

Select Area
North of Boston

Results Release Year
All

3.2 days

Avg. Length of Stay

50

Avg. Visitor Age

2.3

Avg. Party Size

2.8

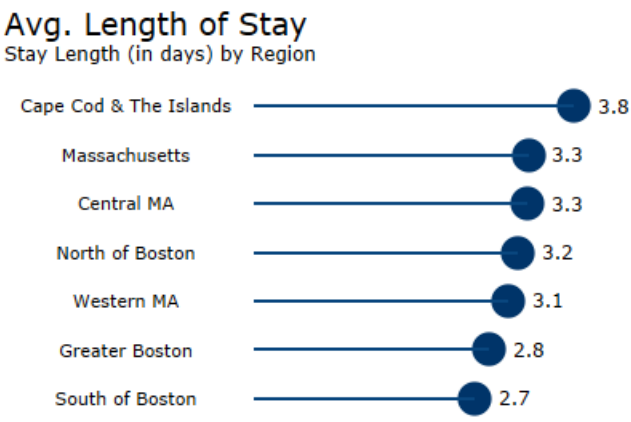
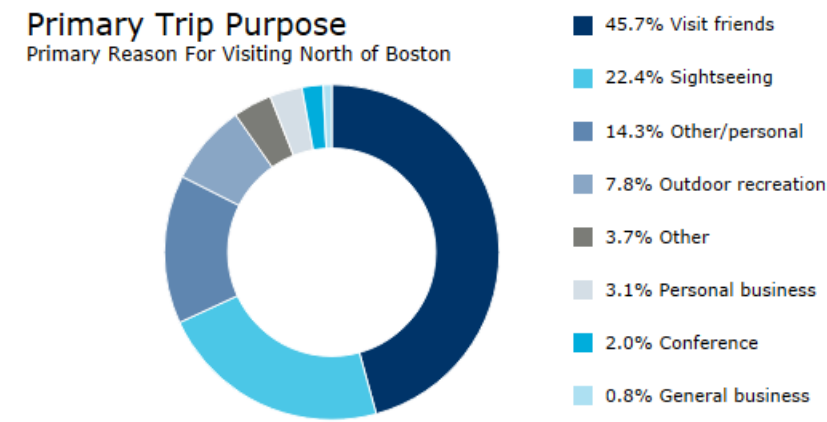
Avg. # Activities

30.1%

Overnight

37.8%

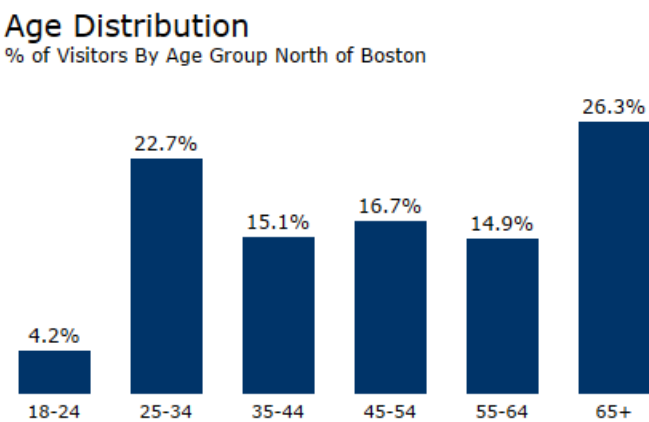
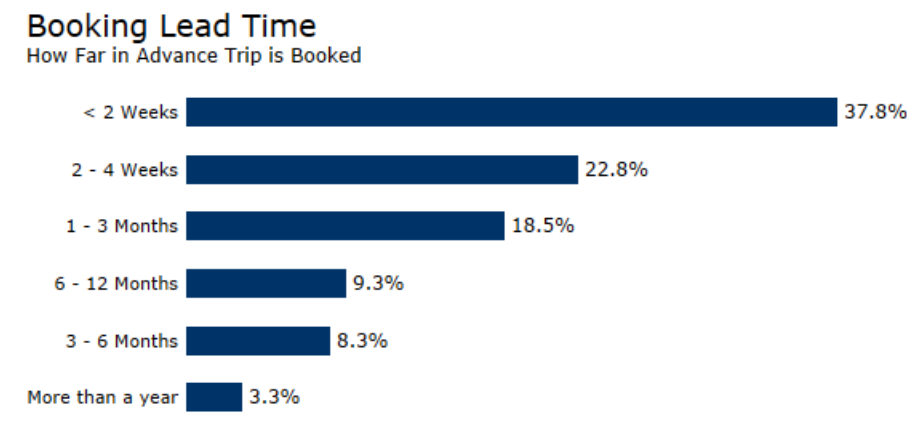
Bookings (< 2 Weeks)



Top Trip Planning Sources

Channels Used to Plan Trips to North of Boston

Friends/relatives	37.3%
Own experience	31.0%
No plans were made	23.3%
Search engines (Google, Bing, Yahoo, etc.)	12.6%
Online travel agency (e.g., Expedia, Travelocity)	7.7%
Destination website (official site of state, city or attraction)	7.6%
Social media platforms (e.g., Facebook, Instagram, X/Twitter, TikTok, et..	6.9%
Travel guides (online or print)	4.9%
Someone else planned for me and I don't know the method	4.5%



Top Visitor Origin States

Visitors to Massachusetts

Massachusetts	29.6%
New Hampshire	18.8%
Connecticut	8.4%
New York	7.0%
Maine	5.5%
Pennsylvania	4.2%
New Jersey	3.7%
Texas	3.6%
Rhode Island	3.1%