



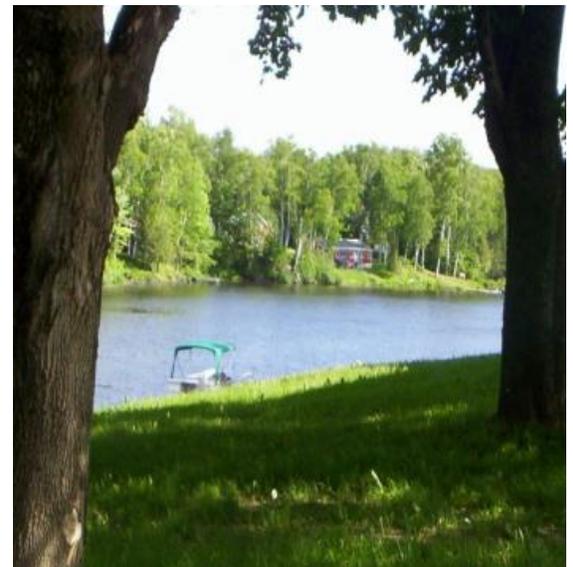
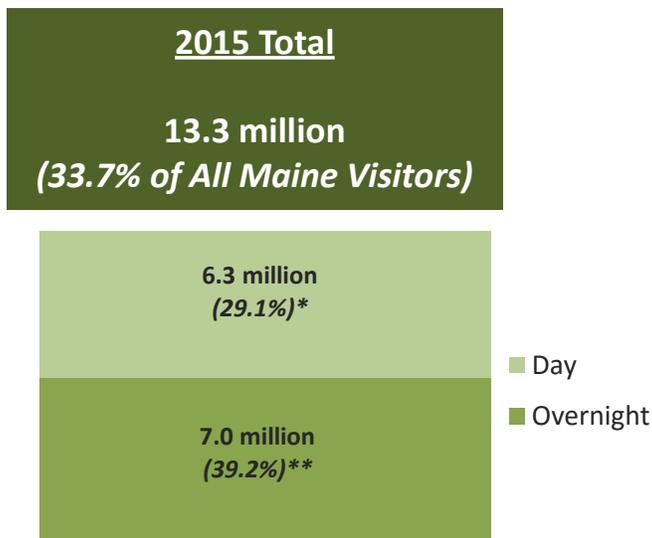
Maine Woods Area

(Lakes & Mountains, Kennebec Valley, Maine Highlands, Aroostook County, and Washington County)

2015 Regional Tourism Impact Estimates



An estimated 13.3 million visitors came to the Maine Woods in 2015.



* Percent of estimated total Maine day visitors

** Percent of estimated total Maine overnight visitors

• 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.

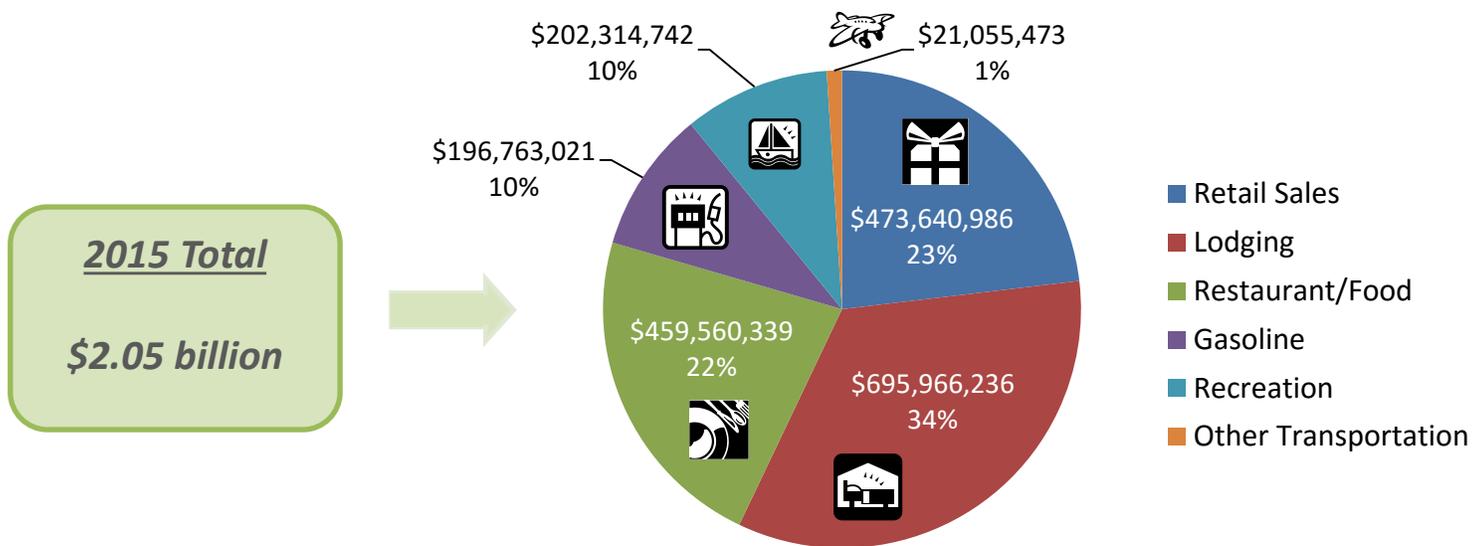


Maine Woods Area

(Lakes & Mountains, Kennebec Valley, Maine Highlands, Aroostook County, and Washington County)

2015 Regional Tourism Impact Estimates

Visitors to the Maine Woods spent more than **\$2 billion** in 2015.



The \$2 billion spent by visitors in the Maine Woods 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.

34,704 jobs

\$ 671,638,705 in total earnings

\$ 169,467,115 in total taxes

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- 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.*