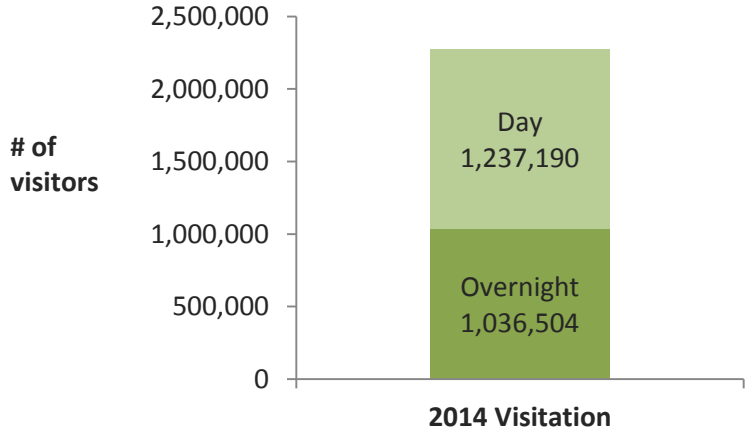




# Kennebec & Moose River Valley

## 2014 Regional Tourism Impact Estimate

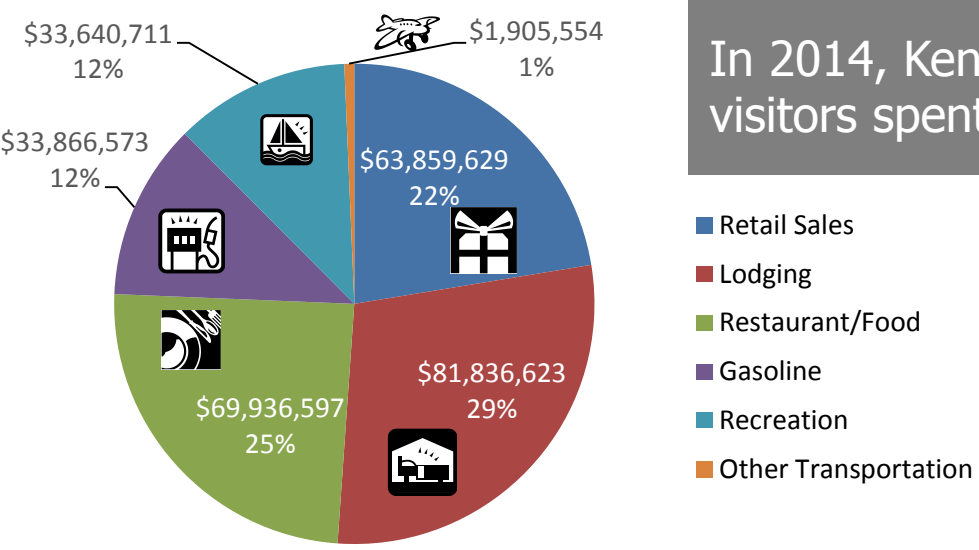
Estimated visitation to the Kennebec & Moose River Valley region in 2014 is more than 2.2 million visitors.



Total visitation: 2,273,694



In 2014, Kennebec & Moose River Valley visitors spent more than **\$285 million**.



### The money spent by visitors in the region 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.



- 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.

