



DownEast & Acadia Regional Tourism

PO Box 4

Cherryfield, Maine 04622

Phone: (207) 546-3600, Toll Free: (888)-665-3278

www.downeastacadia.com

CONVERSION STUDY SURVEY TOURISM SEASON 2009 (APRIL – OCTOBER) January 15, 2010

Overview

On November 2, 2009, 795 emails were sent to a database of potential visitors to the DownEast & Acadia Region. The database consisted of all people who had requested information from DART, who included their email address and indicated they might be traveling here during the 2009 season.

Our email asked them to complete a survey as a follow up to their inquiry and directed them to a link to a Survey Monkey. As an incentive to reply, they were automatically entered in a drawing for a mini-vacation package worth \$230. 38.5% of the recipients opened the email and 54.8% clicked through. This is an incredible response when compared to our industry average open rate of 15.5% and a click rate of 11.6%.

The survey consisted of 16 questions:

- Was our website and the subsequent information from us and our partners helpful.
152 Total Responses: 146 (96%) said it was helpful
- Did they come here and in which month and year.
104 responded that they came here: August & September - 21%, October - 19%, July - 17%, June - 14%. April and November each had one response as well.
- Are they planning to come in the future
29 responses: 12 (41%) said they would come July - September 2010
- Where did they spend at least one night
124 responses: 68 (54%) Bar Harbor, 12 (9.7%) Ellsworth, the rest were scattered around the Region or did not stay overnight in the Region)

Cooperating to Support Tourism Throughout the Region

- **If they did not come and don't plan to, where else did they go**
12 Responses: 3 (25%) Mid Coast, 3 (25%) Lakes & Mountains, 2 (16.7%) Maine Beaches, 2 (16.7%) Greater Portland/Casco Bay, 2 (16.7%) another state
- **Reason why if they did not come here**
8 Responses: 3 (37.5%) another destination offered something they specifically wanted to see or do, 3 (37.5%) lodging too expensive, 1 (12.5%) too far, 1 (12.5%) another destination offered package, lower price
- **If they visited us, which attribute was most responsible**
145 Responses: Top answers were 83 (57.2%) Acadia National Park and 45 (31%) coastal scenery, lighthouses, fishing villages
- **What they liked most about their visit here**
123 Responses: 108 (87.8%) Scenery/nature
- **What they liked least**
93 Responses: 73 (78.5%) nightlife/entertainment
- **While here, where did they go**
117 Responses*: 108 (92.3%) MDI/Acadia NP, 52 (44.4%) Ellsworth/Trenton, 44 (37.6%) Schoodic & DownEast, 31 (26.5%) E. Penobscot Bay, 2 (23.1%) Machias Bay, 2 (23.1%) Way DownEast
** They were asked to list each place they visited, so the total number is higher than 117, but the percentages are based on 117.*
- **How they rated their vacation here**
117 Responses: 75 (64.1%) excellent, 36 (30.8%) very good, 6 (5.1%) good
- **Given their experience, would they recommend the region to a friend or relative as a vacation**
120 Responses: 91 (75.8%) enthusiastically yes, 26 (21.7%) yes
- **How many adults & children in their party**
136 Responses: 95 (69.9%) 2 adults, 36 (26.5%) more than 2 adults
- **Age range of adults**
136 Responses*:
56 (41.2%) Age 55 – 64
42 (30.9%) Age 45 – 54
36 (26.5%) Age 65 plus
33 (24.3%) Age 35 – 44
21 (15.4%) Age 25 – 34
7 (5.1%) Age 18 – 24.
**respondents were asked to select all that applied, so the total is more than 136 - percentages are based on 136*

- **How many nights did they stay in the region**
117 Responses (top three listed):
23 (19.7%) 7 nights
22 (18.8%) 4 nights
17 (14.5%) 6 nights

- **Approximately what did they spend**
115 Responses (top three listed):
38 (33%) \$1001 to \$2000
32 (27.8%) \$501 to \$1000
19 (16.5%) \$2001 to \$3000

Summary

Overall, the survey confirms much of what we felt was the situation regarding visitors to the Region. There were also some new revelations.

In summary, here are some things I think we can learn from or capitalize on from this information

- **We need to beef up visitation in early Spring and late Fall**
- **Develop strategy(s) to move tourists through all of the Region**
- **Should form collaborations with other regions, especially Mid Coast and Lakes & Mountains**
- **Develop strategy(s) to increase 1, 2 & 3 night stays to 4 or more**
- **Develop strategy(s) to increase spending**