

Maine Tourism Drivers: Governor's Conference on Tourism

Prepared by



February 2, 2010

Agenda

- Research Methodology
- National Travel Context
- Summer 2009 Visitation
- Summary: Connecting Research to Marketing

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Research Methodology

Five key characteristics of our research:

- 1. Continuous:** We collect Maine visitor data throughout the entire year.
- 2. Thorough:** We collect data via three surveys so we have detailed information about visitors' trips to Maine.
- 3. Representative:** We weight the data demographically and seasonally to make sure the data tells the proper story.
- 4. Large-Scale:** We conduct thousands of surveys to overnight and day Maine visitors each year.
- 5. Timely:** We report to the state seasonally so they can stay on top of dynamic visitation trends.

Agenda

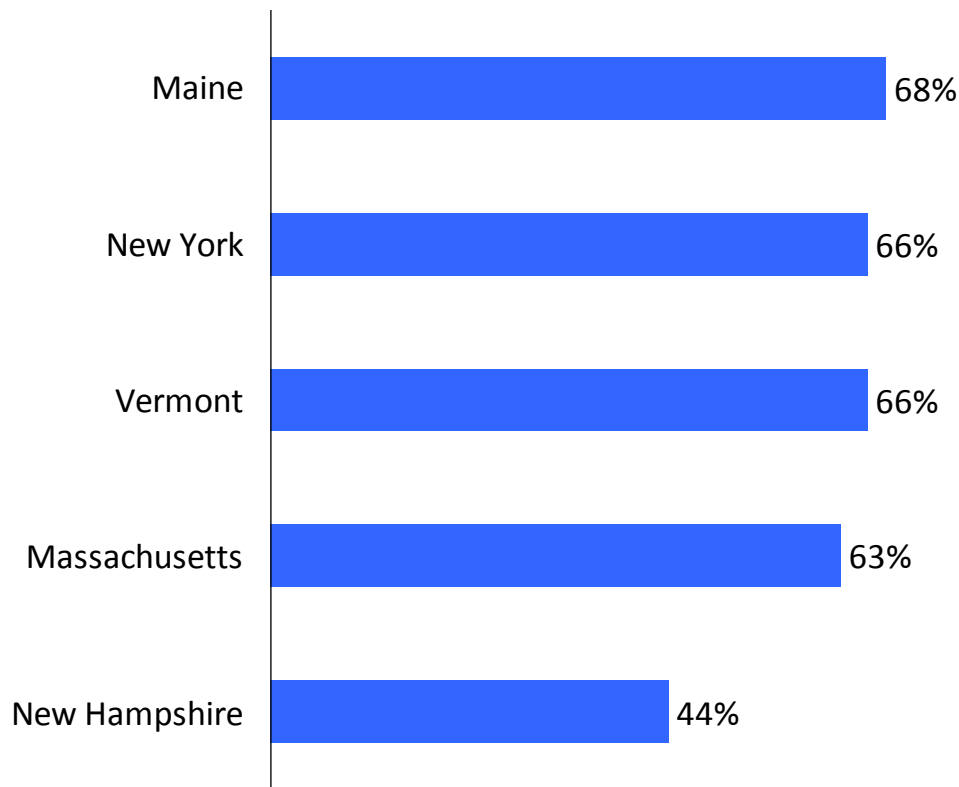
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Travel has begun to show signs of a 2010 rebound

- Day visitation to Maine experienced year-over-year growth in fall 2009.
- Overnight visitation to Maine saw a less acute year-over-year decline in fall.
- Several national travel forecasts predict a gradual recovery in 2010.
- A recent national poll showed improved travel intention scores for 2010 compared with 2009.

Maine is a natural destination for people as they begin to start traveling again . . .

Northeastern states that come to mind when thinking about leisure travel



Summer 2009

. . . but travelers need a strong value message

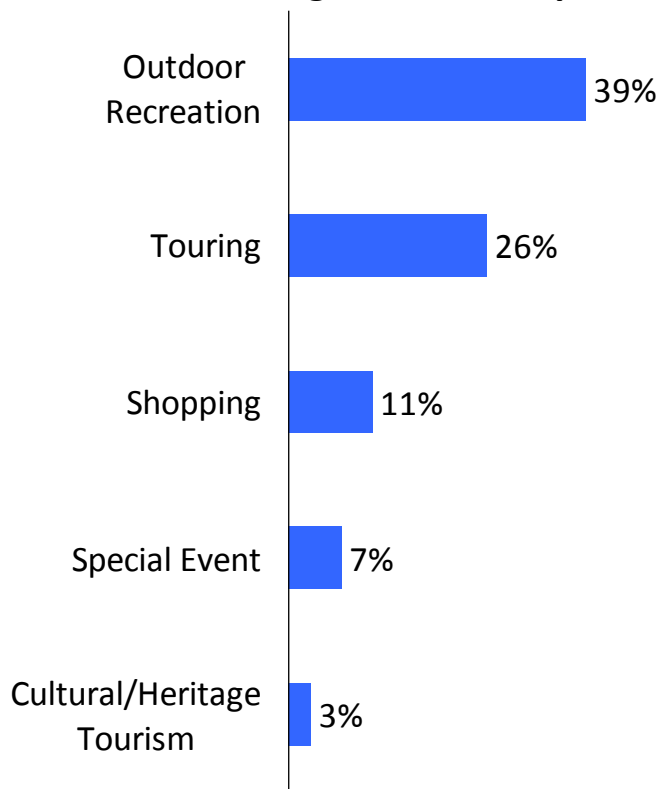
- The recent increase in day visitation could mean that some travelers replaced overnight trips with day trips to save money.
- Our research also shows that overnight travelers are being very cautious with their spending when in Maine.

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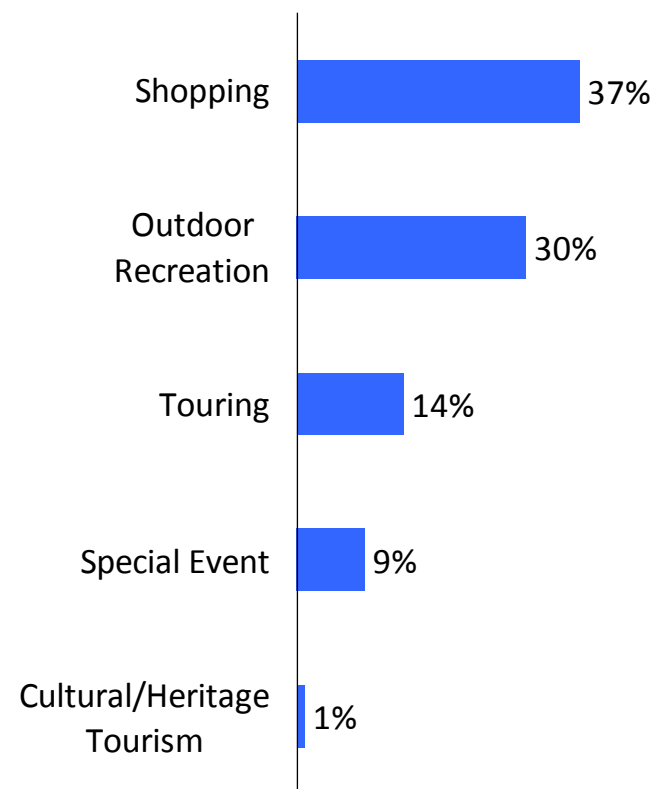
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Summer visitors come to Maine primarily for the outdoors, shopping, and exploring

Primary Purpose of Overnight Leisure Trips



Primary Purpose of Day Leisure Trips



Summer 2009

Each region has its own special visitation drivers

Primary Purpose of Trip to Maine (2008)		
Region	Overnight Leisure Visitors	Day Leisure Visitors
Aroostook County	Touring	Shopping
Downeast & Acadia	Outdoor Recreation	Shopping
Greater Portland & Casco Bay	Special Event	Shopping
Kennebec & Moose River Valley	Outdoor Recreation	Shopping
Maine Highlands	Shopping	Shopping
Maine Lakes & Mountains	Outdoor Recreation	Outdoor Recreation
Mid-Coast	Special Event	Outdoor Recreation
Southern Maine Coast	Shopping/Outdoor Rec.	Shopping

The average visitor to Maine is middle-aged, upper-middle class, and college educated

The average visitor to Maine during summer 2009 was:

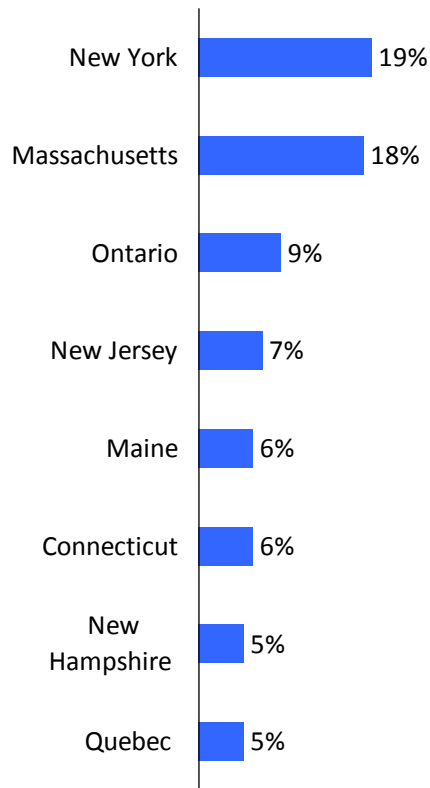
	Overnight Visitors	Day Visitors
Age	43.0	42.5
Income	\$104,520	\$88,434
College Degree or Higher	74%	73%
Married	58%	56%
Employed Full Time	63%	64%
Retired	12%	10%

Summer visitors are more likely than visitors during other seasons to be:

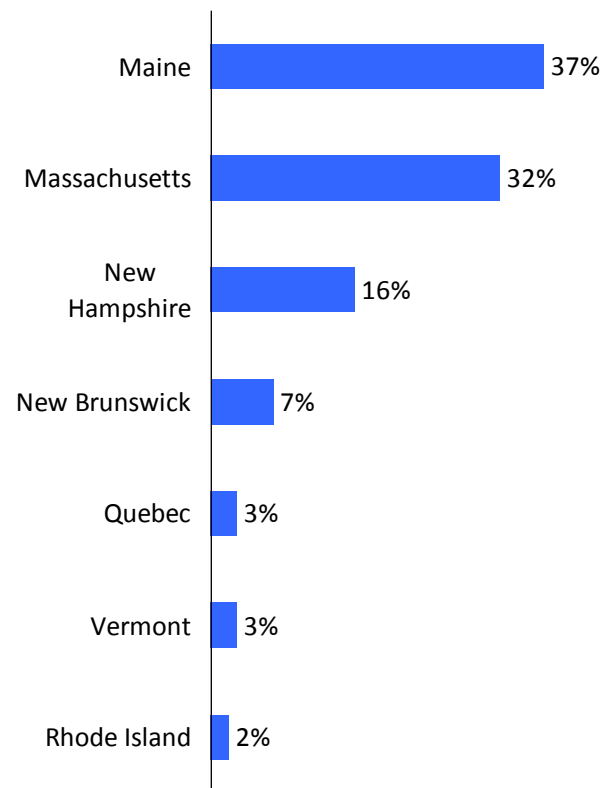
- Married
- Age 35-44
- Employed full-time
- Traveling with children

Massachusetts, New York, and Maine are primary markets for visitation to Maine

Overnight Visitor Residence



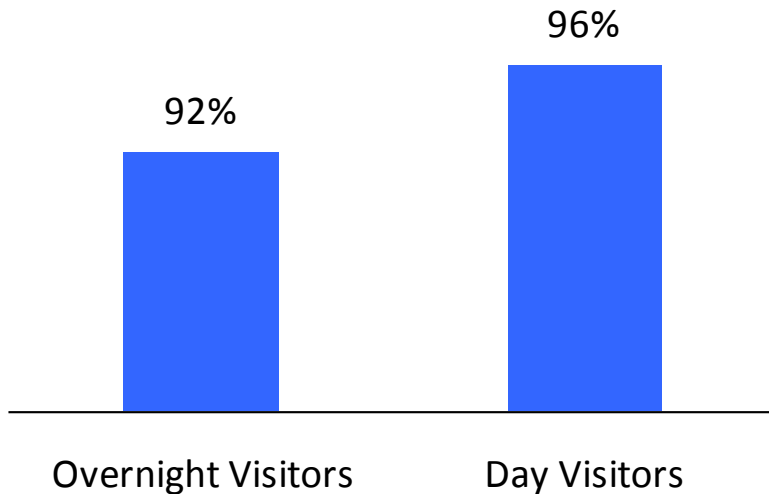
Day Visitor Residence



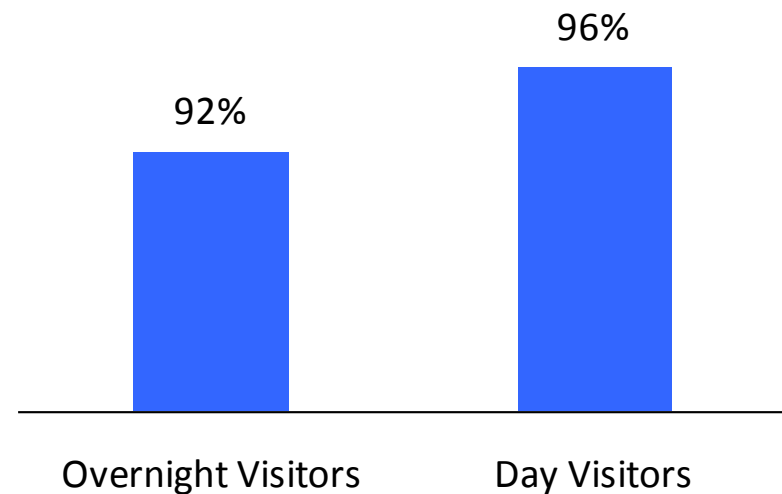
Summer 2009

Maine visitors are a loyal group who plan to return and recommend the state to others

Likely to Return to Maine



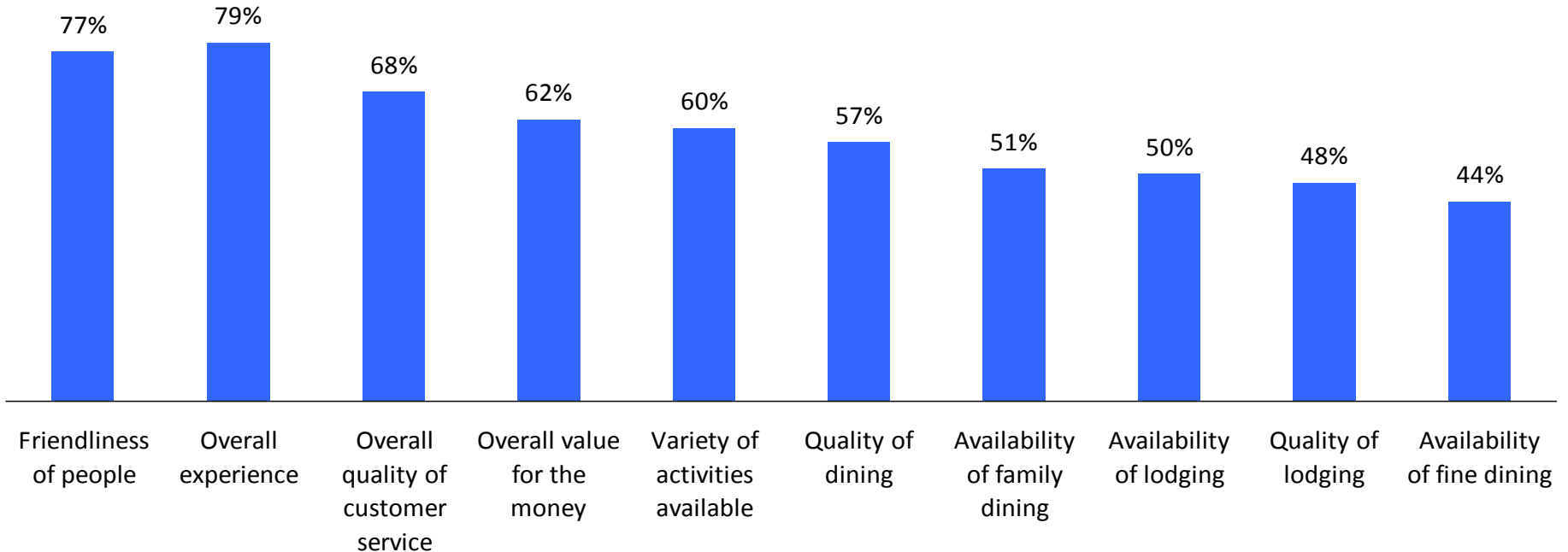
Likely to Recommend Maine



Summer 2009

Maine receives high marks in friendliness and service, and improving marks on dining and lodging

Maine Compared with Other Destinations
Among Overnight Visitors
(% Rating "Better than Others")



Summer 2009

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Connecting Research to Marketing

- Include value through packages and specific reasons like events to give people a reason to come to Maine *now*.
- Highlight the wide variety of activities that Maine has to offer throughout the state.
- Advertise Maine in mass and niche media.
- Focus advertising in key markets including the Boston and New York City metropolitan areas.
- Remind loyal visitors why they love Maine and teach prospects something new and interesting about Maine.



providing direction in travel & tourism

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