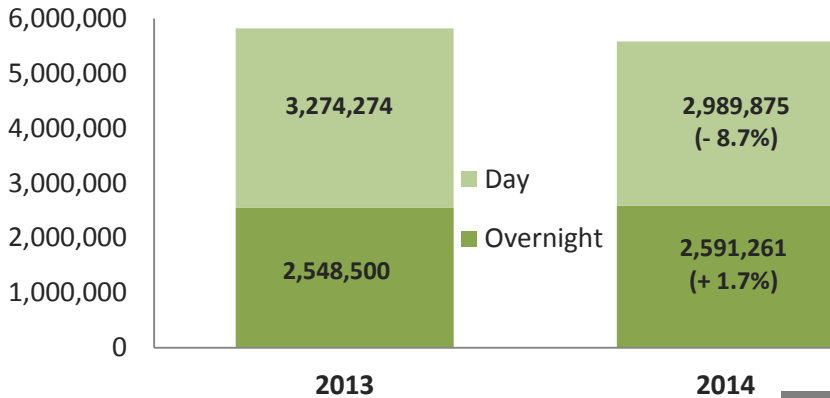


# Greater Portland & Casco Bay

## 2014 Regional Tourism Impact Estimate

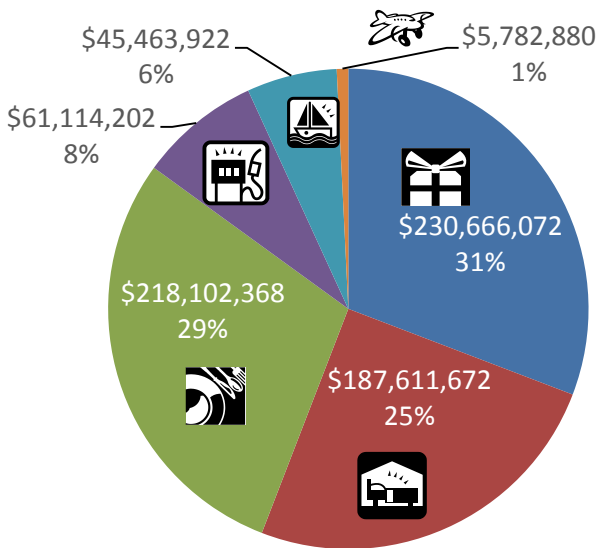
Estimated visitation to the Greater Portland & Casco Bay region in 2014 is more than 5.5 million visitors, a slight drop from 2013 estimates (-4.1%).



Total visitation: 5,581,136



In 2014, Greater Portland & Casco Bay visitors spent more than **\$748 million (+4% over 2013)**.



- Retail Sales
- Lodging
- Restaurant/Food
- Gasoline
- Recreation
- Other Transportation

**NOTE:** Due to refinements in the model used to estimate expenditures for each region, 2014 expenditures by category within each region are not directly comparable to prior year estimates. Any large changes seen in category expenditure estimates are driven by changes in expenditure modeling and not by dramatic shifts in visitor spending patterns.

### The money spent by visitors in Greater Portland supported...

*Economic Impact* begins when a visitor spends money in an area. The benefits to the local economy go beyond the basic impact of these dollars spent – these dollars create a chain effect. The effects of these expenditures are evident as the direct recipients of these expenditures in turn pay wages, earn income, and pay taxes. Further these direct recipients spend *their* income and thereby create more impact.

12,356 jobs

\$ 233,521,167 in total earnings

\$ 72,440,668 in total taxes

- For the purposes of visitation and visitor expenditure estimates, only visitors on tourism related trips are included. Tourism related trips include: All leisure trips, VFR trips that are a general visit to see friends or relatives, a wedding, or a holiday visit, and business trips that are for a convention/conference/trade show or training/professional development.
- For the purposes of expenditure estimates, visitors are defined as all overnight visitors and all out of state day visitors on tourism related trips.
- Economic Impact is estimated using DPA visitor expenditure estimates, and the RIMS II Economic Impact model.

