



Maine Woods Area

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

2017 Regional Tourism Impact Estimates



An estimated **15.6 million visitors** came to the Maine Woods region in 2017, a **6.4%** increase from 2016.

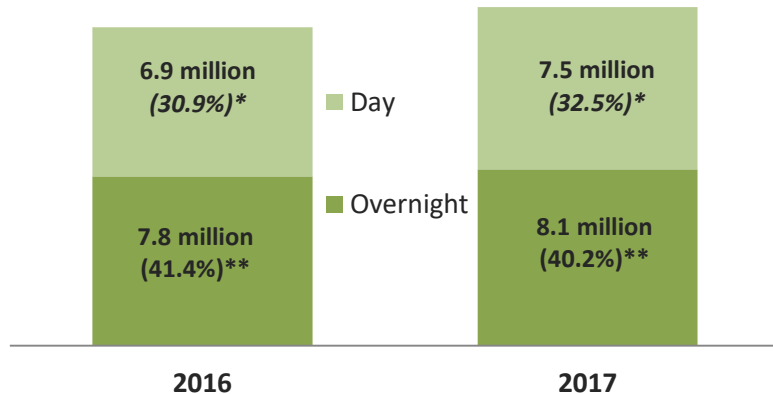
2016 Total

14.7 million
(35.7% of All Maine Visitors)

2017 Total

15.6 million
(36.1% of All Maine Visitors)

Number of Visitors to the Maine Woods



* Percent of estimated total Maine day visitors

** Percent of estimated total Maine overnight visitors



Year-over-year changes in visitation estimates fall within standard statistical margins of error and, therefore, should not be interpreted as absolute, significant fluctuations in visitation. Valid indicators of change include ongoing trends over multiple years, as well as noted statistically significant changes.

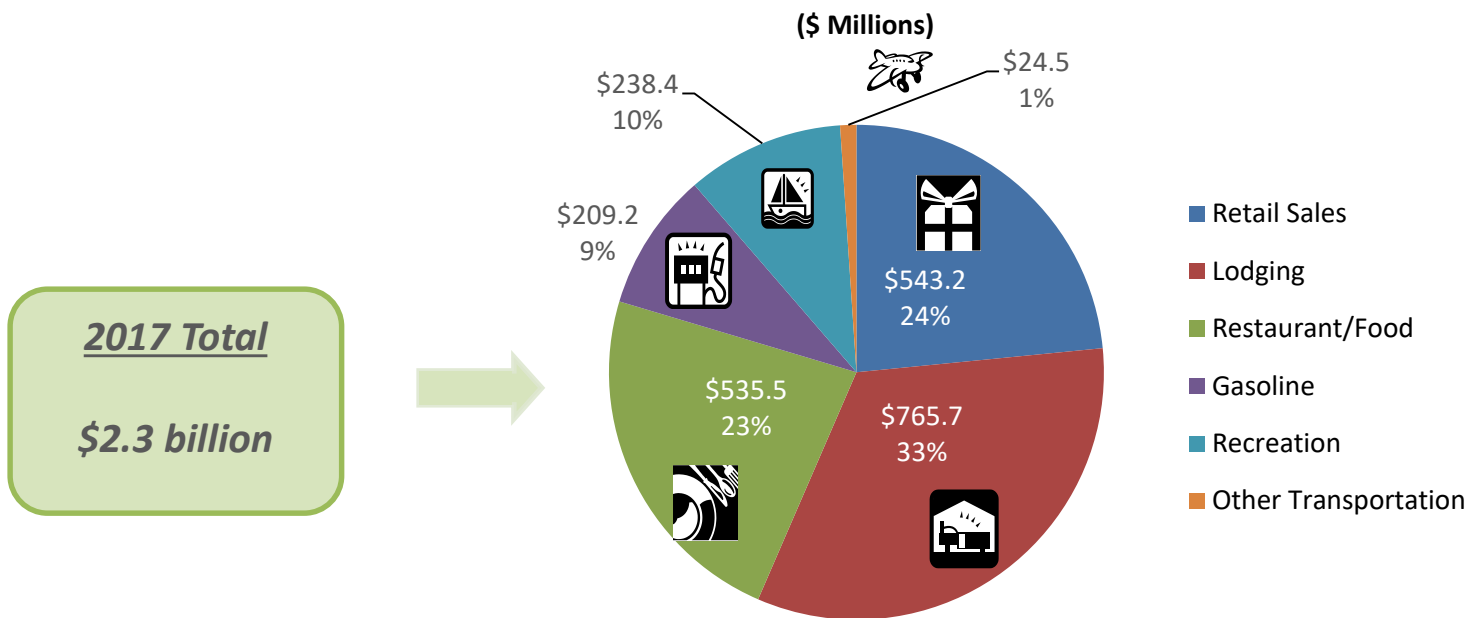


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In 2017, Maine Woods visitors spent **\$2.3 billion**, just about even with 2016.



The \$2.3 billion spent by visitors in Maine Woods supported...

Economic Impact begins when a visitor spends money in an area. The benefits to the local economy go beyond these direct expenditures – 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, the secondary recipients spend *their* income and thereby create more impact...and so on, as the cycle of spending continues.

39,340 jobs

\$736.8 million in total earnings

\$213.5 million in total taxes

Definitions:

- For the purposes of visitation and visitor expenditure estimates, only visitors on tourism-related trips are included. *Tourism related trips include: All leisure trips, trips that are a general visit to see friends or relatives, a wedding, 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.