



2019 MAINE OFFICE OF TOURISM HIGHLIGHTS

BY THE NUMBERS

In 2019, tourists spent nearly **\$6.5 billion** dollars in Maine. As one of the state's largest industries, tourism supported more than **116,000** jobs—about 17% of employment in the state. That's roughly one out of every six jobs, and greater than the populations of Portland and Bangor combined.

Travel contributed more than **\$2.8 billion** in earnings to Maine households.

MAINE OVERNIGHT VISITORS

Direct spending on tourism-related trips by overnight visitors to Maine totaled over **\$5.2 billion**. Overnight spending on tourism trips generated over **\$520 million** in tax revenue. More than **21.8 million** visitors spent one or more nights in Maine on tourism-related trips in 2019.

Overnight Visitation:

Non-residents = 20.8 Million
Residents = 1.0 Million

Direct Spending:

Non-residents = \$5,082,247,814
Residents = \$135,998,741



MAINE DAY VISITORS

Non-resident, tourism-related day travelers to Maine accounted for more than **\$1.27 billion** in direct expenditures. Non-resident day visitor spending generated almost **\$127 million** in tax revenue for the state of Maine. Maine hosted **15.5 million** non-resident day visitors in 2019.

MAINE CANADIAN VISITORS

In 2019, Canadian visitors spent almost **\$1.2 billion** in Maine. Canadian visitors spent **\$329 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 2019 accounted for **5.4 million visitors**.

TOTAL VISITATION

	2018	2019	Change
Visitation	37,123,978	37,373,463	0.7%

DIRECT TOURISM EXPENDITURES

	2018	2019	Change
Retail Sales	\$1,572,066,363	\$1,526,219,854	-2.9%
Restaurant/ Food/Lodging	\$3,426,726,296	\$3,704,083,608	8.1%
Transportation/ Gasoline	\$572,161,069	\$598,470,737	4.6%
Recreation	\$632,462,652	\$659,558,002	4.3%
Total	\$6,203,416,381	\$6,488,332,201	4.6%

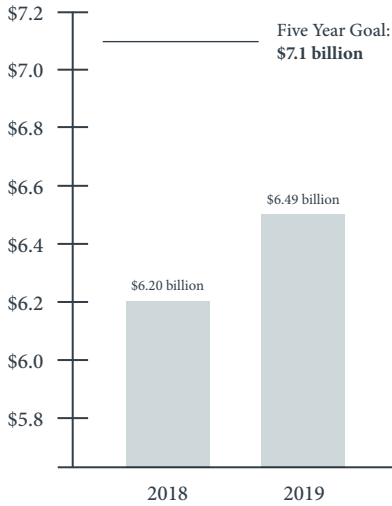
ECONOMIC IMPACT ON TOURISM

	2018	2019	Change
Total Sales	\$9,162,080,884	\$9,725,107,452	6.1%
Jobs Supported	109,501	116,266	6.2%
Total Earnings	\$2,640,695,797	\$2,800,985,472	6.1%
Total Taxes	\$610,508,936	\$647,501,895	6.1%

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)

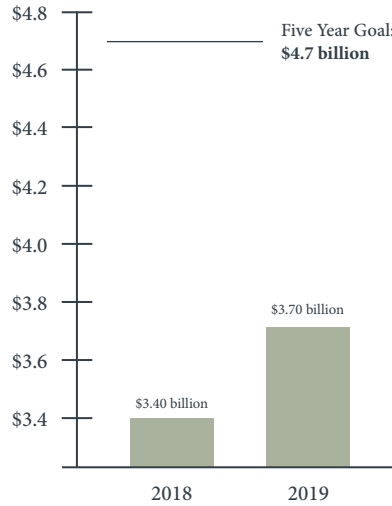


FIVE YEAR STRATEGIC PLAN 2019-2024 PROGRESS REPORT



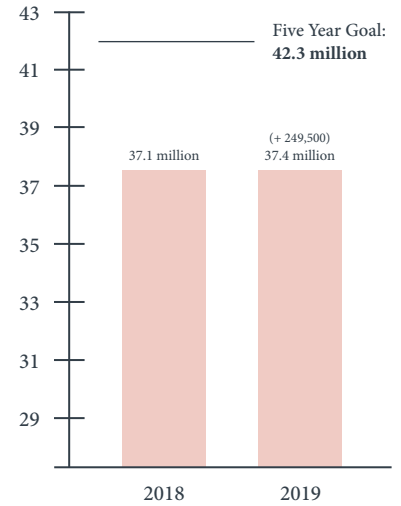
TOTAL TOURISM EXPENDITURES

Increase direct tourism expenditures to **\$7.1 billion**.



RESTAURANT AND LODGING TAXABLE SALES

Increase gross restaurant and lodging taxable sales by \$640 million, to a total of **\$4.7 billion**.



VISITATION GOALS

Increase tourism visitation volume by **4.9 million**.

