



## 2021 MAINE OFFICE OF TOURISM HIGHLIGHTS

### BY THE NUMBERS

In 2021, tourists spent nearly **\$7.9 billion** in Maine. As one of the state’s largest industries, tourism supported 143,100 jobs—about 21% of employment in the state, or roughly one out of every five jobs. If traveler spending in Maine dropped by 15%, the average Maine household would have to pay \$350 MORE in taxes to maintain government services at current levels. Travel contributed nearly \$5.1 billion in earnings to Maine’s households.



### MAINE OVERNIGHT VISITORS

Direct spending on tourism-related trips by overnight visitors to Maine totaled nearly **\$7.6 billion**. More than **11.2 million** visitors spent one or more nights in Maine in 2021.

**Overnight Visitation:**  
Non-residents = **9.3 million**  
Residents = **1.9 million**

**Overnight Visitor Direct Spending:**  
Non-residents = **\$6,313,020,800**  
Residents = **\$1,301,553,900**

### MAINE DAY VISITORS

Day travelers to Maine accounted for more than **\$238.5 million** in direct expenditures. Maine hosted nearly 4.4 million day visitors in 2021.

### MAINE CANADIAN VISITORS

In 2021, Canadian visitors spent over **\$32 million** in Maine. Canadian day and overnight visitation to Maine in 2021 accounted for 63,600 visitors

### TOTAL VISITATION

	2020	2021	Change
Visitation	12,082,900	15,601,800	29.1%

### DIRECT TOURISM EXPENDITURES

	2020	2021	Change
Restaurants	\$1,169,639,800	\$1,479,077,500	26.4%
Shopping	\$1,118,747,200	\$1,404,976,300	25.6%
Accommodations	\$964,035,600	\$1,874,899,800	94.5%
Transportation	\$567,229,500	\$982,932,100	73.3%
Groceries	\$435,105,600	\$849,218,100	95.2%
Activities, Attractions and Recreation	\$319,738,000	\$908,595,300	184.2%
Other	\$221,544,900	\$353,395,600	59.5%
Total	\$4,796,040,600	\$7,853,094,700	63.7%

### ECONOMIC IMPACT OF TOURISM

	2020	2021	Change
Jobs Supported	90,600	143,100	57.9%
Total Earnings	\$3,174,932,700	\$5,050,181,600	59.1%
Total Taxes	\$744,549,002	\$1,147,884,700	54.2%
Total Economic Impact	\$8,968,595,900	\$14,451,155,200	61.1%

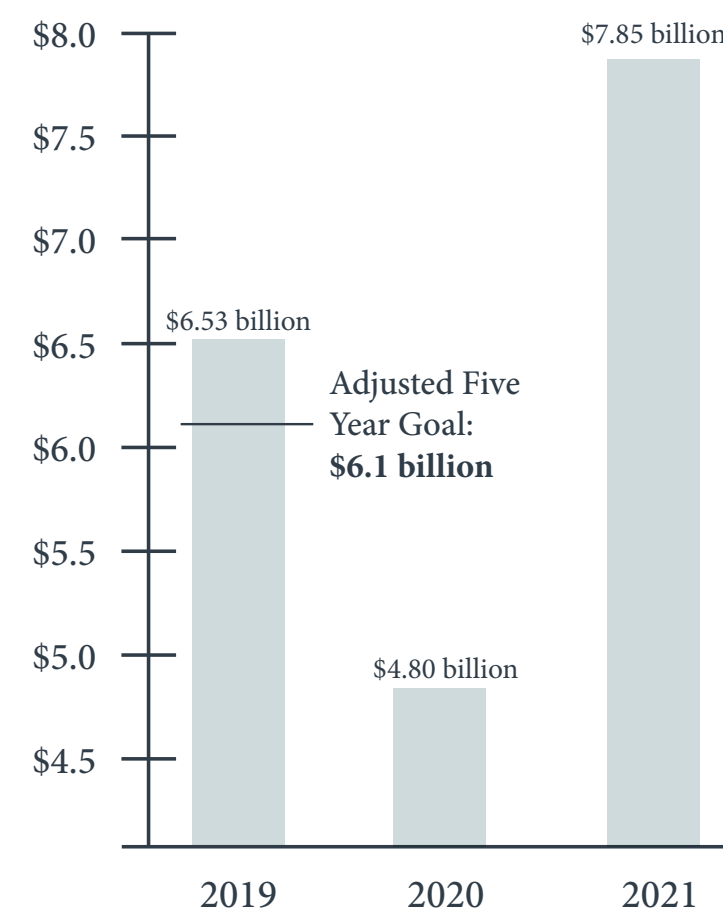
Source: Downs & St. Germain Research with IMPLAN economic modeling. Calculations include only direct impact from tourism.





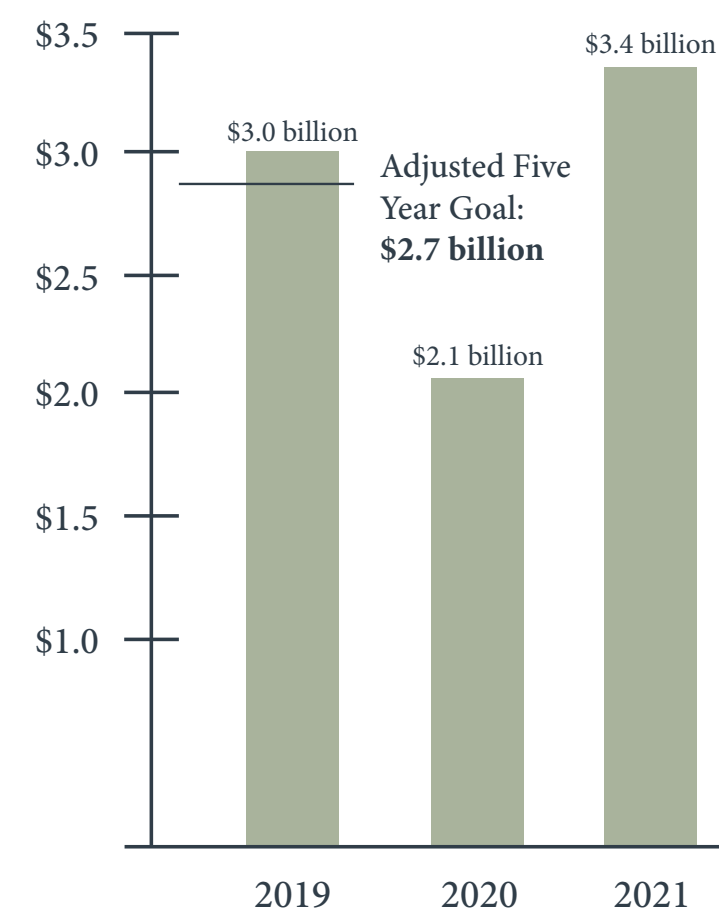
## FIVE YEAR STRATEGIC PLAN 2021 FINAL REPORT

The goals of the Five-Year Strategic Plan were adjusted from the original metrics due to the impact of COVID-19 on travel and tourism.



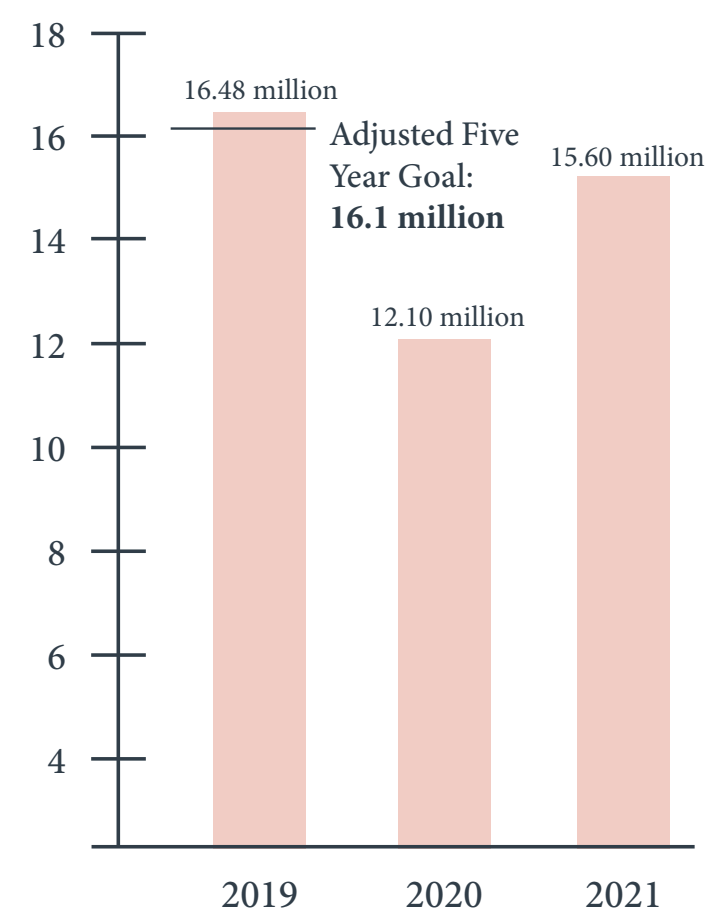
### TOTAL TOURISM EXPENDITURES

Increase direct tourism expenditures to **\$6.1 billion**



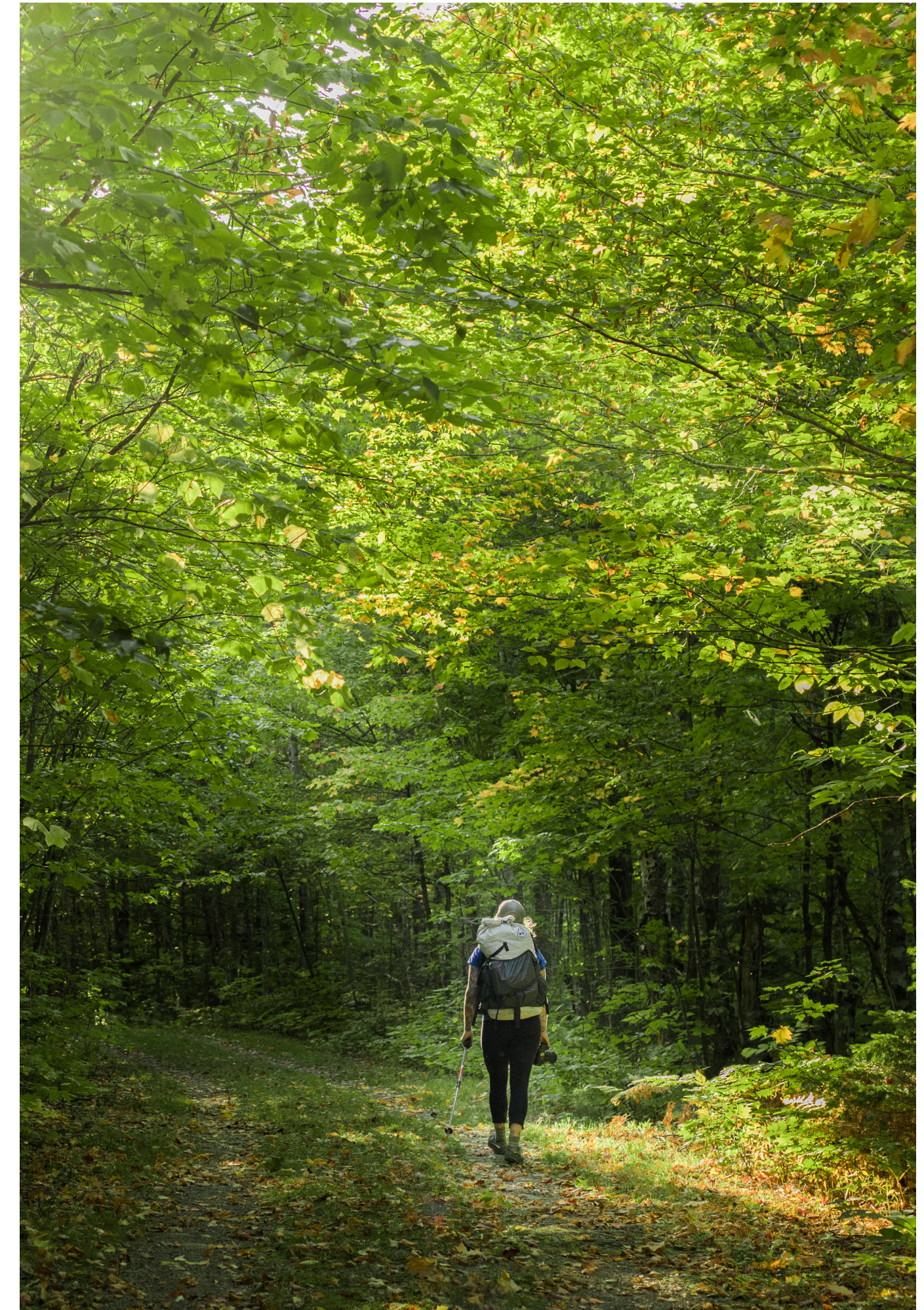
### RESTAURANT AND ACCOMMODATIONS DIRECT TOURISM EXPENDITURES

Increase gross restaurant and accommodations taxable sales to **\$2.7 billion**



### VISITATION GOALS

Increase visitation volume to **16.1 million**



\*Decrease in YoY tourism metrics from 2019 - 2020 was largely attributed to the COVID-19 pandemic and resulting pause on tourism.

