

Greater Portland & Casco Bay



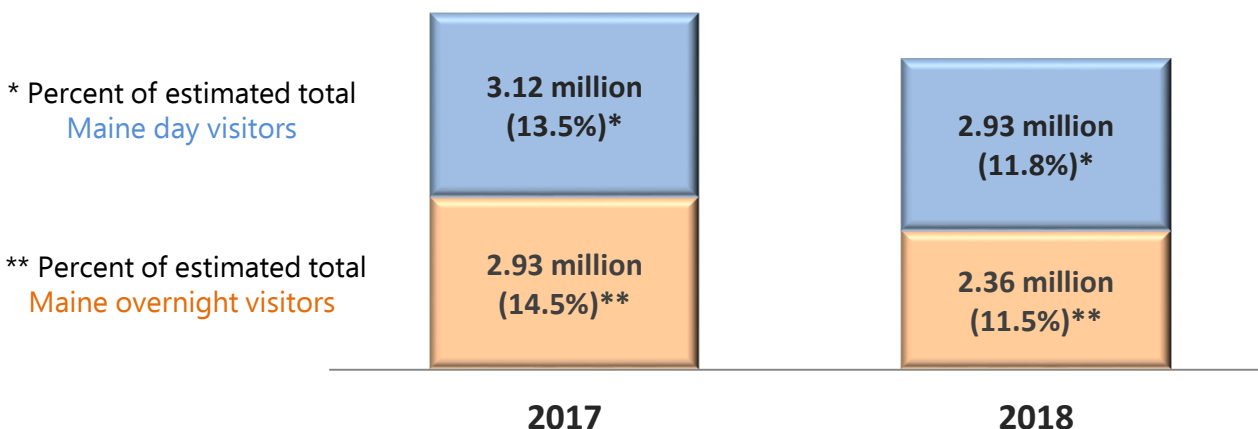
An estimated **5.29 million visitors** came to the Greater Portland & Casco Bay region in 2018 ~ a **12.6% decrease** from 2017.

It is important to note that visitation in the region grew by 12.7% between 2016 and 2017, so the subsequent decline is occurring after a period of exceptional growth.

2017 Total
6.05 million
(13.9% of All Maine Visitors)

2018 Total
5.29 million
(11.7% of All Maine Visitors)

Number of Visitors to the Portland & Casco Bay Region



* Percent of estimated total Maine day visitors

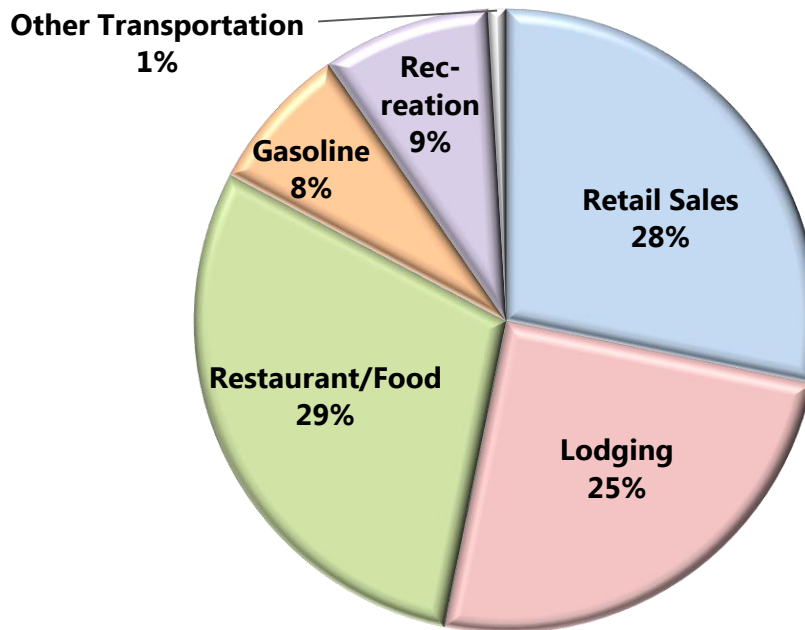
** Percent of estimated total Maine overnight visitors



The visitation estimates shown above include all visitors on tourism-related trips. 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.

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In 2018, Greater Portland & Casco Bay visitors spent **\$635 million** ~ **down 15%** from 2017.



The \$635 million spent by visitors in the Greater Portland & Casco Bay region supported a total of...

Economic impact begins when a visitor spends money in a region. But the benefits to a local economy go well beyond the impact of this initial spending. These "direct economic impact" dollars continue to circulate through the economy, as (for example) innkeepers pay wages, restauranteurs purchase raw ingredients, and so on. These additional rounds of spending are called "indirect economic impact." Total economic impact is the sum of the travelers' initial (direct) spending and the subsequent (indirect) spending by residents of the area. The jobs created, income earned, and tax dollars received are based on the total economic impact.

10,630 jobs

\$204.58 million in total earnings

\$62.04 million in total taxes



These economic impact estimates are based on all overnight visitors and out-of-state day visitors on tourism-related trips (as defined on the opposite page). Economic impact is estimated using DPA's visitor expenditure estimates and the RIMS II economic impact model.