

Maine Highlands

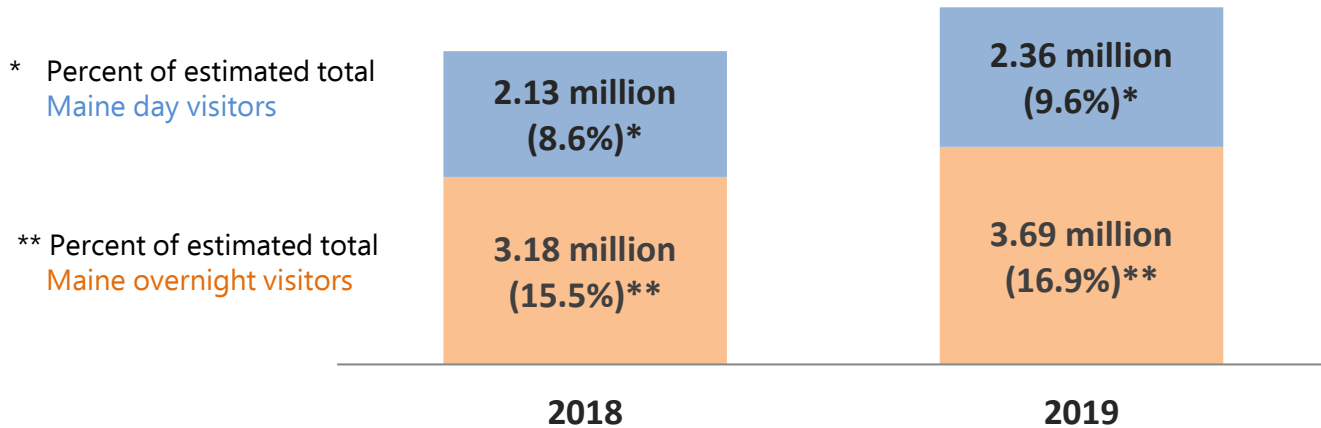


An estimated **6.1 million travelers** visited the Maine Highlands region in 2019 ~ a **13.9% increase** over 2018.

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

2019 Total
6.05 million
(13.0% of All Maine Visitors)

Number of Visitors to the Maine Highlands Region



* Percent of estimated total Maine day visitors

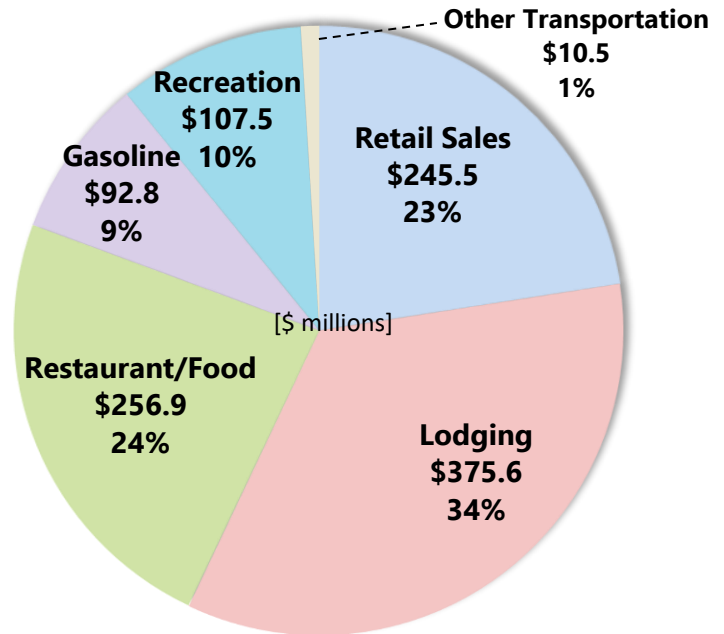
** Percent of estimated total Maine overnight visitors



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 2019, Maine Highlands visitors spent **\$1.09 billion ~ up 16.8% from 2018.**



The \$1.09 billion spent by visitors to the Maine Highlands 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.

18,798 jobs

\$366.3 million
in total
earnings

\$103 million
in total taxes