

WINTER 2024 REGIONAL DIFFERENCES

Compared to visitors to other regions, visitors to the below regions were more likely to:

Aroostook County

- Have a shorter booking window
- Use VisitAroostook.com or advice from friends/family to plan their trip
- Come to Maine for snow activities
- Be a Maine resident
- Be younger
- Stay longer
- Observe the April 8th, 2024 Solar Eclipse
- Only visit Maine on the same trip
- Exceed expectations for customer service and friendliness of people

DownEast & Acadia

- Longer trip planning and booking window
- Use Airbnb, an online travel agency, or DowneastAcadia.com
- Come for sightseeing/touring or to relax and unwind
- Be a first-time visitor
- Fly into Bangor airport
- Stay longer
- Definitely recommend the region to friends/family
- Be very satisfied

Greater Portland & Casco Bay

- Use VisitPortland.com, VisitMaine.com, and travel guides/brochures to plan trip
- Come for sightseeing/touring and shopping
- Have a higher income
- Stay in a hotel/motel/resort
- Definitely recommend the region to friends/family
- Be very satisfied
- Exceed expectations for restaurants and shopping

Kennebec Valley

- Shorter booking window
- Visit for and participate in snow activities or special events
- Not use many sources to help plan their trip
- Be a Maine resident
- Be very satisfied
- Exceed expectations for value for their money, customer service, activities and attractions, authentic and unique, and friendliness of people

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Maine Beaches

- Use VisitMaine.com, TheMaineBeaches.com, and travel guides/brochures to help plan their trip
- Primary reason to visit was sightseeing and touring
- Be from New England
- Loyal visitor (11+ times)
- Stay in hotel/motel/resort
- Use visitor information centers, hotel websites/apps, or VisitMaine.com while in Maine
- Definitely recommend the region
- Be very satisfied
- Exceed expectations for restaurants, lodging, friendliness of people, and shopping

Highlands

- Longer trip planning and booking window
- Use airline websites or an online travel agency to plan their trip
- From the Mid-Atlantic or Canada
- Travel alone
- Stay with friends/family

- Be very satisfied

Lakes & Mountains

- Shorter trip booking window
- Not use many resources to help plan their trip
- Primary purpose was snow activities
- Be from Maine
- Travel as a family and stay in a personal second home
- Not visit any other regions on this trip
- Be very satisfied

Midcoast & Islands

- Use online search engines, Facebook, and advice from friends/family, to plan their trip
- Primary purpose to visit friends and family
- Consider New Hampshire as a destination in addition to Maine
- Recall advertising about Maine in past 6 months and be influenced by it to visit
- Be from Maine
- Lower income
- Use restaurant websites/apps while in the area