An estimated 5.6 million travelers visited the Maine Lakes & Mountains region in 2019 ~ a 13.6% increase over 2018.

Number of Visitors to the Maine Lakes & Mountains Region

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Visitors</th>
<th>Percent of All Maine Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>4.93 million</td>
<td>(10.9%)</td>
</tr>
<tr>
<td>2019</td>
<td>5.60 million</td>
<td>(12.1%)</td>
</tr>
</tbody>
</table>

- **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.
In 2019, Maine Lakes & Mountains visitors spent $804.5 million ~ a 20% increase from 2018.

The $804.5 million spent by visitors to the Maine Lakes & Mountains supported...

- 13,750 jobs
- $274.5 million in total earnings
- $75.2 million in total taxes

**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.

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.