BY THE NUMBERS

+ Total expenditures for tourism in 2018 equaled more than **$6.2 BILLION**, which equates to $17 million per day, $708,000 per hour, $11,800 per minute, **$197** per second.

+ Tourism is one of Maine’s largest industries, supporting nearly **110,000** jobs, about 16% of employment in the state (roughly 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 **$164 MORE** in taxes to maintain government services at current levels.

+ A **10% INCREASE** in overnight visitation to Maine would provide **$471 MILLION** additional dollars.

+ Travel contributed more than **$2.6 BILLION** to Maine’s households.

MAINE OVERNIGHT VISITORS

+ Direct spending on tourism-related trips by overnight visitors to Maine totaled over **$4.7 BILLION**.

+ Overnight spending on tourism trips generated over **$464 MILLION** in tax revenue.

+ More than **20.5 MILLION** visitors spent one or more nights in Maine on tourism-related trips in 2018.

MAINE DAY VISITORS

+ Non-resident, tourism-related day travelers to Maine accounted for more than **$1.4 BILLION** in direct expenditures.

+ Non-resident day visitor spending generated **OVER $146 MILLION** in tax revenue for the state of Maine.

+ Maine hosted **16.6 MILLION** non-resident day visitors in 2018.

MAINE CANADIAN VISITORS

+ In 2018, Canadian visitors spent over **$986 MILLION** in Maine.

+ Canadian Visitors spent **$291 MILLION** in stores in Maine—nearly one-fifth of all tourism-related retail expenditures in the State.

+ Canadian day and overnight visitation to Maine in 2018 accounted for **4.5 MILLION** visitors.

### TOTAL VISITATION

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitation</td>
<td>36,715,966</td>
<td>37,123,978</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

### DIRECT TOURISM EXPENDITURES

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$1,516,132,900</td>
<td>$1,572,066,363</td>
<td>3.7%</td>
</tr>
<tr>
<td>Restaurant/Food/Lodging</td>
<td>$3,358,815,208</td>
<td>$3,426,726,296</td>
<td>2.0%</td>
</tr>
<tr>
<td>Transportation/Gasoline</td>
<td>$522,925,555</td>
<td>$572,161,069</td>
<td>9.4%</td>
</tr>
<tr>
<td>Recreation</td>
<td>$615,801,644</td>
<td>$632,462,652</td>
<td>2.7%</td>
</tr>
<tr>
<td>Total</td>
<td>$6,013,675,307</td>
<td>$6,203,416,381</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

### ECONOMIC IMPACT OF TOURISM

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sales</td>
<td>$8,910,456,730</td>
<td>$9,162,080,884</td>
<td>2.8%</td>
</tr>
<tr>
<td>Jobs Supported</td>
<td>106,806</td>
<td>109,501</td>
<td>2.5%</td>
</tr>
<tr>
<td>Total Earnings</td>
<td>$2,572,655,281</td>
<td>$2,640,695,797</td>
<td>2.6%</td>
</tr>
<tr>
<td>Total Taxes</td>
<td>$595,865,536</td>
<td>$610,508,936</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

Source: Davidson-Peterson Associates using RIMS II Model.

Also note: These calculations do not include resident day visitor spending.

For the purpose of economic impact calculations, visitors are defined as:

- Out-of-state day visitors on tourism-related trips
- Overnight visitors on tourism-related trips (including in-state and out-of-state)
**BUSINESS-RELATED VISITATION**

*Increase business-related visitation by 2 million visitors.*

+ Under-delivered goal by 1.47 million.*

*Set aggressive goal to nearly double business-related visitation. Though we did not meet this goal, we did outperform the national average growth of 5.98% by 5x at 31.8% (2013-2018).*

**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 2018, we’ve added 3.29 million visitors.

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**TOTAL TOURISM EXPENDITURES**

*Increase direct tourism expenditures by $6 billion.*

+ Exceeded goal in 2018 with $6.2 billion.

**RESTAURANT AND LODGING TAXABLE SALES**

*Increase gross restaurant and lodging taxable sales by $500 million.*

+ Exceeded goal in 2018 with $4.02 billion. 14% above goal.

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**GOAL**

- **$6.00 BILLION**
- **3.67 MILLION**
- **$3.54 BILLION**
- **3.63 MILLION**

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*Source: Statista “Number of domestic business and leisure trips in the United States from 2008 to 2022”*