

The Maine Beaches

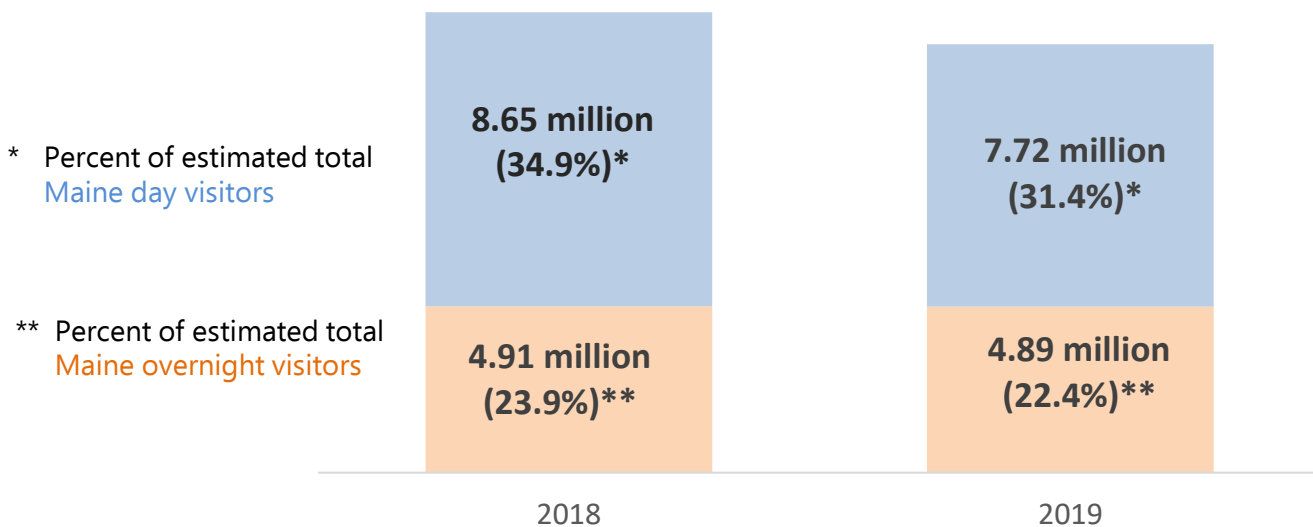


An estimated **12.6 million travelers** visited the Maine Beaches region in 2019 ~ **down 7.0%** from 2018.

2018 Total
13.56 million
(29.9% of All Maine Visitors)

2019 Total
12.61 million
(27.2% of All Maine Visitors)

Number of Visitors to the Maine Beaches Region



* Percent of estimated total Maine day visitors

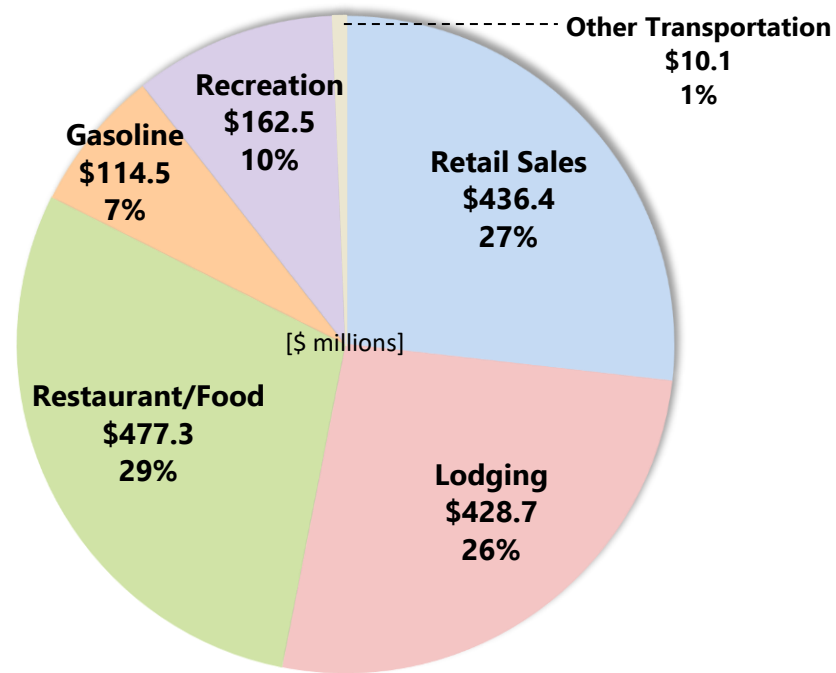
** Percent of estimated total Maine overnight visitors



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.

The Maine Beaches

In 2019, Maine Beaches visitors spent **\$1.63 billion** ~ down 4.4% from 2018.



The \$1.63 billion spent by visitors to the Maine Beaches supported...

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, restaurateurs 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.

27,659 jobs

\$517.1 million
in total
earnings

\$158.9
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.