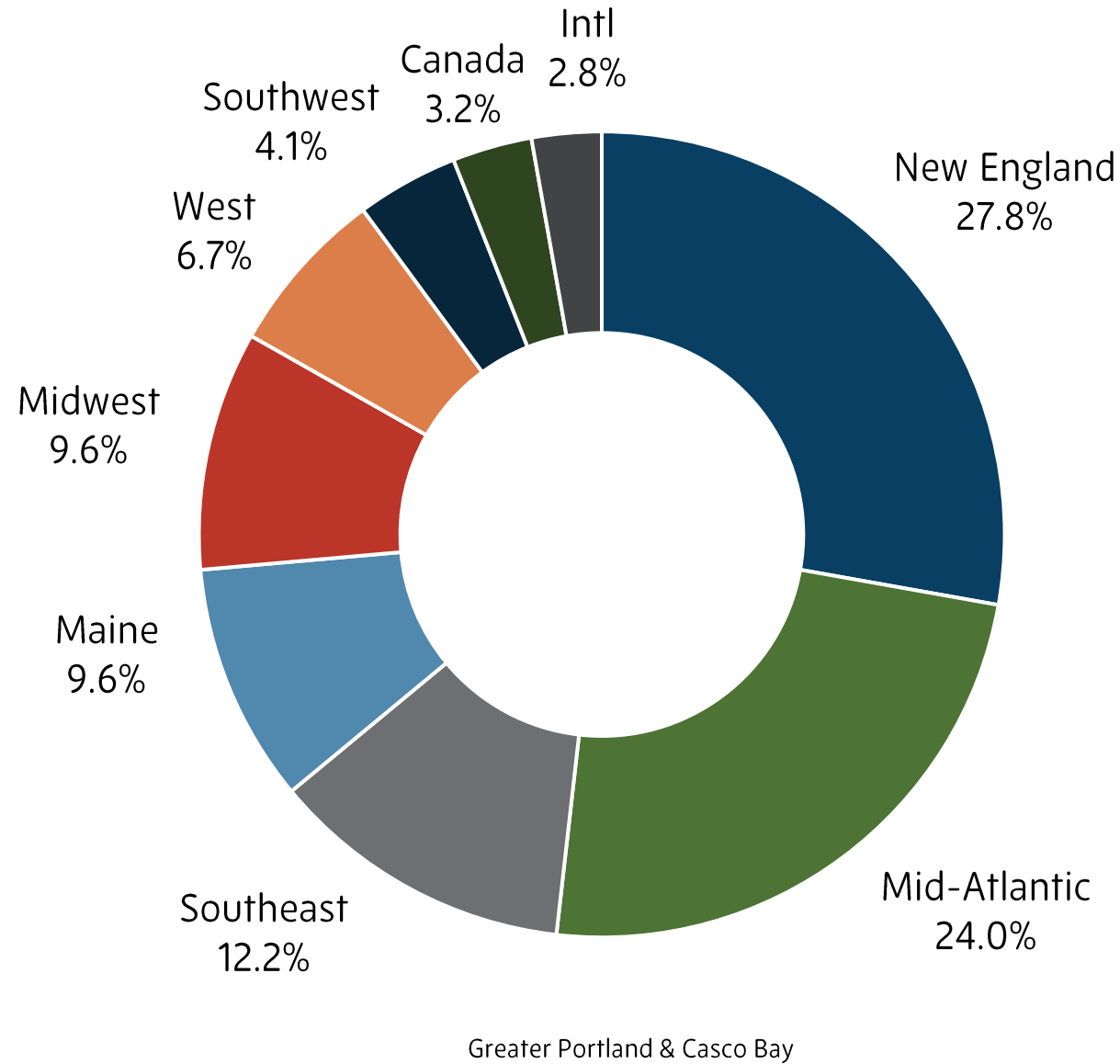


\*Multiple responses permitted  
Only asked to Winter and Summer visitors.

# VISITOR JOURNEY : TRAVELER PROFILE



# VISITOR ORIGINS



Greater Portland & Casco Bay

# TOP ORIGIN STATES & PROVINCES

- » **56.4%** of visitors traveled to/within Maine from 8 U.S. states
- » **14.0%** of visitors traveled from Massachusetts

State/Province	Percent
Massachusetts	14.0%
Maine	9.6%
New York	8.8%
New Jersey	5.7%
New Hampshire	5.7%
Pennsylvania	4.5%
Florida	4.2%
Connecticut	3.9%

# TOP ORIGIN MARKETS\*

- » **53.1%** of visitors traveled from 9 U.S. markets
- » **28.4%** of visitors traveled to Maine from Boston or New York City

Market	Percent
Boston <sup>1</sup>	16.5%
New York City <sup>2</sup>	12.0%
Portland-Auburn	6.9%
Providence-New Bedford	3.5%
Philadelphia	3.5%
Bangor	3.3%
Washington, DC-Hagerstown <sup>3</sup>	2.7%
Hartford-New Haven	2.5%
Chicago	2.3%

\*Markets have been updated to align with DMA boundaries rather than cities/town as in previous years.

<sup>1</sup> Includes areas in New Hampshire and Vermont.

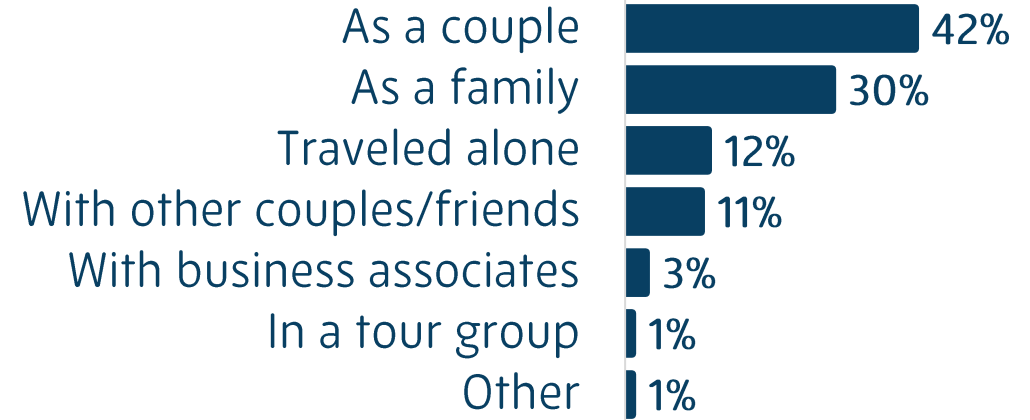
<sup>2</sup> Includes areas in New Jersey, Pennsylvania, and Connecticut.

<sup>3</sup> Includes areas in Maryland, Virginia, and West Virginia.

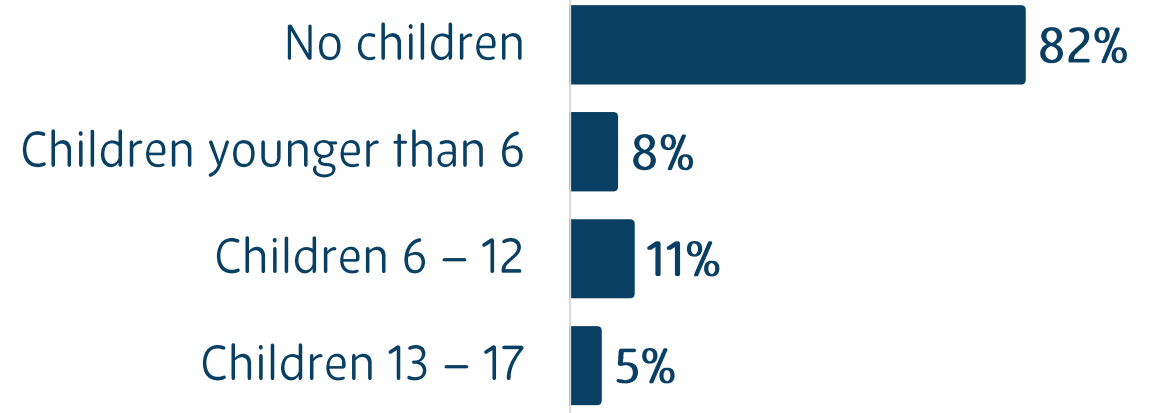
# TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of 2.7 people
- » Over 2 in 5 of visitors traveled as a couple
- » 3 in 10 traveled as a family
- » 18% of visitors traveled with one or more children in their travel party

## Travel Party Composition



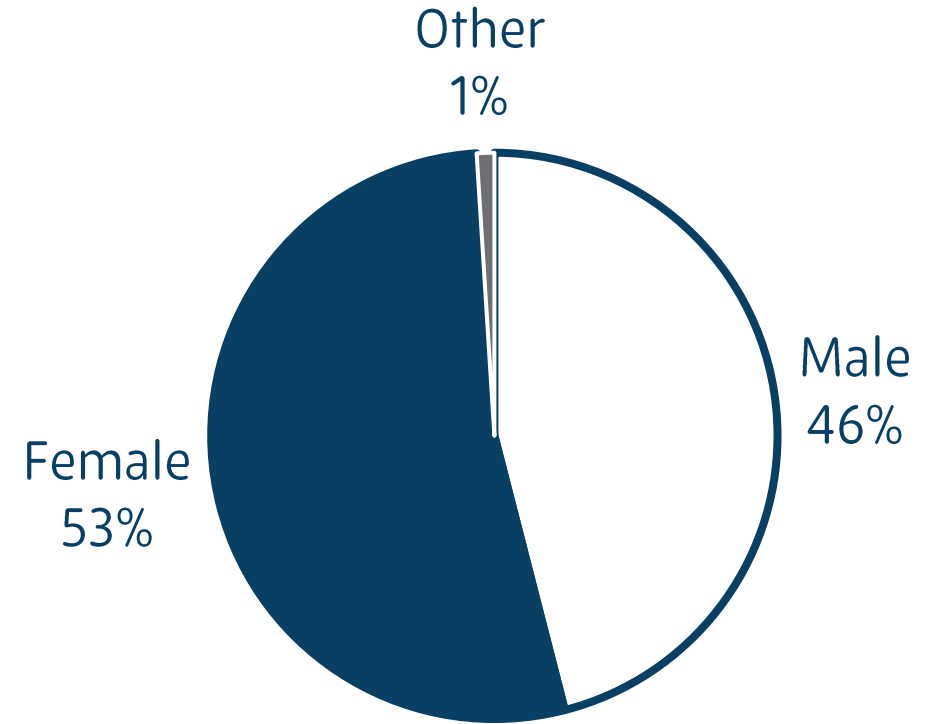
## Children in Travel Party\*



\*Multiple responses permitted.

# GENDER\*

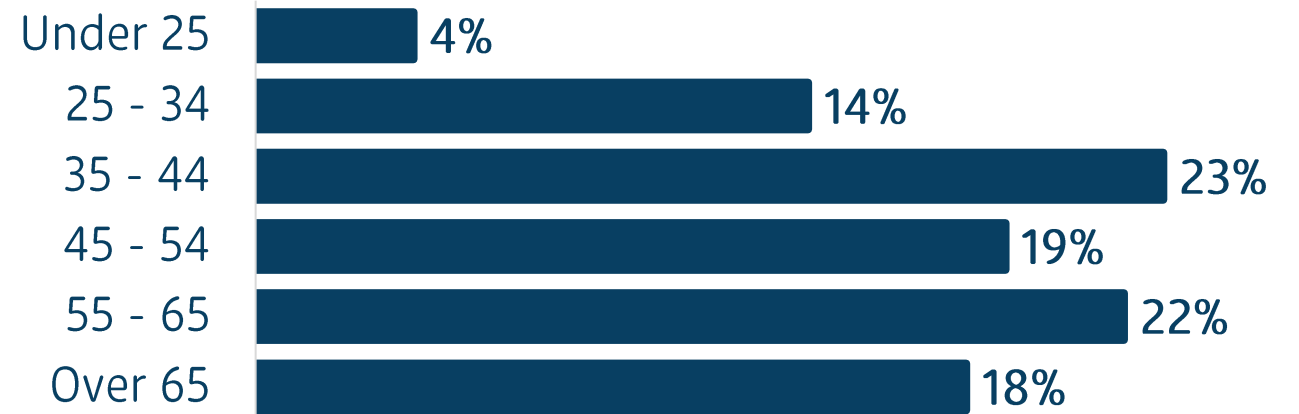
» Over **half** of visitors to Maine interviewed were females



\*Gender of member of travel party surveyed. May be influenced by visitors' willingness to take a survey. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.  
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# AGE\*

» The median age of visitors to Maine is 50 years old



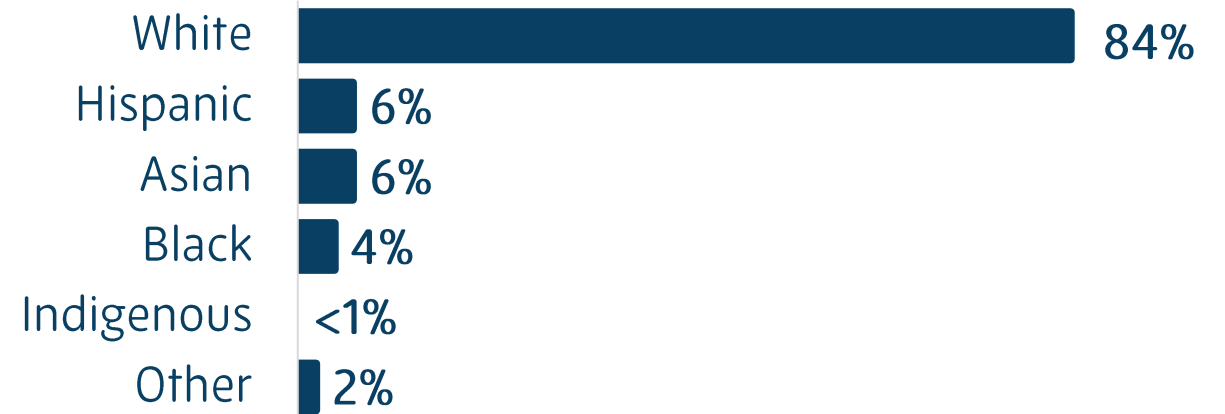
\*Age of member of travel party surveyed.

The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

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# RACE & ETHNICITY\*

» Over 4 in 5 visitors to Maine were white



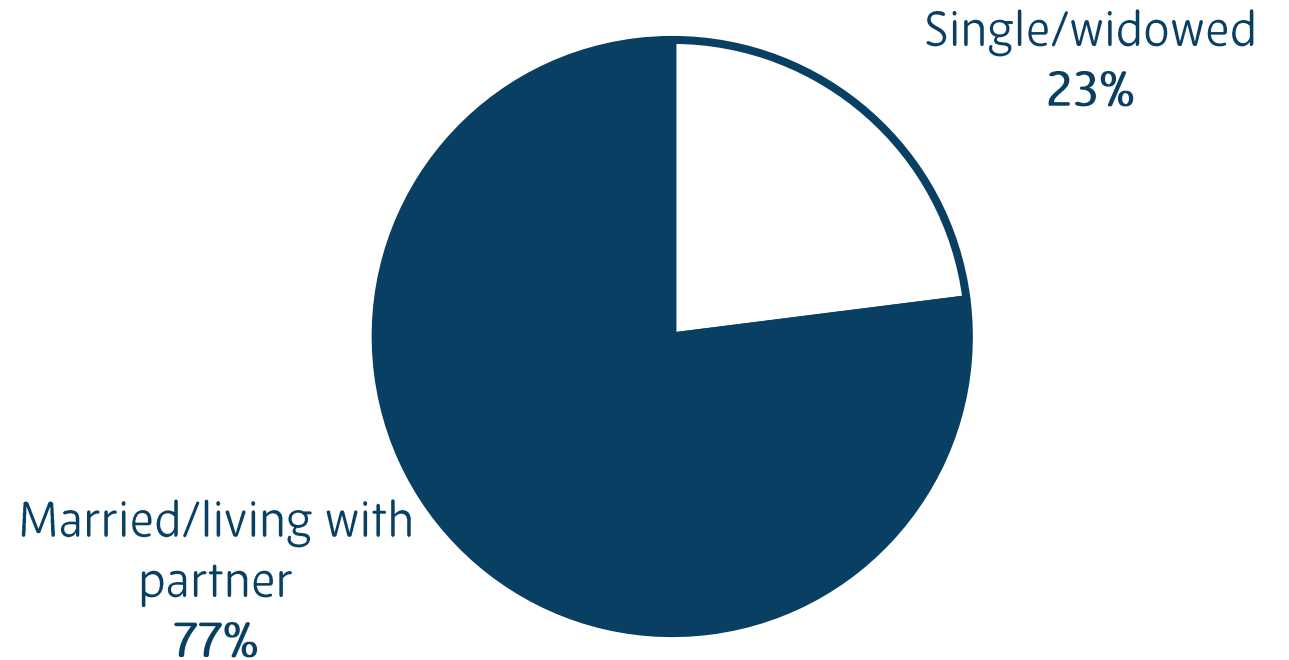
\*Race/ethnicity of member of travel party surveyed.

The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

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# MARITAL STATUS\*

» Over 3 in 4 visitors to Maine were married or living with their partner



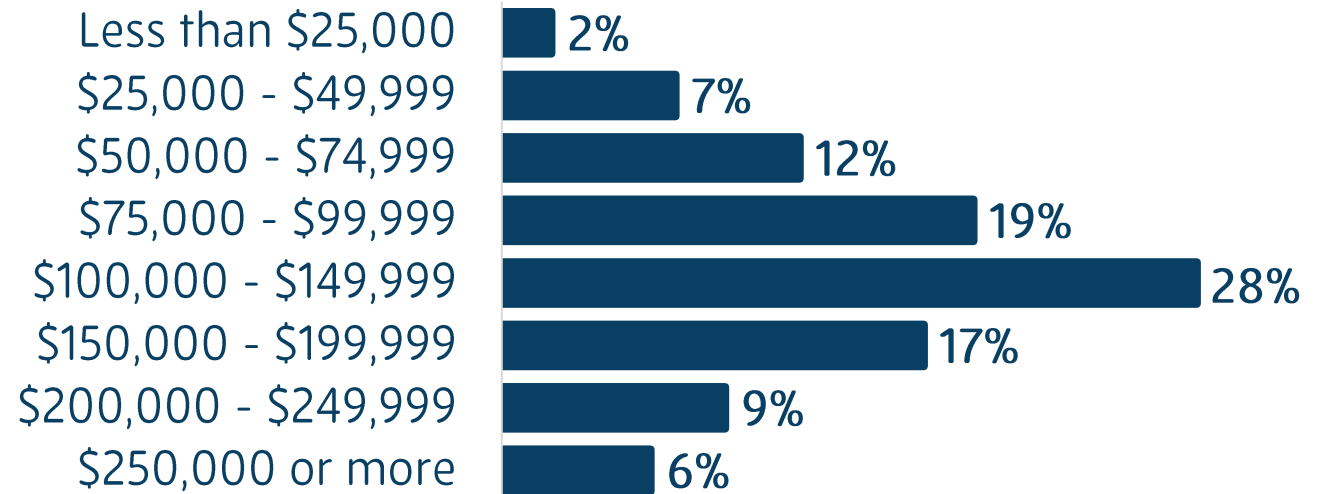
\*Marital status of member of travel party surveyed.

The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

Greater Portland & Casco Bay

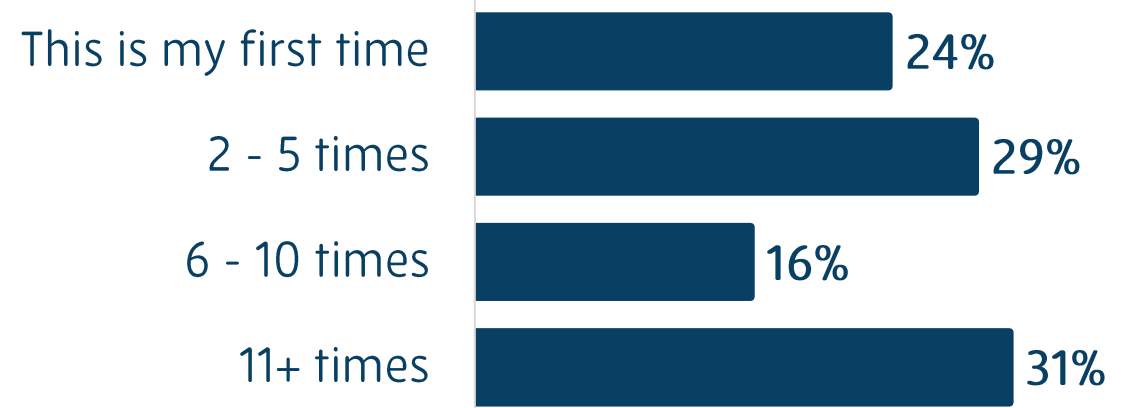
# HOUSEHOLD INCOME

- » The median household income of visitors to Maine is **\$117,900** per year
- » **32%** of visitors to Maine earned more than \$150,000 per year



# NEW & RETURNING VISITORS

- » 24% of visitors were traveling in Maine for the first time
- » 31% had been to Maine more than 10 times (+1% point from 2024)
- » Of those who have **visited over 10 times\***:
  - » 14% return to the same region each visit
  - » 7% visit different regions of Maine each trip
  - » 79% both return to regions they've seen and visit a different region



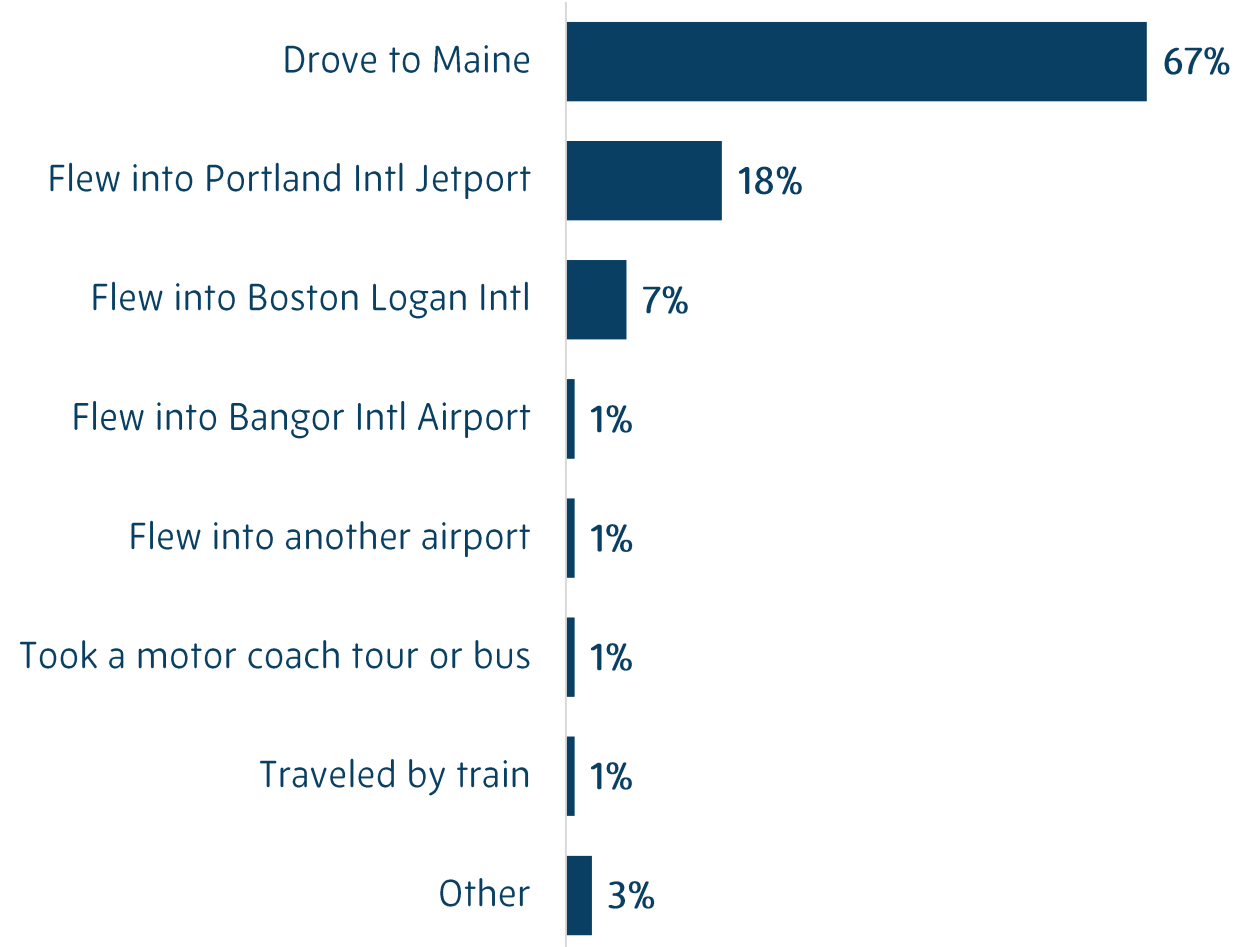
\*Only asked in Fall survey to those who have visited Maine 11+ times.

# VISITOR JOURNEY : TRIP EXPERIENCE



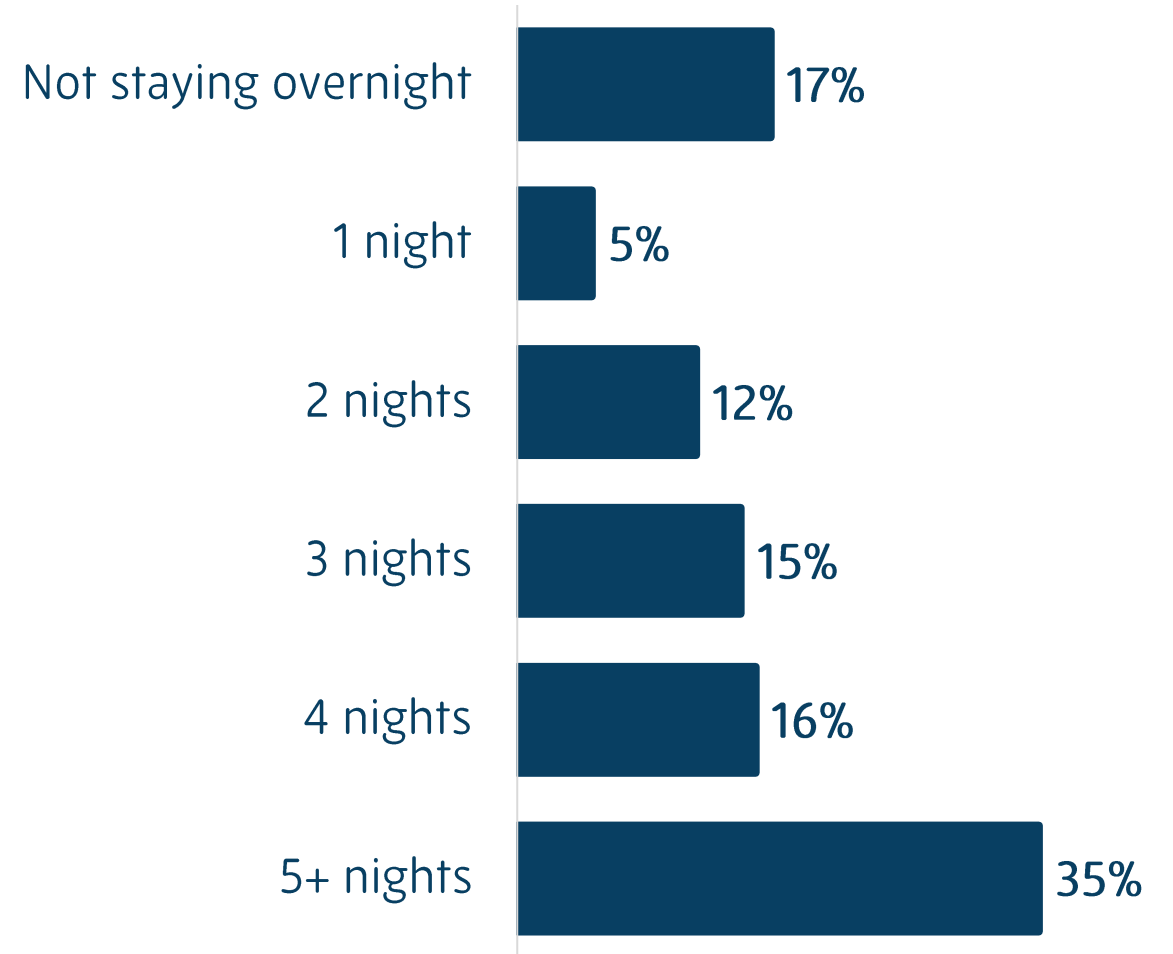
# MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **67%** 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



# NIGHTS STAYED

- » 83% of visitors stayed one or more nights in Maine on their trip (+1% point from 2024)
- » 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

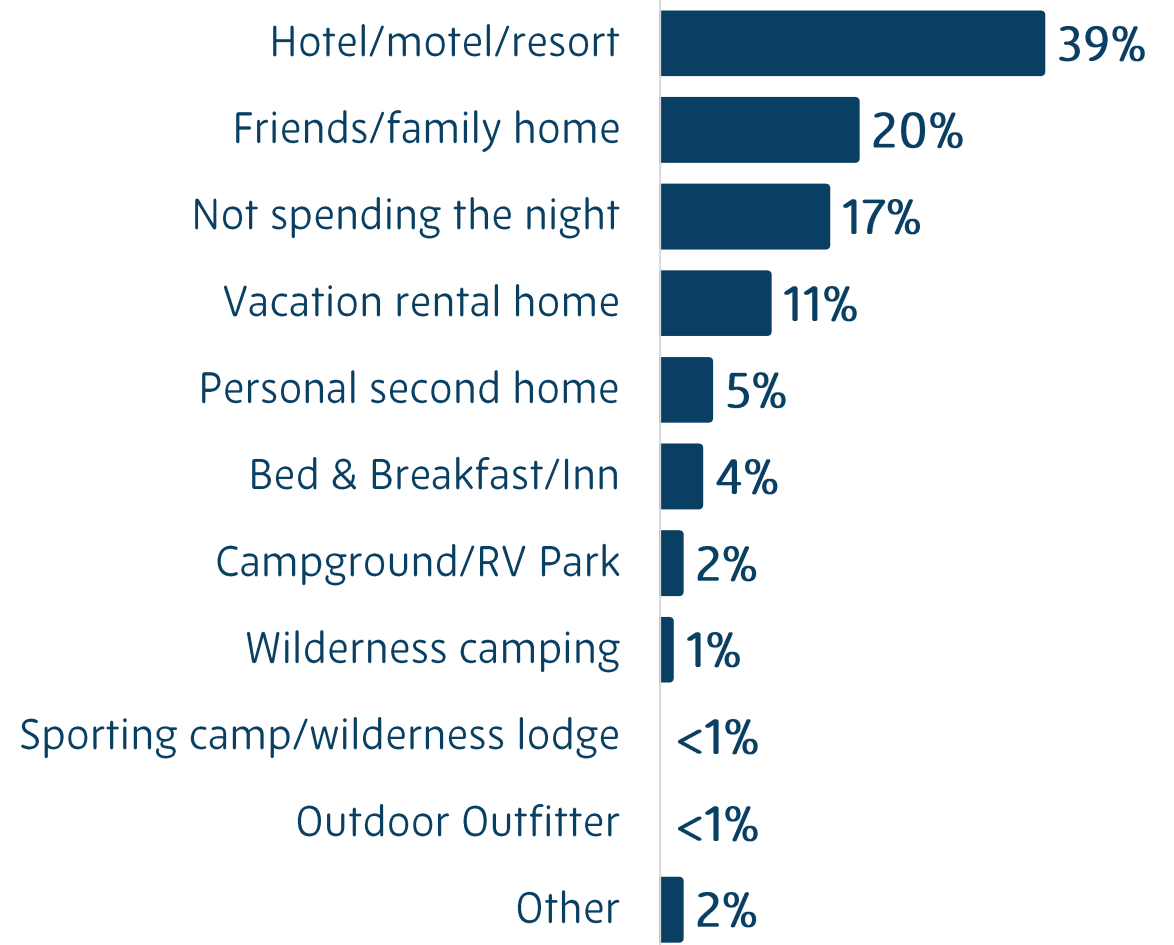


\*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

Greater Portland & Casco Bay

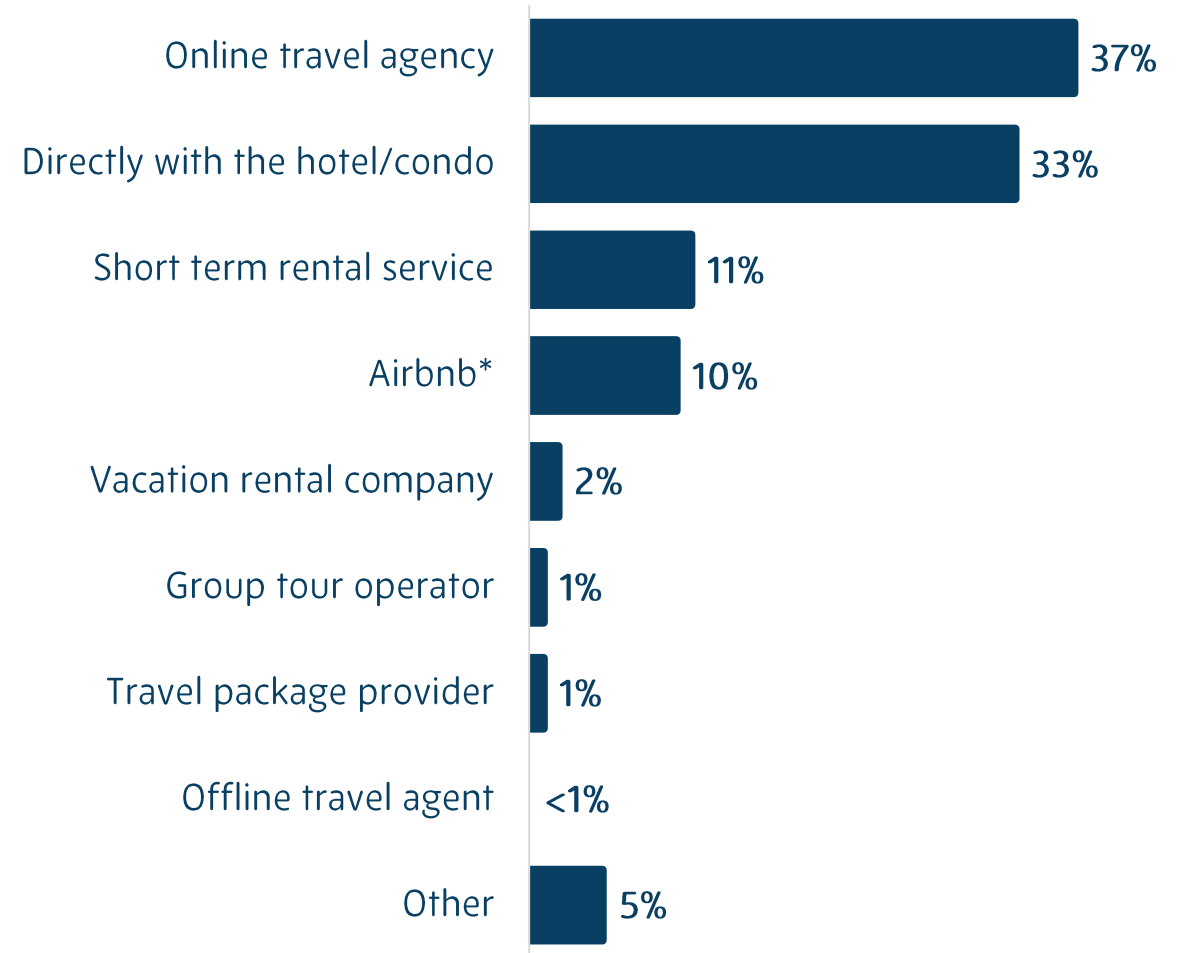
# ACCOMMODATIONS

- » Nearly **2 in 5** visitors stayed overnight at a hotel/motel/resort (+2% points from 2024)
- » **1 in 5** visitors stayed with friends and family (consistent with 2024)



# BOOKING METHODS

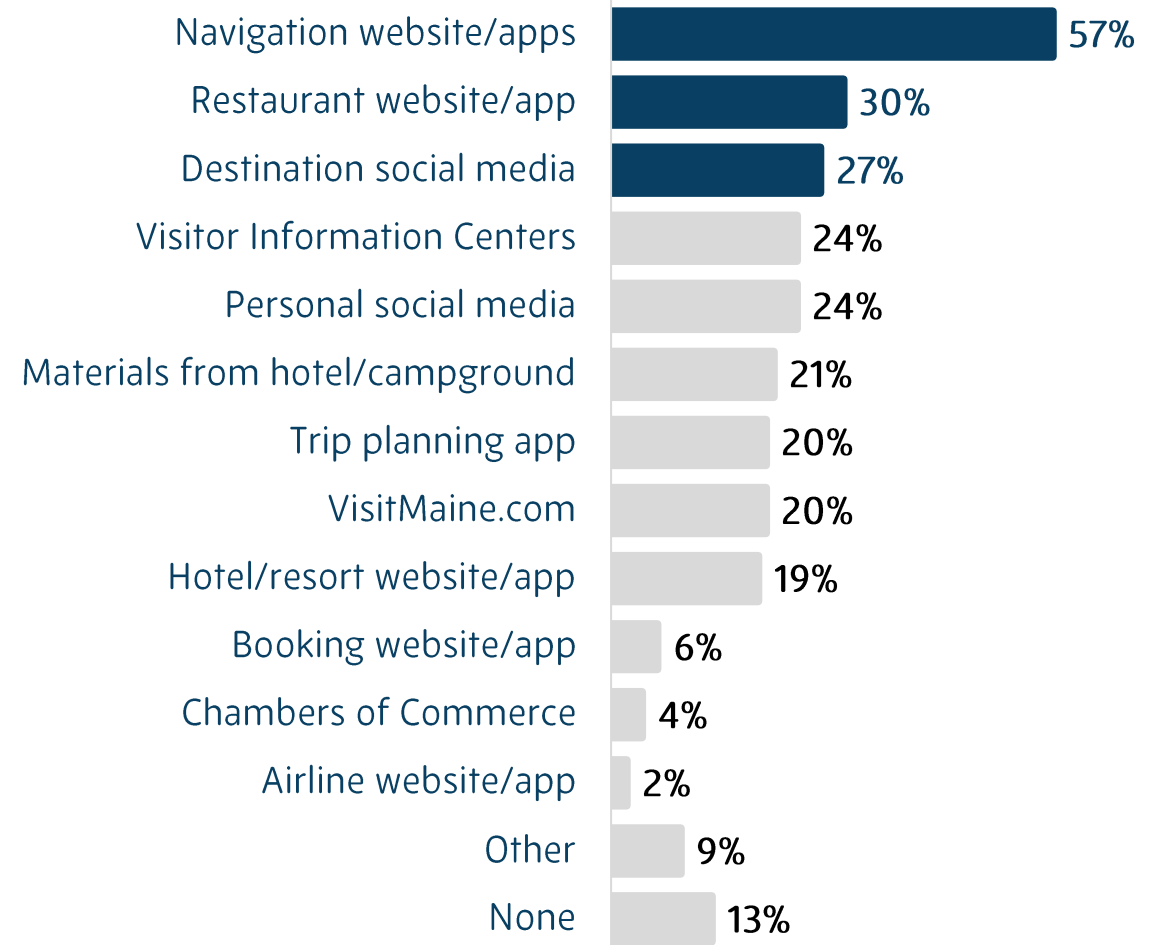
- » Nearly **2 in 5** booked their lodging through an online travel agency
- » **1 in 3** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



\*Airbnb was only asked for Winter and Summer surveys.

# IN-MARKET VISITOR RESOURCES\*

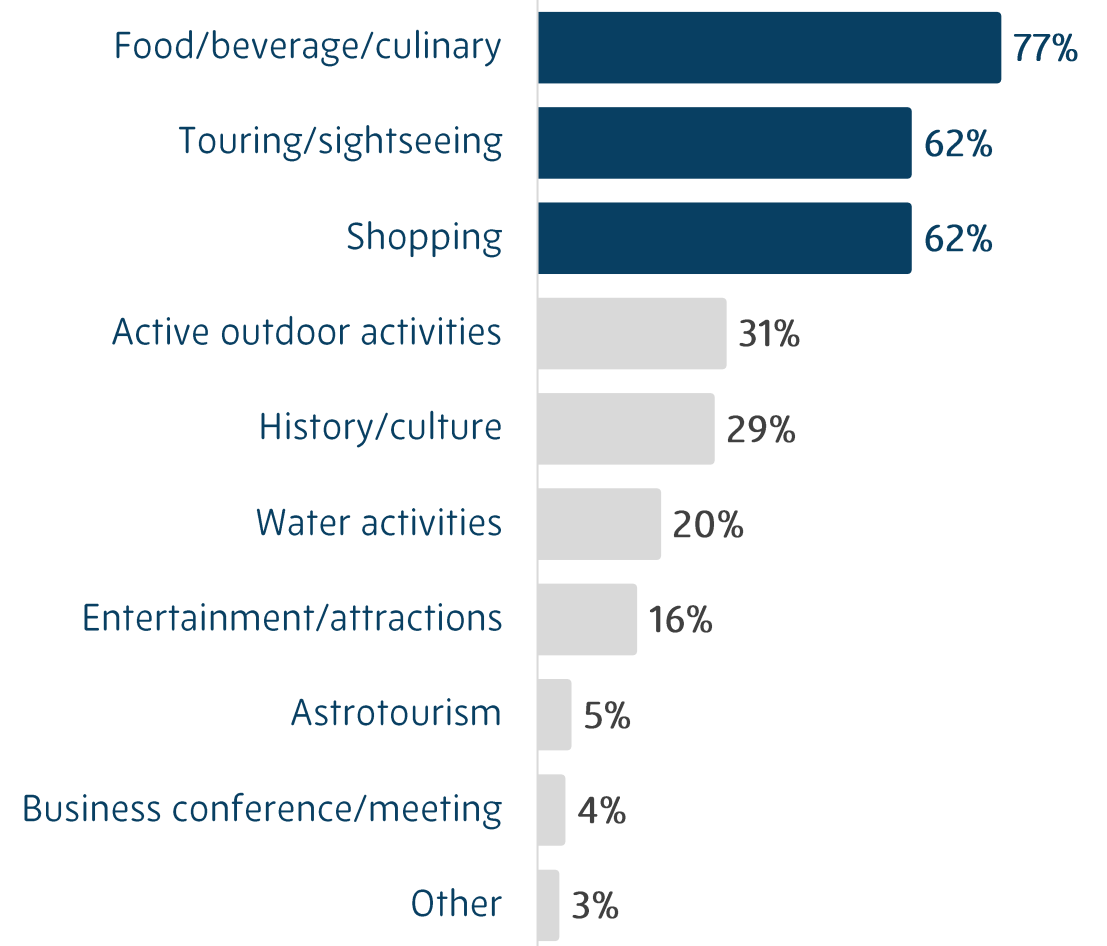
- » Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Around **3 in 10** used restaurant websites/apps or destination social media to plan activities



\*Multiple responses permitted.

# VISITOR ACTIVITIES\*

- » Over **3 in 4** visitors enjoyed food/beverage/culinary activities during their trip to Maine
- » Over **3 in 5** visitors went touring/sightseeing or shopping during their trip



\*Multiple responses permitted.

# DETAILED VISITOR ACTIVITIES\*

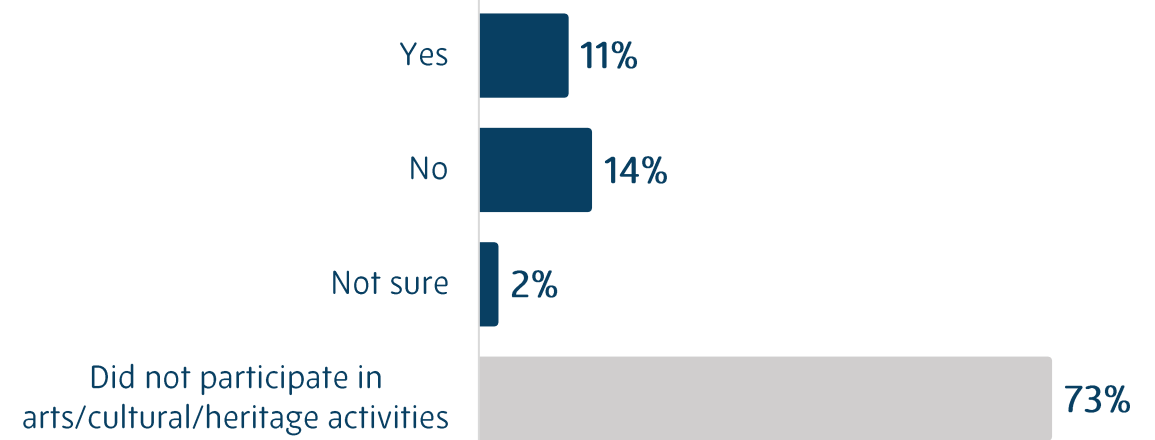
Activity	%	Activity	%	Activity	%
Ate lobster	57%	Tours of communities/local architecture	17%	Children's museums	3%
Enjoying the ocean views/rocky coast	55%	Consumed other locally produced Maine foods	17%	Attend sporting events	3%
Going to local brew pubs/craft breweries	46%	Wildlife viewing/bird watching	15%	Attend plays/musicals/theatrical events	3%
Driving for pleasure	43%	Visited Farmer's Markets	15%	Snowshoeing	3%
Enjoyed unique Maine food or beverages	35%	Ate farm-to-table or organic cuisine	14%	Snowmobiling	3%
Shopping in downtown areas	33%	Exploring State and National Parks	13%	Bicycling touring	3%
Sightseeing	32%	Get to know the local people and/or culture	11%	Water parks	2%
Outlet shopping	31%	Fishing	10%	Agricultural fairs	2%
Ate other local seafood	30%	Visit art museums/local artisan studios	10%	Animal parks/zoos	2%
Hiking/climbing/backpacking	27%	Outdoor swimming	9%	Alpine skiing/snowboarding	2%
Enjoying the mountain views	24%	Enjoying local food at fairs/festivals	9%	Nordic skiing	2%
Shopping for gifts/souvenirs	24%	Canoeing/kayaking	8%	Mountain/Fat Biking	2%
Viewing fall colors	23%	Sailing	7%	Surfing	2%
Enjoyed high-end cuisine or five-star dining	23%	Shopping at malls	7%	Painting/drawing/sketching	2%
Visit historic sites/museums	20%	Motor boating	6%	Riding all-terrain vehicles	1%
Shopping for "Made in Maine" products	20%	Attend popular music concerts/events	6%	Attend operas/classical music events	1%
Going to the beach	19%	Bars/nightlife	5%	Hunting	1%
Photography	19%	Camping	5%	Summer camps	<1%
Shopping for antiques/local arts and crafts	19%	Pool swimming	4%	Water skiing/jet skiing	<1%
Shopping for unique/locally produced goods	18%	Outdoor fun centers	3%	White water rafting	<1%
Nature cruises or tours	17%	Amusement/theme parks	3%	Horseback riding	<1%

\*Multiple responses permitted.

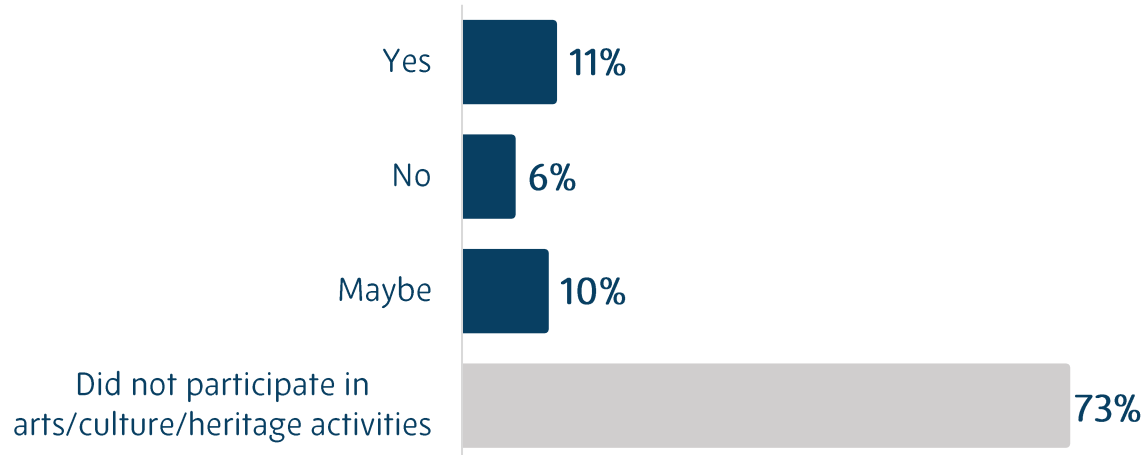
# INDIGENOUS TRAVEL\*

- » 11% of visitors said they seek out indigenous experiences when they travel
- » 7% of visitors said they were slightly/very familiar with the Wabanaki Nations
- » 11% of visitors said they would consider incorporating authentic Wabanaki cultural experiences into their Maine itinerary

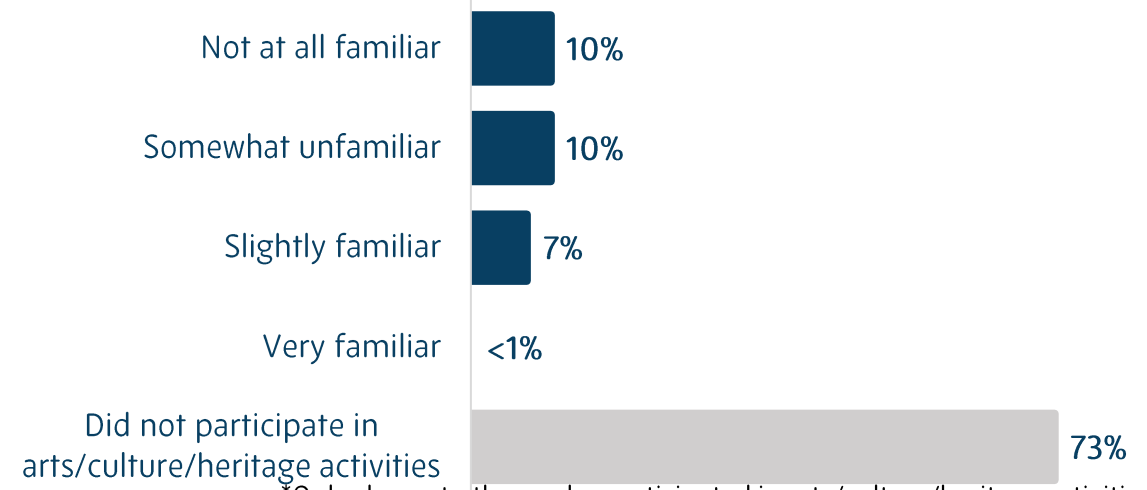
## Do you seek out indigenous experiences when you travel?



## Would you consider incorporating authentic Wabanaki cultural experiences into your Maine itinerary?



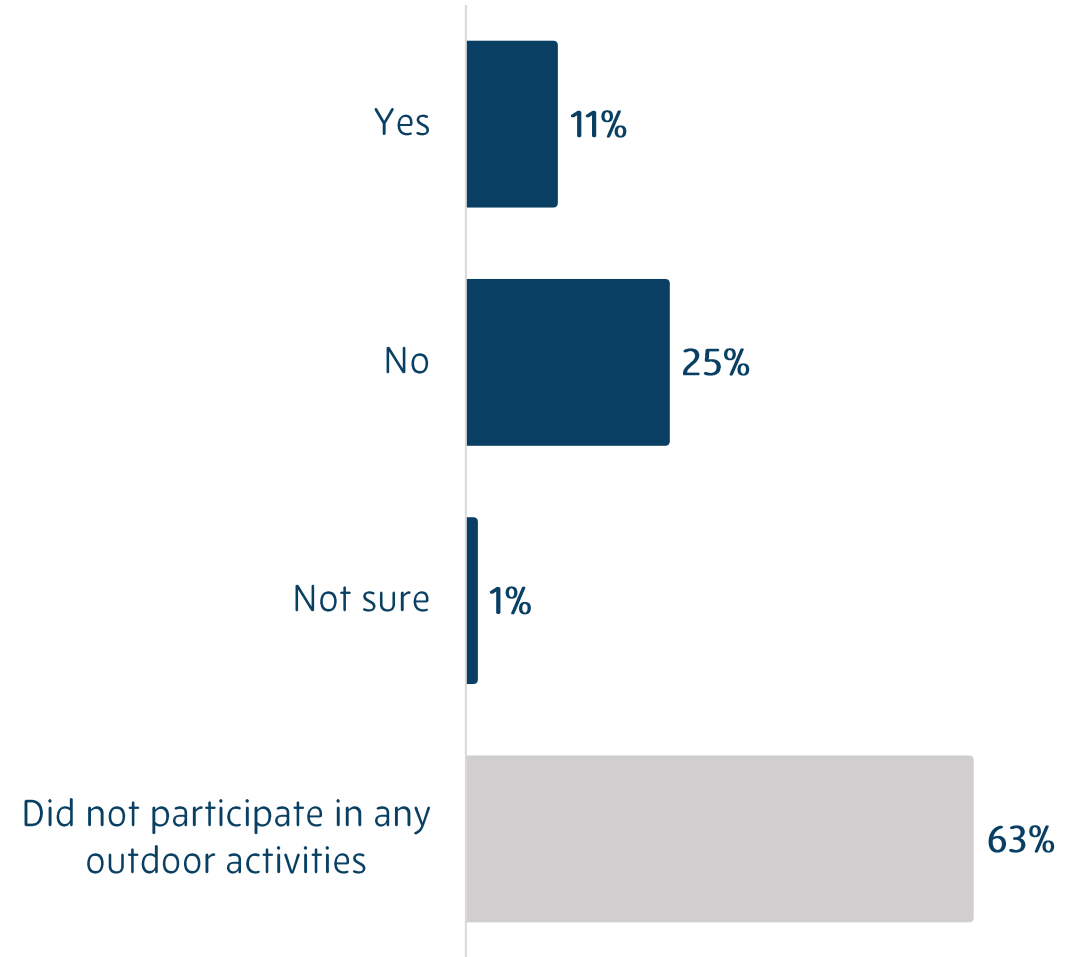
## What is your current familiarity with the Wabanaki Nations and their contemporary presence in Maine?



\*Only shown to those who participated in arts/culture/heritage activities. Only asked in the Fall survey.

# USED A MAINE GUIDE\*

» **11%** of all Fall visitors use a Maine Guide for their outdoor activities



\*Only asked in Fall survey.  
Only shown to those who participated in outdoor activities.

# DAILY TRAVEL PARTY SPENDING

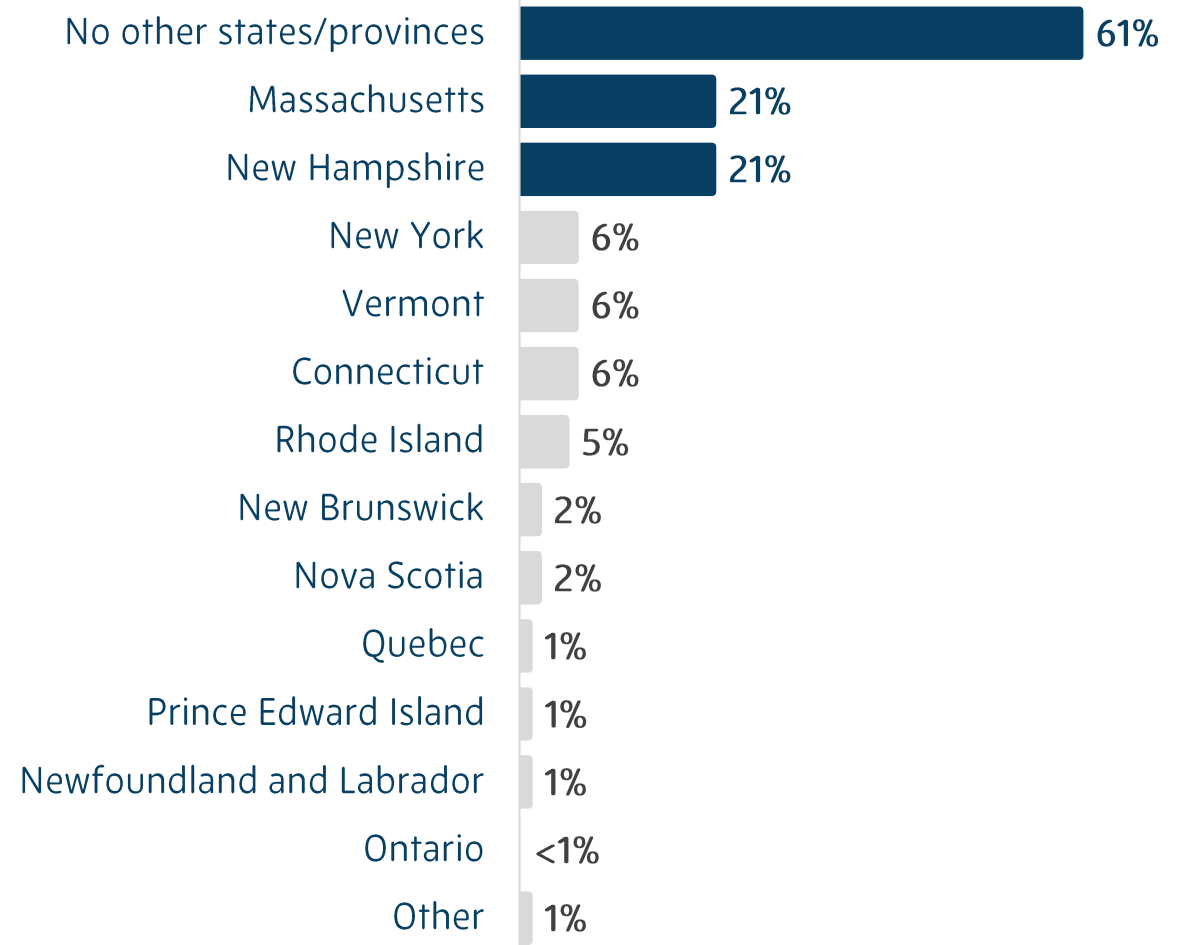
	<b>Paid Lodging</b>	<b>Unpaid Lodging</b>	<b>Day Trippers</b>
Accommodations	\$284	\$0	\$0
Transportation	\$64	\$45	\$39
Groceries	\$35	\$41	\$16
Restaurants	\$161	\$109	\$57
Shopping	\$128	\$89	\$89
Activities & Attractions	\$90	\$66	\$38
Other	\$10	\$7	\$6
<b>Daily Spending</b>	<b>\$772</b>	<b>\$357</b>	<b>\$245</b>

# TOTAL TRAVEL PARTY SPENDING

	<b>Paid Lodging</b>	<b>Unpaid Lodging</b>	<b>Day Trippers</b>
Accommodations	\$1,306	\$0	\$0
Transportation	\$294	\$324	\$39
Groceries	\$161	\$295	\$16
Restaurants	\$741	\$784	\$57
Shopping	\$589	\$640	\$89
Activities & Attractions	\$414	\$475	\$38
Other	\$46	\$50	\$6
<b>Total Spending</b>	<b>\$3,551</b>	<b>\$2,568</b>	<b>\$245</b>

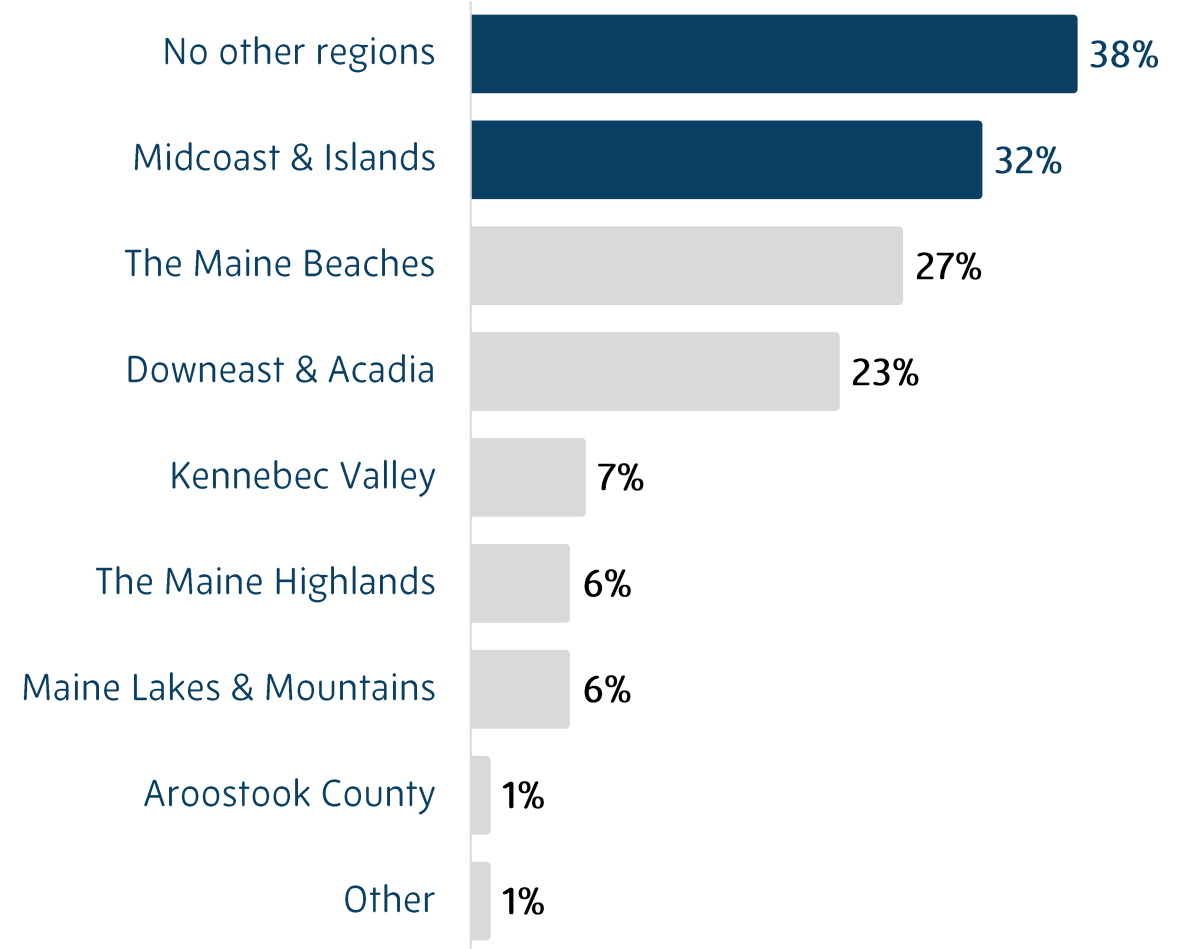
# OTHER STATES & PROVINCES VISITED\*

- » Over **3 in 5** visitors did not visit any other U.S. state or Canadian province during their trip
- » Over **1 in 5** visitors visited Massachusetts or New Hampshire during their trip
- » Like last year, visitors were **more likely to visit U.S. states near Maine** than they were to visit a Canadian province during their trip



# TRAVELING WITHIN MAINE\*

- » Nearly **2 in 5** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (-7% points from 2024)
- » Nearly **1 in 3** visitors visited Maine's Midcoast and Islands in addition to their primary destination within the state (+1% points from 2024)



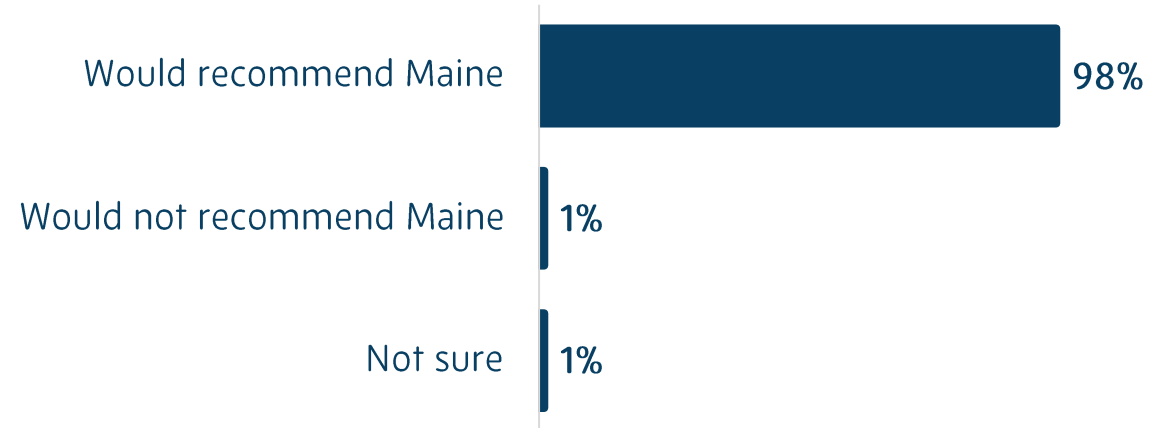
# VISITOR JOURNEY : POST-TRIP EVALUATION



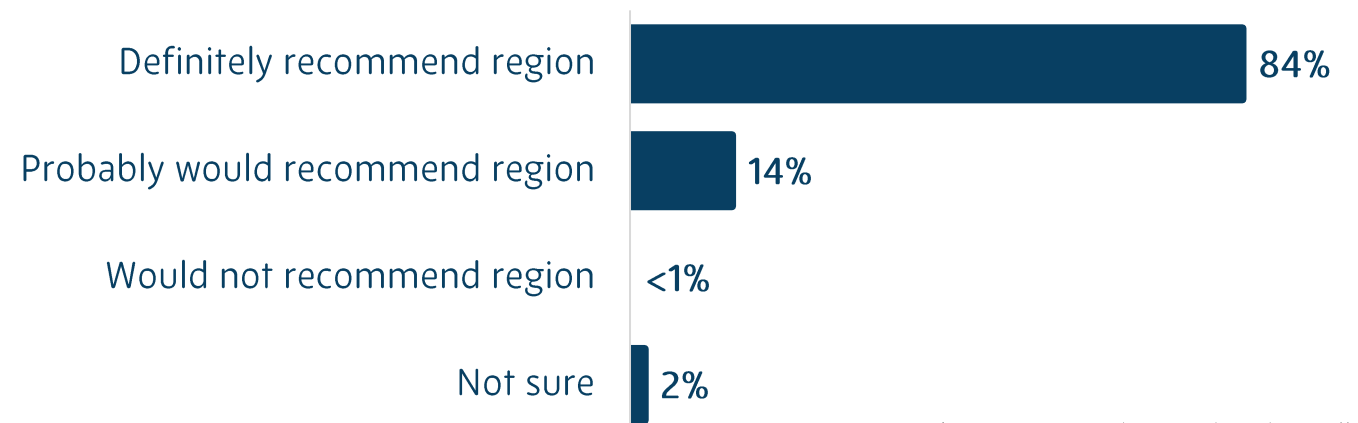
# RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **98%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **84%** would definitely recommend (+5% points from 2024)

## Likelihood of Recommending Maine



## Likelihood of Recommending Region Visited



\*Question wording updated in Fall survey

# LIKELIHOOD OF RETURNING TO MAINE

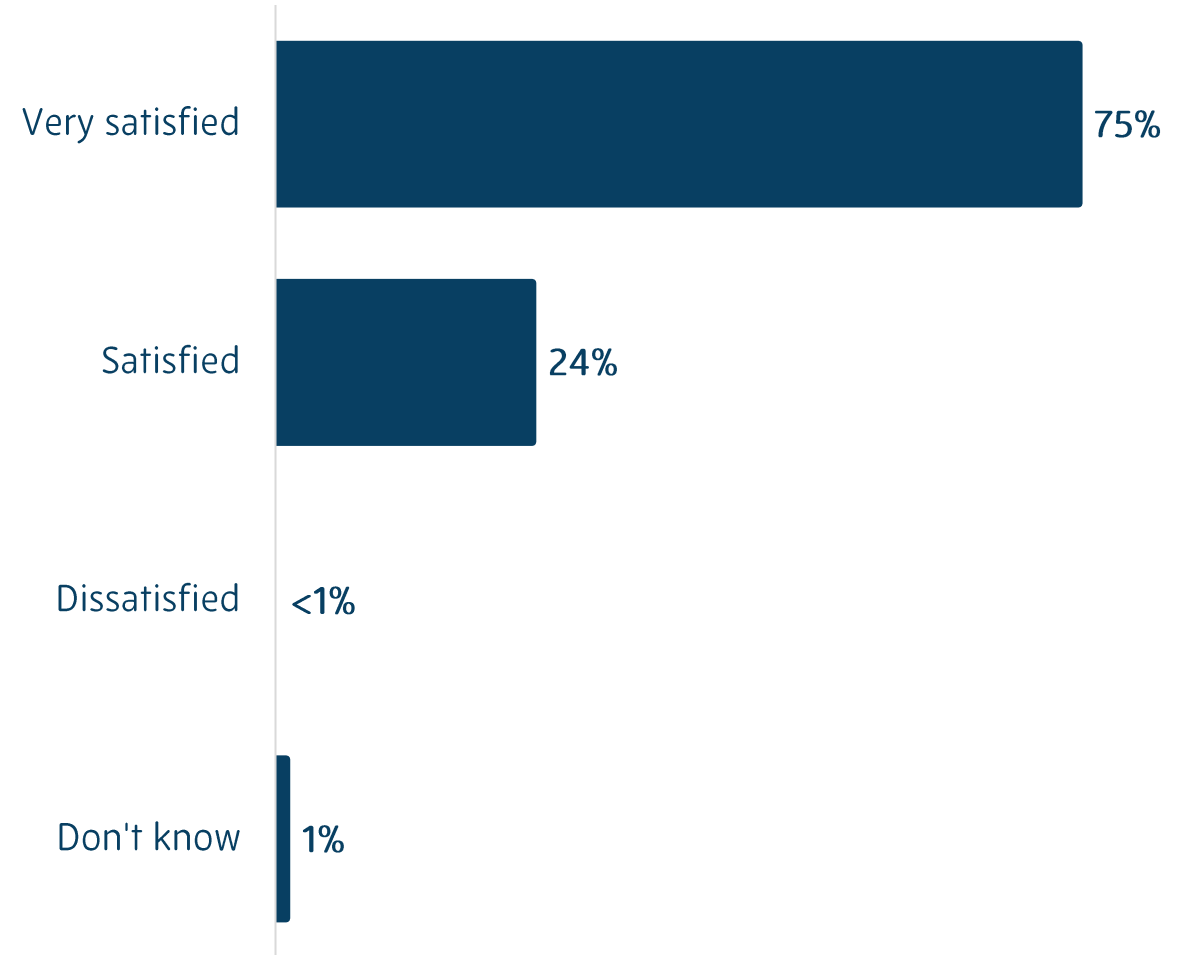
» **93%** of visitors are likely to return to Maine for a future visit or vacation



\*7% of all visitors are not sure they'll return to Maine for the following reasons:  
1. Prefer a variety of destinations 2. Once is enough to see and do everything  
3. Traffic/difficult drive 4. Quality/variety of dining options.

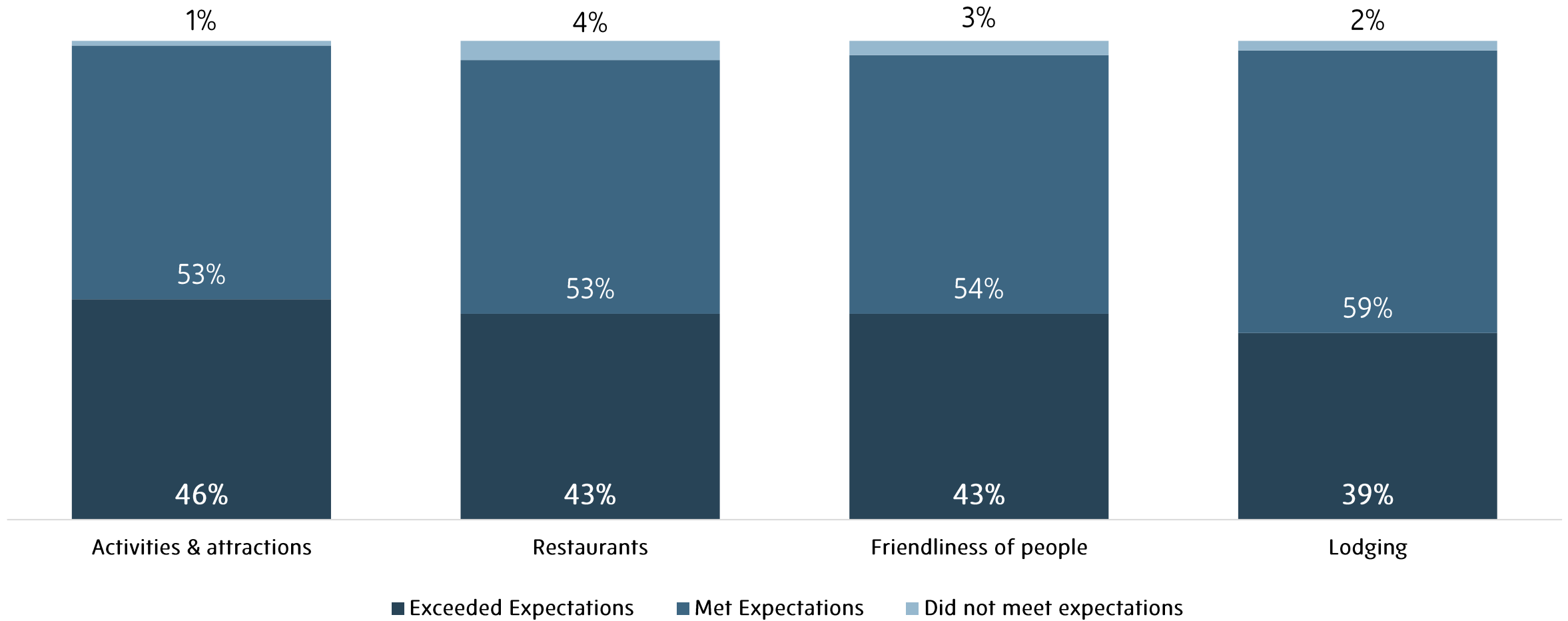
# SATISFACTION\*

- » **99%** of visitors were satisfied with their trip to Maine
- » **3 in 4** visitors were very satisfied with their trip to Maine (+5% points from 2024)



\*Question wording updated in Fall survey.

# TRIP RATINGS



# ANNUAL COMPARISONS



# VISITOR JOURNEY : PRE-VISIT



# TRIP PLANNING CYCLE

Trip Planning Cycle	2024	2025
A week or less	13%	10%
2 - 3 weeks	13%	14%
1 - 2 months	34%	31%
3 - 4 months	21%	21%
5 - 6 months	10%	13%
7 months - 1 year	7%	9%
More than 1 year	2%	2%
<b>Days in Planning Cycle</b>	<b>51</b>	<b>55</b>

Booking Window	2024	2025
A week or less	18%	14%
2 - 3 weeks	16%	16%
1 - 2 months	34%	33%
3 - 4 months	18%	19%
5 - 6 months	7%	10%
7 months - 1 year	5%	6%
More than 1 year	2%	2%
<b>Days in Booking Window</b>	<b>44</b>	<b>48</b>

# ONLINE TRIP PLANNING SOURCES\*

Online Trip Planning Sources	2024	2025
Online search engines	25%	32%
Online travel agency	21%	23%
VisitMaine.com	28%	21%
Hotel websites	16%	20%
VisitPortland.com	25%	17%
Instagram	9%	15%
Airbnb	9%	14%
Facebook	9%	13%
Traveler reviews/blogs/stories	8%	10%
Visit Maine social media	5%	10%
TripAdvisor	11%	10%
YouTube	6%	10%
Vrbo	8%	8%
DowneastAcadia.com	9%	6%
Airline websites	5%	6%
TheMaineBeaches.com	9%	5%
MainesMidCoast.com	7%	4%
MaineTourism.com	5%	3%
Vacation rental websites	3%	3%
MaineLakesandMountains.com	2%	2%
X (Formerly Twitter)	1%	1%
TheMaineHighlands.com	2%	1%
DiscoverNewEngland.com	1%	1%
VisitAroostook.com	1%	1%
KennebecValley.org	0%	1%
Other	5%	4%
None	22%	15%

\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

Other Trip Planning Sources	2024	2025
Advice from friends/family	32%	42%
Travel guides/brochures	25%	20%
Articles or travelogues	14%	13%
Travel books & magazines	11%	12%
Called the Maine Office of Tourism	15%	9%
Travel planning apps	6%	9%
Visit Maine e-newsletter	12%	8%
AAA	8%	8%
Visitor Guide	5%	5%
Called local Chambers of Commerce	2%	2%
Travel agent	1%	2%
Called another Maine Tourism/Lodging Association	1%	1%
Called local convention and visitors bureaus	1%	<1%
Other	2%	3%
None	30%	27%

# REASON FOR VISITING\*

Reasons for Visiting	2024	2025
Sightseeing/touring	35%	36%
Visiting friends/relatives	21%	30%
Relax and unwind	28%	28%
Shopping	19%	19%
Attractions	6%	15%
Nature & bird watching	18%	13%
Special occasion	9%	10%
Special event	5%	10%
Culture/museums/history	8%	8%
Beach	9%	7%
Conference/meeting	5%	5%
Water activities	4%	4%
Active outdoor activities	4%	3%
Snow activities	2%	1%
Sporting event	1%	1%
Astrotourism	<1%	1%
Other	15%	10%

\*Multiple responses permitted.

# OTHER STATES/PROVINCES CONSIDERED\*

Other States/Provinces Considered	2024	2025
No other states/provinces	63%	60%
New Hampshire	20%	19%
Massachusetts	16%	19%
Vermont	11%	8%
Rhode Island	6%	6%
New York	7%	5%
Connecticut	5%	4%
New Brunswick	2%	3%
Nova Scotia	2%	3%
Prince Edward Island	1%	2%
Newfoundland and Labrador	1%	1%
Quebec	1%	1%
Ontario	1%	<1%
Other	2%	3%

# ADVERTISING/PROMOTIONS

Recalled Advertising	2024	2025
Yes	40%	46%
No	43%	38%
Not sure	17%	16%

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Influenced by Advertising	2024	2025
Yes	17%	24%

# ADVERTISING/PROMOTIONS\*

Sources of Advertising Recall*	2024	2025
Social media	54%	52%
Internet	29%	39%
Magazine	20%	15%
Cable or satellite television	11%	14%
Radio	19%	12%
VisitMaine.com	8%	11%
Traveler reviews/blogs	7%	8%
AAA	7%	6%
Online streaming service	4%	6%
Maine travel/visitor guide	6%	5%
Newspaper	5%	5%
Brochure	3%	3%
Billboard	2%	2%
Deal – based promotion	1%	1%
Music/podcast streaming	1%	1%
Other	8%	4%
Not sure	2%	3%

# VISITOR JOURNEY : TRAVELER PROFILE



# ORIGIN REGION

Region of Origin	2024	2025
New England	33.9%	27.8%
Mid-Atlantic	21.4%	24.0%
Southeast	11.7%	12.2%
Maine	7.2%	9.6%
Midwest	9.8%	9.6%
West	4.2%	6.7%
Southwest	3.3%	4.1%
Canada	5.6%	3.2%
Other International	3.0%	2.8%

# ORIGIN STATE/PROVINCE

Origin States & Provinces	2024	2025
Massachusetts	15.9%	14.0%
Maine	7.2%	9.6%
New York	9.2%	8.8%
New Jersey	3.3%	5.7%
New Hampshire	6.1%	5.7%
Pennsylvania	4.7%	4.5%
Florida	4.4%	4.2%
Connecticut	6.6%	3.9%

# ORIGIN MARKET

Origin Markets	2024	2025
Boston <sup>1</sup>	17.6%	16.5%
New York <sup>2</sup>	8.0%	12.0%
Portland-Auburn	6.0%	6.9%
Providence-New Bedford	3.4%	3.5%
Philadelphia	2.8%	3.5%
Bangor	2.1%	3.3%
Washington, DC-Hagerstown <sup>3</sup>	2.0%	2.7%
Hartford-New Haven	4.8%	2.5%
Chicago	0.7%	2.3%

\*Markets have been updated to align with DMA boundaries rather than cities/towns as in previous years.

<sup>1</sup>Includes areas in New Hampshire and Vermont.

<sup>2</sup>Includes areas in New Jersey, Pennsylvania, and Connecticut.

<sup>3</sup>Includes areas in Maryland, Virginia, and West Virginia.

# TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2024	2025
As a couple	45%	42%
As a family	28%	30%
Traveled alone	13%	12%
With other couples/friends	10%	11%
With business associates	2%	3%
In a tour group	1%	1%
Other	1%	1%
Average Travel Party Size	2.7	2.7

# TRAVEL WITH CHILDREN\*

Children in Travel Party*	2024	2025
No children	84%	82%
Children younger than 6	5%	8%
Children 6 – 12	9%	11%
Children 13 – 17	7%	5%

Gender	2024	2025
Male	47%	46%
Female	53%	53%
Other	<1%	1%

\*Multiple responses permitted.

\*\*The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

# DEMOGRAPHIC PROFILE

Age	2024	2025
Under 25	4%	4%
25 – 34	14%	14%
35 – 44	24%	23%
45 – 54	18%	19%
55 – 65	24%	22%
Over 65	16%	18%
<b>Median Age</b>	<b>49</b>	<b>50</b>

Race/Ethnicity	2024	2025
White	83%	84%
Hispanic	6%	6%
Asian	5%	6%
Black	4%	4%
Indigenous	<1%	<1%
Other	2%	2%

\*The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

# LIFESTYLE PROFILE

Marital Status	2024	2025
Single/widowed	21%	23%
Married/living with partner	79%	77%

Household Income	2024	2025
Less than \$25,000	3%	2%
\$25,000 - \$49,999	7%	7%
\$50,000 - \$74,999	15%	12%
\$75,000 - \$99,999	20%	19%
\$100,000 - \$149,999	24%	28%
\$150,000 - \$199,999	19%	17%
\$200,000 - \$249,999	7%	9%
\$250,000 or more	5%	6%
Median Household Income	\$110,400	\$117,900

# NEW & RETURNING VISITORS

Previous Trips to Maine	2024	2024
This is my first time	25%	24%
2 - 5 times	27%	29%
6 - 10 times	18%	16%
11+ times	30%	31%

# VISITOR JOURNEY : TRIP EXPERIENCE



# TRANSPORTATION

Means of Transportation	2024	2025
Drove to Maine	72%	67%
Flew into Portland Intl Jetport	13%	18%
Flew into Boston Logan Intl	8%	7%
Took a motor coach tour or bus	2%	1%
Flew into Bangor Intl Airport	1%	1%
Flew into another airport	1%	1%
Traveled by train	1%	1%
Other	2%	3%

# LENGTH OF STAY

Nights Stayed	2024	2025
Not staying overnight	18%	17%
1 night	6%	5%
2 nights	14%	12%
3 nights	17%	15%
4 nights	14%	16%
5+ nights	31%	35%
Average Length of Stay	4.5	4.7

# ACCOMMODATIONS

Accommodations	2024	2025
Hotel/motel/resort	37%	39%
Friends/family home	20%	20%
Not spending the night	18%	17%
Vacation rental home	10%	11%
Personal second home	5%	5%
Bed & Breakfast/Inn	4%	4%
Campground/RV Park	3%	2%
Wilderness camping	1%	1%
Sporting camp/wilderness lodge	1%	<1%
Outdoor Outfitter	<1%	<1%
Other	1%	2%

# BOOKING

Booking Methods	2024	2025
Online travel agency	33%	37%
Directly with the hotel/condo	36%	33%
Short term rental service	9%	11%
Airbnb*	11%	10%
Vacation rental company	2%	2%
Group tour operator	1%	1%
Travel package provider	1%	1%
Offline travel agent	1%	<1%
Other	6%	5%

\*Airbnb was only asked for Winter and Summer surveys.

# IN-MARKET RESOURCES\*

In-Market Resources	2024	2025
Navigation website/apps	55%	57%
Restaurant website/app	24%	30%
Destination social media	20%	27%
Visitor Information Centers	30%	24%
Personal social media	15%	24%
Materials from hotel/campground	28%	21%
Trip planning app	24%	20%
VisitMaine.com	26%	20%
Hotel/resort website/app	25%	19%
Booking website/app	5%	6%
Chambers of Commerce	3%	4%
Airline website/app	3%	2%
Other	14%	9%
None	15%	13%

# ACTIVITIES\*

Activities	2024	2025
Food/beverage/culinary	76%	77%
Touring/sightseeing	62%	62%
Shopping	62%	62%
Active outdoor activities	37%	31%
History/culture	29%	29%
Water activities	21%	20%
Entertainment/attractions	17%	16%
Astrotourism	5%	5%
Business conference/meeting	4%	4%
Other	3%	3%

# OTHER STATES/PROVINCES VISITED\*

Other States/Provinces Visited	2024	2025
No other states/provinces	63%	61%
New Hampshire	21%	21%
Massachusetts	19%	21%
Vermont	8%	6%
New York	6%	6%
Connecticut	5%	6%
Rhode Island	5%	5%
Nova Scotia	2%	2%
New Brunswick	1%	2%
Prince Edward Island	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	0%	1%
Ontario	1%	<1%
Other	2%	1%

# TRAVELING IN MAINE\*

Maine Regions Visited	2024	2025
No other regions	45%	38%
Midcoast & Islands	31%	32%
The Maine Beaches	24%	27%
Downeast & Acadia	21%	23%
Kennebec Valley	4%	7%
The Maine Highlands	10%	6%
Maine Lakes & Mountains	5%	6%
Aroostook County	1%	1%
Other	1%	1%

# VISITOR JOURNEY : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL\*

Recommending Maine	2024	2025
Would recommend Maine	97%	98%
Would not recommend Maine	1%	1%
Not sure	2%	2%

Recommending Regions	2024	2025
Definitely recommend region	79%	84%
Probably would recommend region	17%	14%
Would not recommend region	1%	<1%
Not sure	3%	2%

\*Question wording updated in Fall survey.

# RETURNING TO MAINE

Returning to Maine	2024	2025
Definitely will return	72%	75%
Probably will return	19%	18%
Probably will not return	1%	1%
Not sure	8%	6%

# SATISFACTION\*

Satisfaction	2024	2024
Very satisfied	70%	75%
Satisfied	27%	24%
Dissatisfied	1%	<1%
Don't know	2%	1%

# TRIP EXPECTATIONS

Exceeded Expectations	2024	2025
Activities & attractions	48%	46%
Restaurants	46%	43%
Friendliness of people	52%	43%
Lodging	47%	39%

# STUDY METHODS



# METHODOLOGY



## Visitor Tracking

540 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 1<sup>st</sup>, 2024 and November 30<sup>th</sup>, 2025.

## 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.

Downs & St. Germain Research uses IMPLAN economic modeling to determine the total economic output based on direct expenditure data collected from visitors to Maine. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling.”

# GREATER PORTLAND & CASCO BAY

2025 Economic Impact & Visitor Tracking Report  
DECEMBER 2024 – NOVEMBER 2025

Downs & St. Germain Research  
850 – 906 – 3111 | [contact@dsg-research.com](mailto:contact@dsg-research.com)  
[dsg-research.com](http://dsg-research.com)

