

Travel and Tourism in Maine
Outdoor Trips

Prepared for the:
Maine Office of Tourism
December 10, 2004

Trip-Type Definitions



- ⊙ Longwoods' proprietary model segments the travel market based on the traveler's motivation or occasion of travel.
 - ⊙ **Visits to Friends and Relatives (VFR)** where the primary purpose of the trip is to visit friends and family
 - ⊙ **Marketable Trips**
 - ⊙ Includes all other pleasure trips and are so-called because choice of destination on these trips is discretionary and open, therefore, to marketing influence
 - ⊙ Comprised of eleven discrete types
 - ⊙ **Business Trips** made exclusively for business reasons
 - ⊙ Comprised of three types: Sales/Service, Convention/Conference/Trade Shows, and Meetings.

Marketable Trip-Types



- ◉ **Touring:** trip by car, bus, or train through areas of scenic beauty, cultural or general interest. You may have flown to a destination before beginning your trip through the region.
- ◉ **Special Event:** primarily for the purpose of attending an event such as a fair, festival, pageant, race, sports meet, or a professional or college ball game
- ◉ **Combined Business/Pleasure:** a business trip extended at least one extra day and night, just for pleasure
- ◉ **City Trip:** visit a city where you may shop, visit museums, enjoy entertainment, dine, attend plays or concerts, or just stroll around
- ◉ **Beach:** trip to an ocean beach resort or beach area for swimming, boating, etc
- ◉ **Theme Park:** taken primarily for the purpose of visiting a major theme park.
- ◉ **Outdoors:** to experience the natural environment where you may engage in outdoors activities such as camping, hunting, fishing, hiking, rafting, snowboarding, viewing wildlife, eco-touring, or outdoor educational activities.
- ◉ **Casino:** main purpose is gaming at a casino, casino resort, or riverboat.
- ◉ **Country Resort:** trip to a country resort to relax, enjoy sports, recreation, etc.
- ◉ **Ski Trip:** Trip to a ski area or resort for downhill or cross-country skiing and snowboarding
- ◉ **Cruise:** trip on a cruise ship where you enjoy all the on-board activities and the planned stops at points of interest along the way

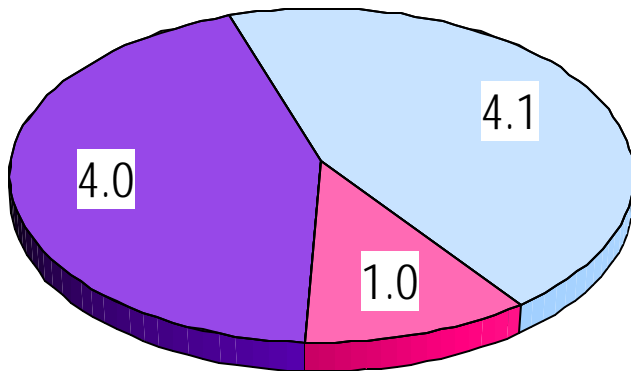
Size of Maine's Travel Market Trip Volume

2003 Travel Year



Overnight Trips

9.1 Million

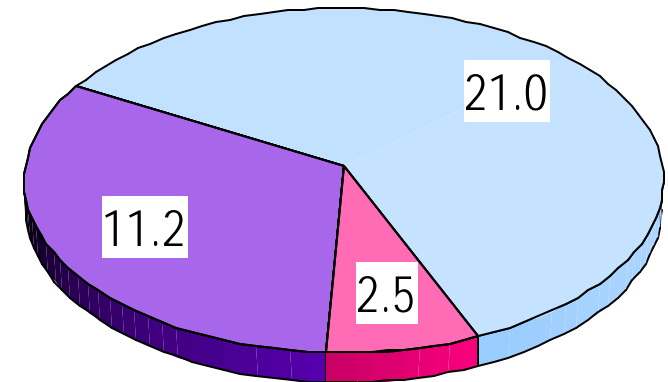


Legend

- VFR
- Marketable
- Business

Day Trips

34.7 Million

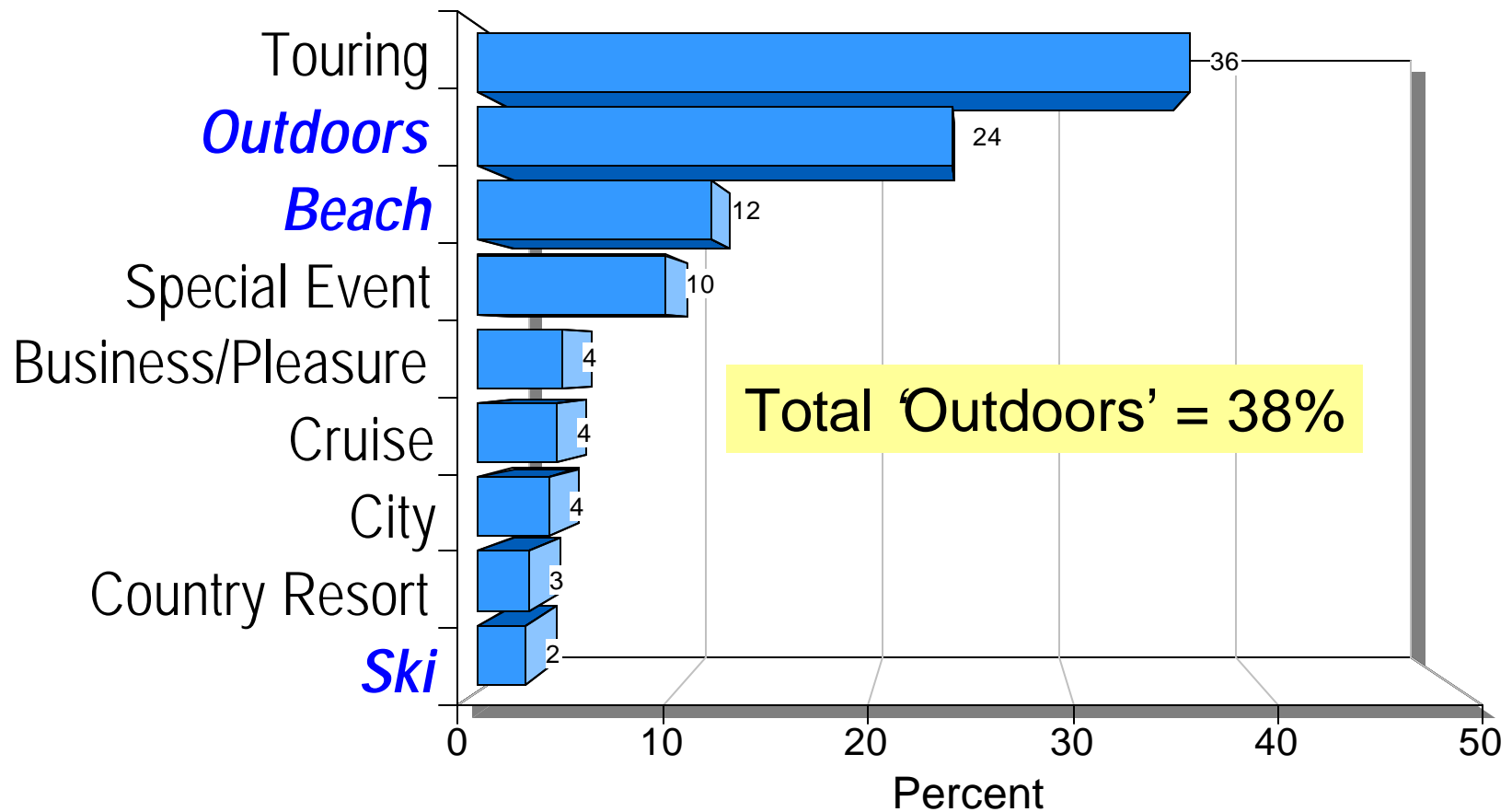


Marketable Trip Mix Maine Overnight Trips

2003 Travel Year



Base: Overnight Marketable Trips

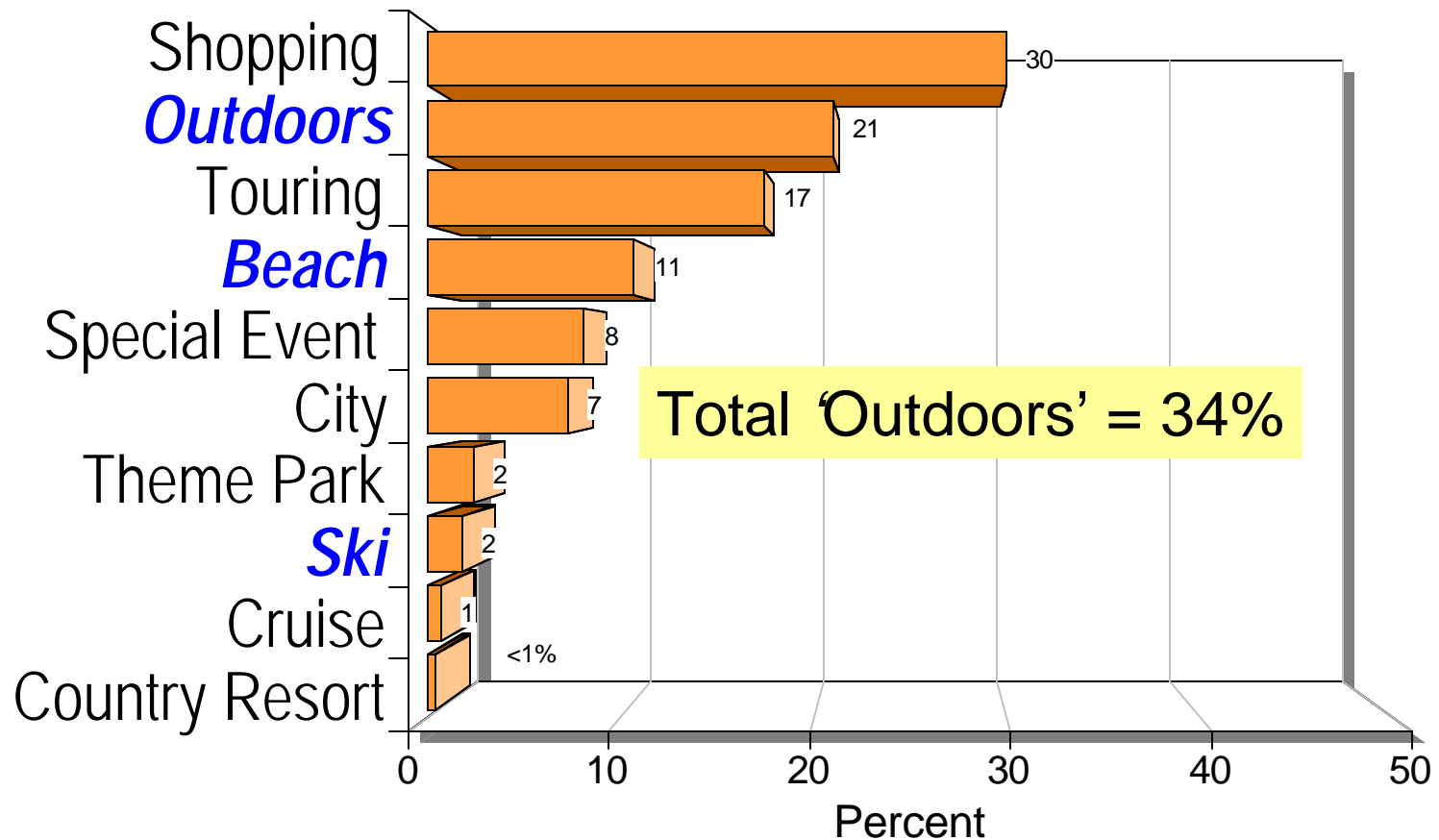


Marketable Trip Mix Maine Day Trips

2003 Travel Year



Base: Marketable Day Trips



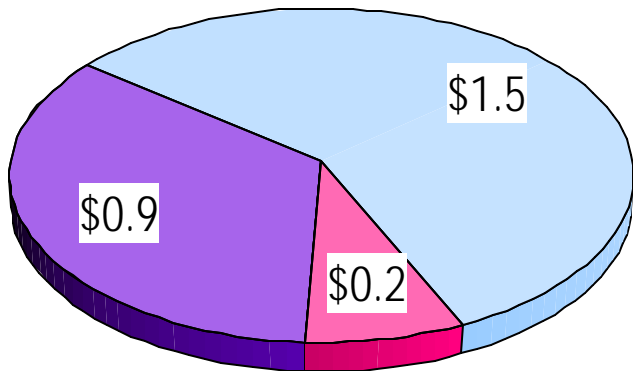
Size of Maine's Travel Market

Traveler Expenditures

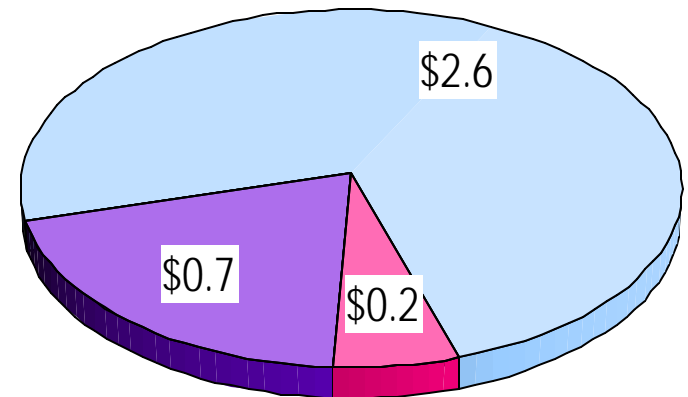
2003 Travel Year



Overnight Trips
\$2.6 Billion



Day Trips
\$3.5 Billion

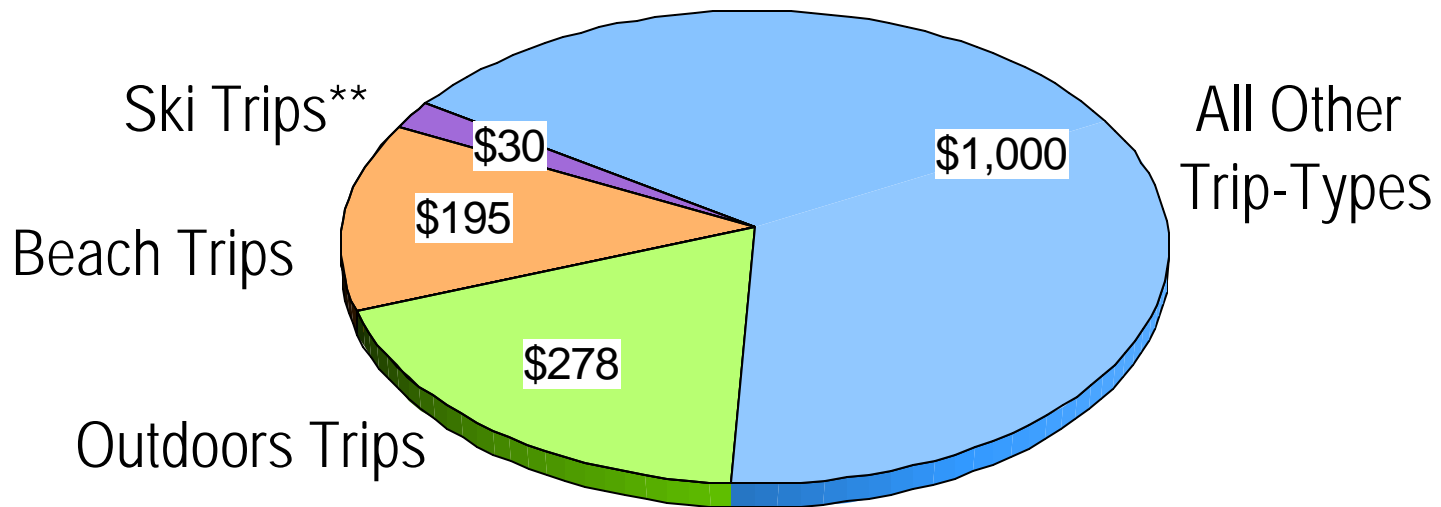


Travel Expenditures on Maine's Overnight Marketable Trips*



Macro-Estimates for Scope Only

Total: \$1,503 Million in 2003



* Estimates of spending on Outdoors and Beach trips are based on three-year averages over 2001-2003 because the research study base sizes for these trip types within any one year are too small for reliable projection.

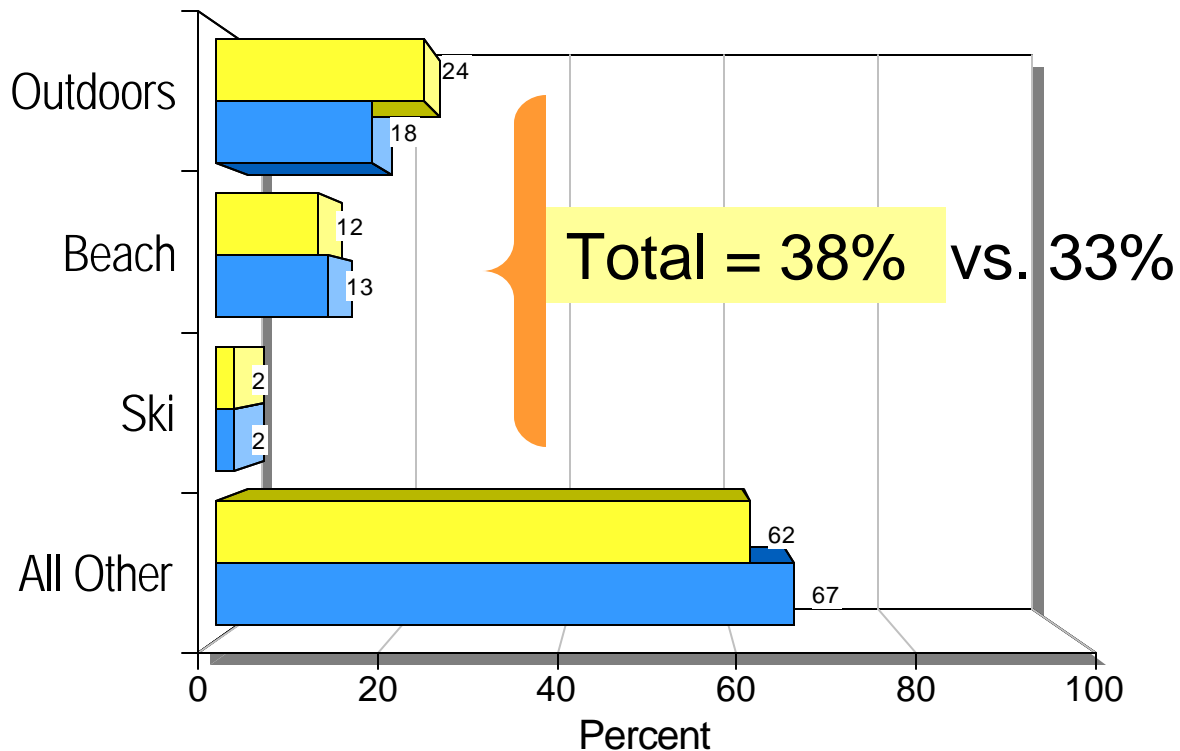
** Estimate of spending on Ski trips is based strictly on trip volume share because the research study base sizes are too small for reliable projection even across the 2001-2003 aggregate.

Trip vs. Expenditure Importance within Overnight Marketable Trips



Base: Overnight Marketable Trips

Macro-Estimates for Scope Only



% of Marketable Trips % of Marketable Trip Expenditures

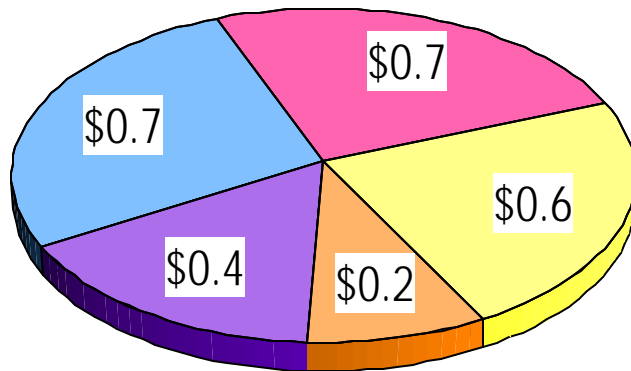
Traveler Expenditure on Maine Trips by Spending Category

2003 Travel Year



Overnight Trips

\$2.6 Billion

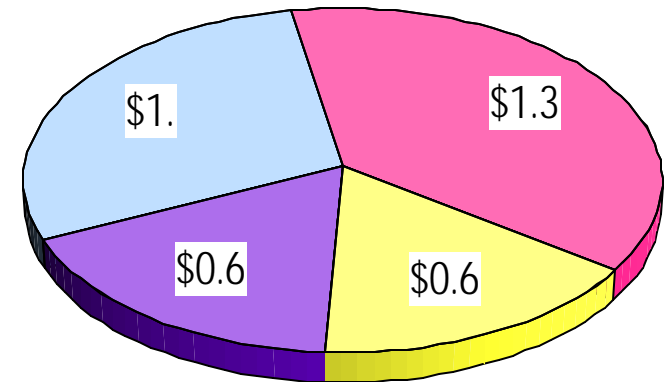


Legend

- Transportation
- Accommodation
- Food
- Retail
- Recreation

Day Trips

\$3.5 Billion



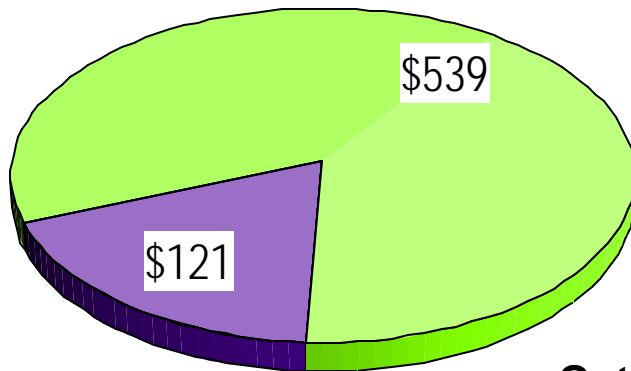
Traveler Expenditures on Maine's Overnight Trips

2003 Travel Year

Macro-Estimates for Scope Only

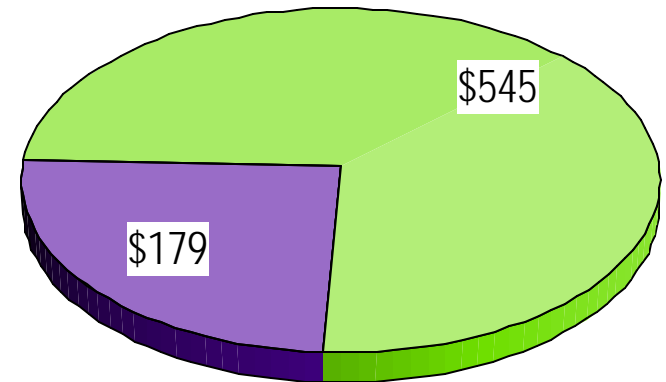
Food

\$660 Million



Accommodation

\$724 Million



Legend

- Outdoors Trips
- All Other Trips

Outdoors = Outdoors + Beach+ Ski

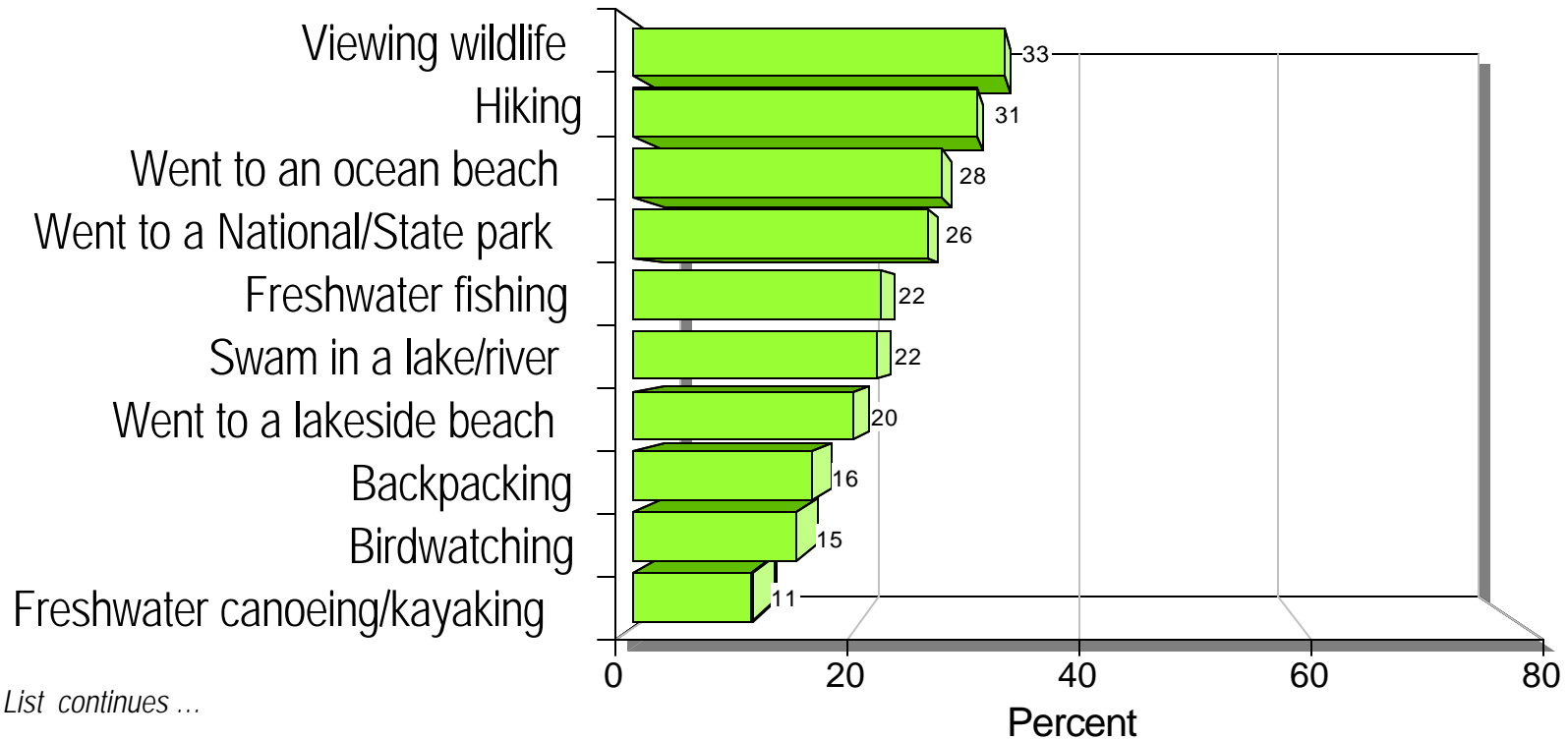
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** Estimate of spending on Ski trips is based strictly on trip volume share because the research study base sizes are too small for reliable projection even across the 2001-2003 aggregate.

Outdoor Activities on Maine's Outdoors Trips



Base: Overnight Outdoors Trips

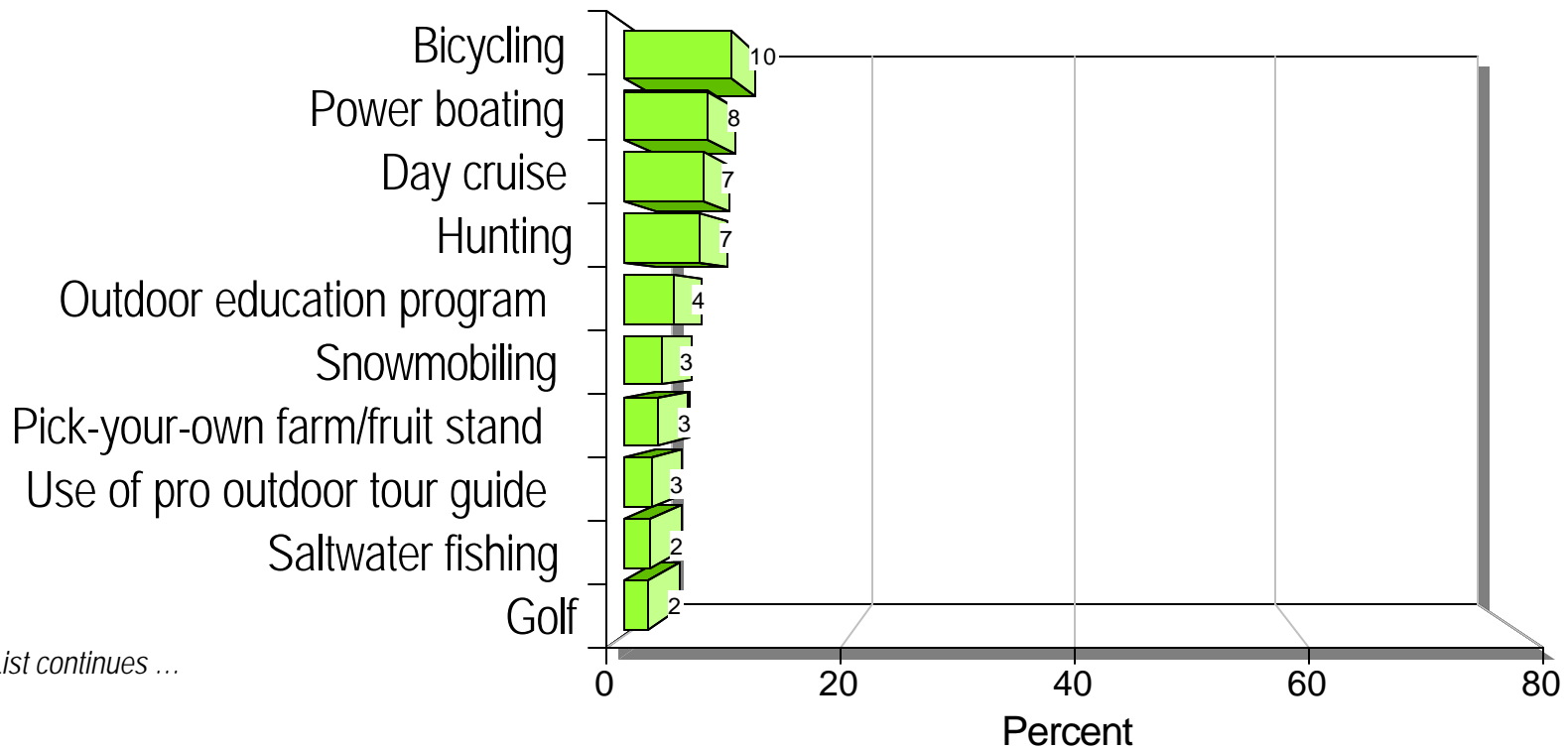


* Note: These incidences are three-year averages over 2001-2003 because the research study base sizes for these trip types within any one year are too small for reliable reporting.

Outdoor Activities on Maine's Outdoors Trips cont'd



Base: Overnight Outdoors Trips

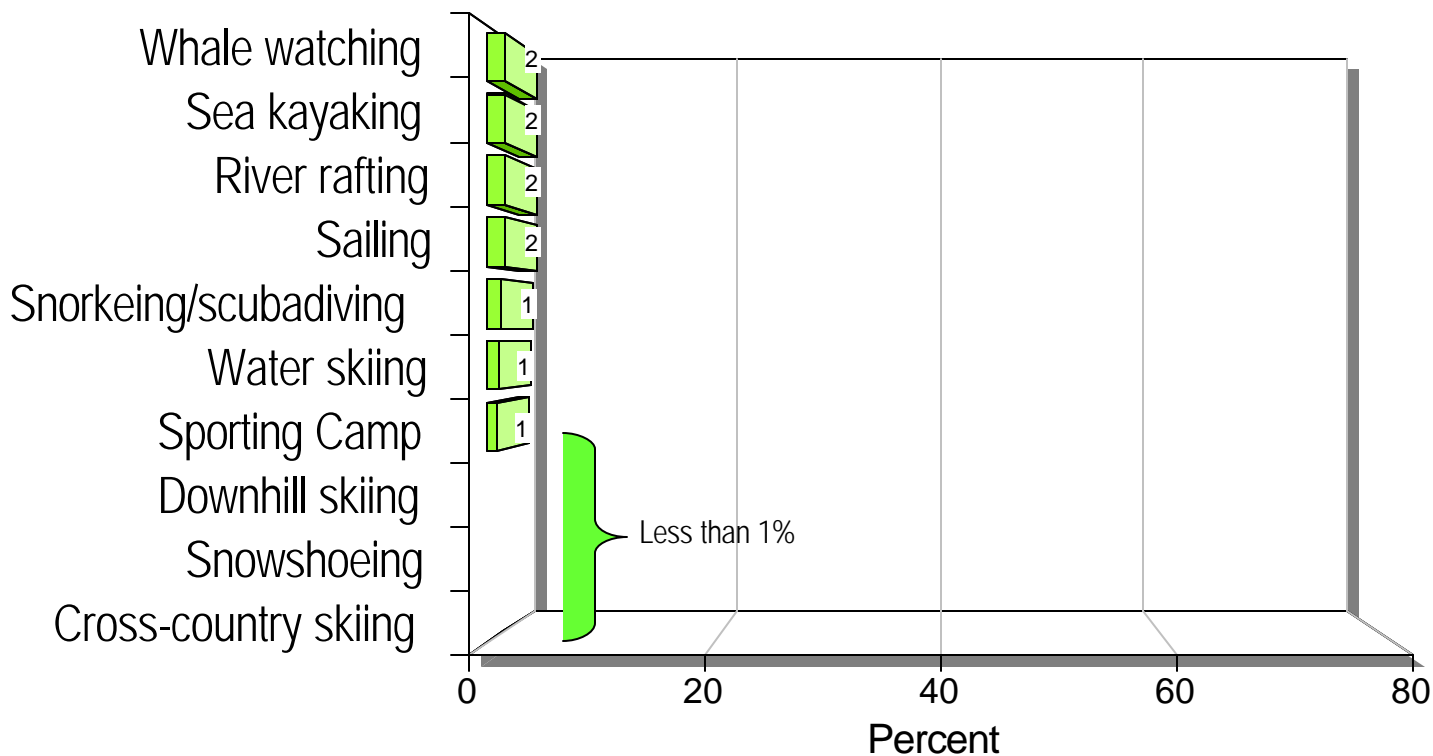


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Outdoor Activities on Maine's Outdoors Trips cont'd



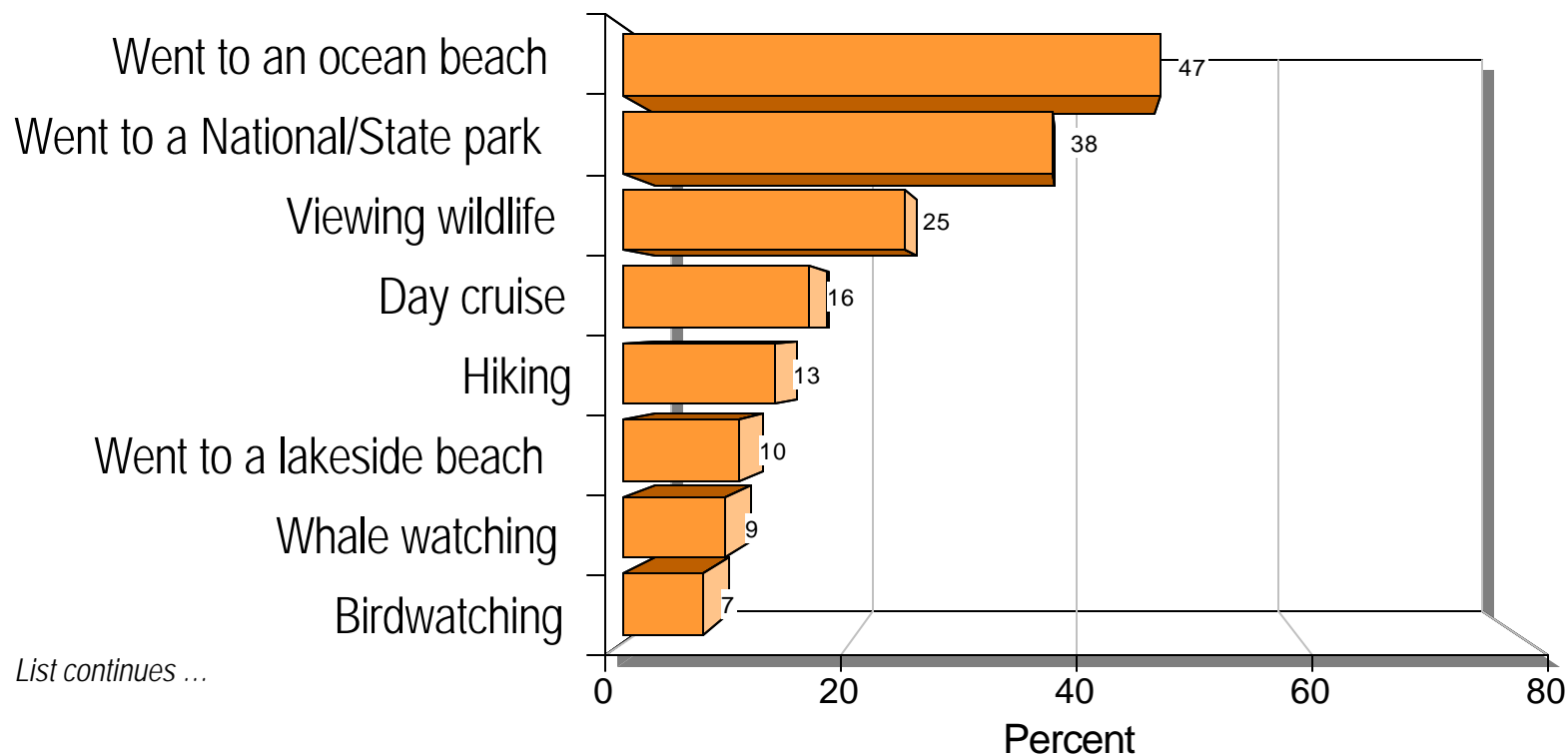
Base: Overnight Outdoors Trips



Outdoor Activities on Maine's Touring Trips



Base: Overnight Touring Trips



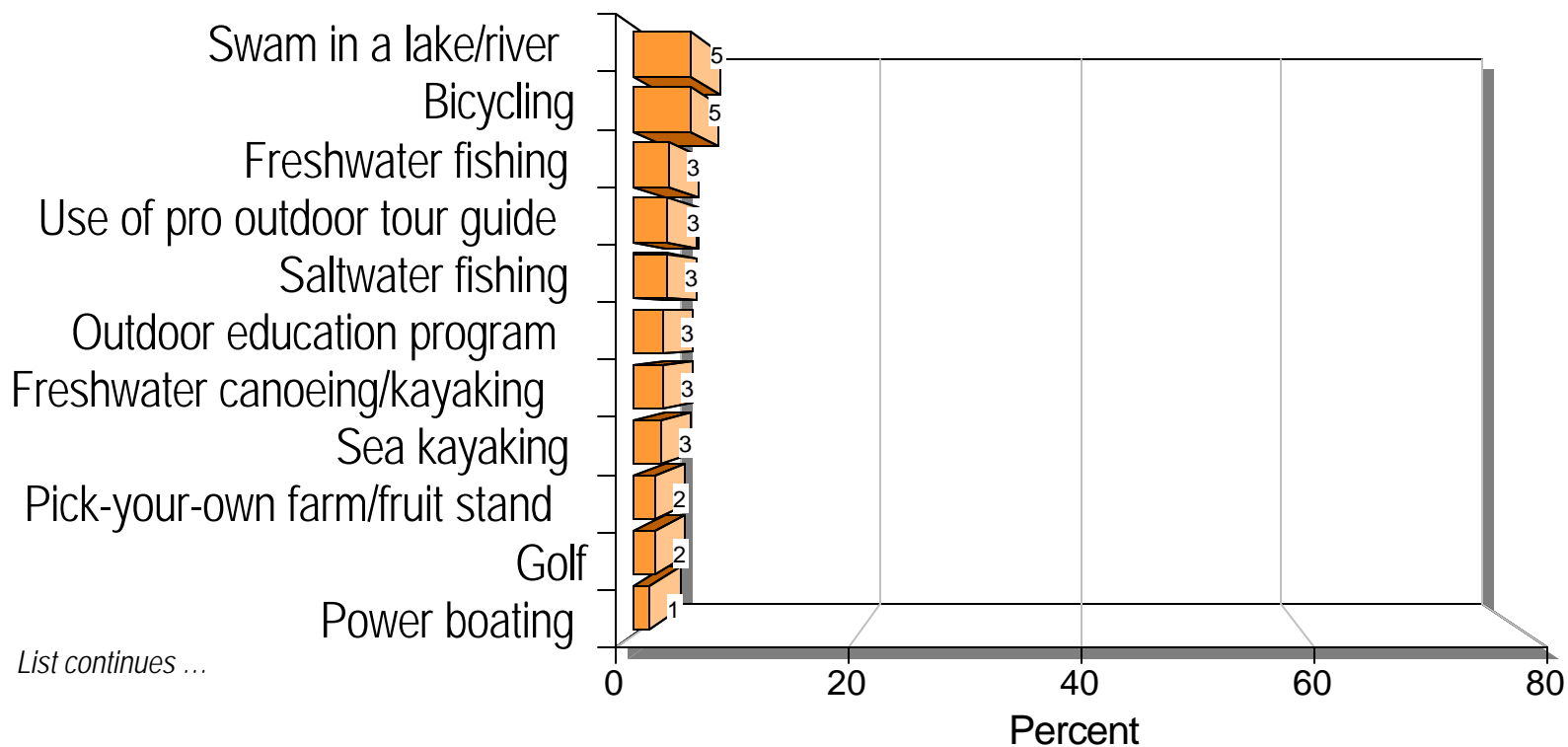
List continues ...

* Note: These incidences are three-year averages over 2001-2003 because the research study base sizes for these trip types within any one year are too small for reliable reporting.

Outdoor Activities on Maine's Touring Trips cont'd



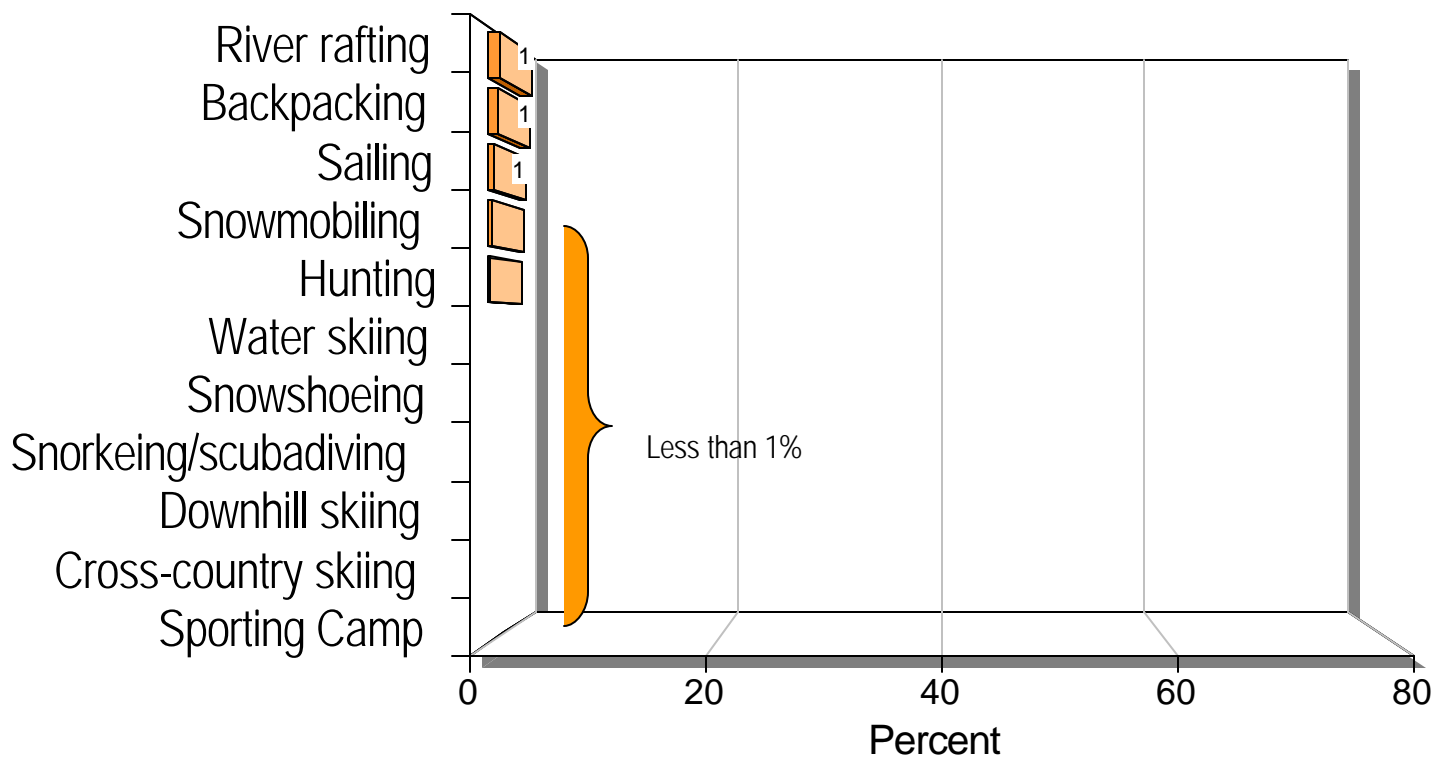
Base: Overnight Touring Trips



Outdoor Activities on Maine's Touring Trips cont'd



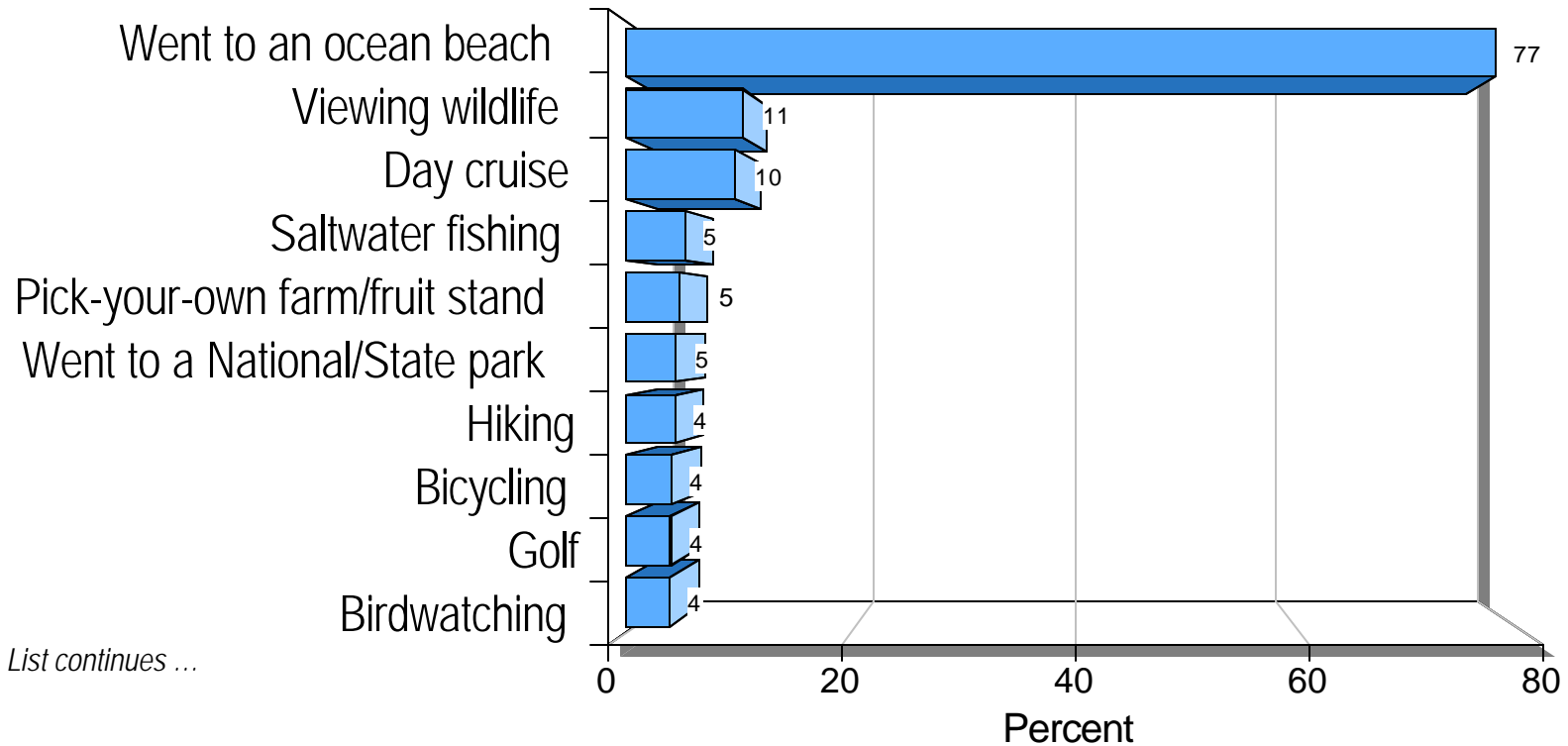
Base: Overnight Touring Trips



Outdoor Activities on Maine's Beach Trips



Base: Overnight Beach Trips

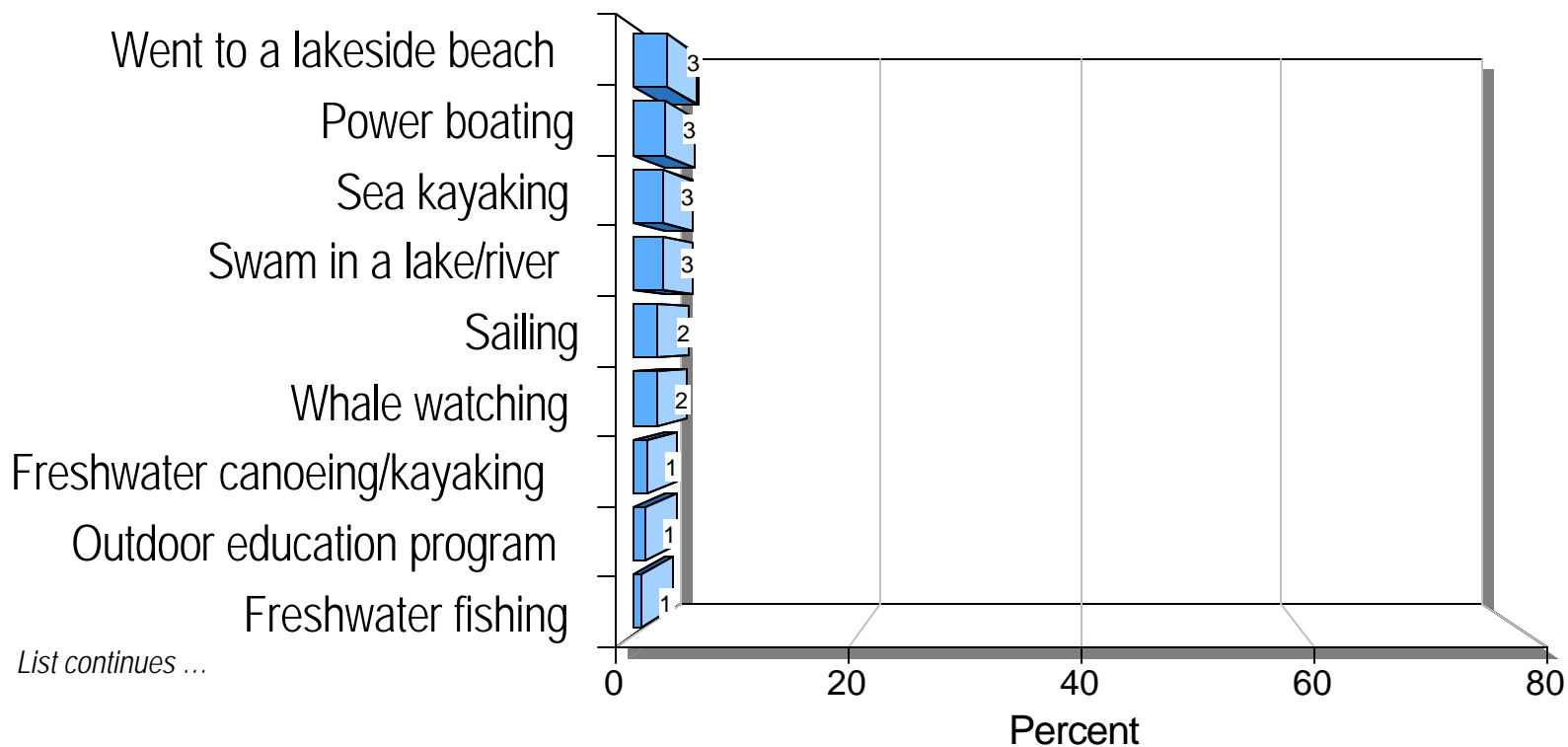


* Note: These incidences are three-year averages over 2001-2003 because the research study base sizes for these trip types within any one year are too small for reliable reporting.

Outdoor Activities on Maine's Beach Trips cont'd



Base: Overnight Beach Trips



Outdoor Activities on Maine's Beach Trips



Base: Overnight Beach Trips

