### BY THE NUMBERS

- **Total expenditures for tourism in 2017 equaled more than $6 billion, which equates to $16.5 million per day, $686,493 per hour, $11,442 per minute, and $191 per second.**

- Tourism is one of Maine’s largest industries, supporting a total of 106,806 jobs, about 16% of employment in the state (1 out of every 6 jobs). That’s greater than the populations of Portland and Bangor combined.

- If traveler spending in Maine dropped by 15%, the average Maine household would have to pay $162 MORE in taxes to maintain government services at current levels.

- A 10% increase in overnight visitation to Maine would provide $447 million additional dollars.

- Travel contributed more than $2.5 billion to Maine’s households.

### MAINE OVERNIGHT VISITORS

- Direct spending on tourism-related trips by overnight visitors to Maine totaled over $4.4 billion in 2017.

- Overnight spending on tourism trips generated over $443 million in tax revenue.

- More than 20 million visitors spent one or more nights in Maine on tourism-related trips in 2017.

### MAINE DAY VISITORS

- Non-resident, tourism-related day travelers to Maine accounted for more than $1.5 billion in direct expenditures during 2017.

- Non-resident day visitor spending generated over $152 million in tax revenue for the State of Maine.

- Maine hosted 16.5 million non-resident day visitors in 2017.

### MAINE CANADIAN VISITORS

- In 2017, Canadian visitors spent nearly $934 million in Maine.

- Canadian visitors spent $288 million in stores in Maine - one-fifth of all tourism-related retail expenditures in the State.

- Canadian day and overnight visitation to Maine in 2017 accounted for 4.1 million visitors.
TOTAL TOURISM EXPENDITURES
Increase direct tourism expenditures to $6 billion
+ Met goal in 2017 with $6.01 billion

RESTAURANT AND LODGING TAXABLE SALES
Increase gross restaurant and lodging taxable sales by $500 million
+ Met goal in 2017 with $3,790,786,000 an increase of $749 million

BUSINESS-RELATED VISITATION
Increase business related visitation by 2 million visitors
+ Optimizing plans to meet goal by 2019

FIRST-TIME VISITATION
Increase the volume of first-time visitors by 500,000
+ Met goal in 2014 with 989,424 new first-time visitors
+ As of 2017 we’ve added 2.17 million visitors