An aerial photograph of a river winding through a dense forest. The river is a deep blue color, contrasting with the vibrant green of the surrounding trees. The forest appears to be a mix of deciduous and coniferous trees. The river starts from the top left and curves towards the bottom right. The text is overlaid on the right side of the image.

Maine Office of Tourism
Stakeholder's Meeting
July 21, 2022

Accommodations

<u>Occupancy</u>	<u>2022</u>	<u>2021</u>	<u>%Change</u>
May	73.9%	73%	+1.2%
YTD (Jan-Jun)	60.6%	50.8%	+19.4%

<u>ADR</u>			
May	\$206.06	\$172.77	+19.3%
YTD (Jan-Jun)	\$156.75	\$125.91	+24.5%

Source: STR



Taxable Sales

<u>Lodging</u>	<u>2022</u>	<u>2021</u>	<u>%Change</u>
May	\$128 Million	\$109 Million	+17%
YTD (Jan-May)	\$406 Million	\$317 Million	+28%

<u>Restaurant</u>			
May	\$281 Million	\$261 Million	+8%
YTD (Jan-May)	\$1,120 Million	\$972 Million	+15%

Source: Maine Revenue Service

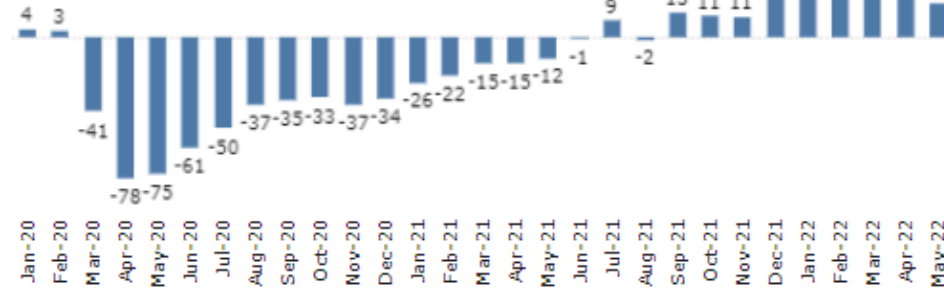


Recovery

Travel Spending (% change vs. 2019)

Maine

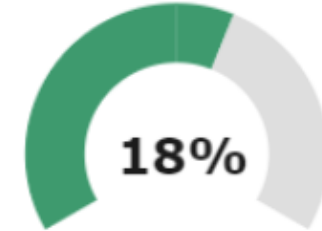
Travel Spending (% change vs. 2019)



Travel Spending

Maine

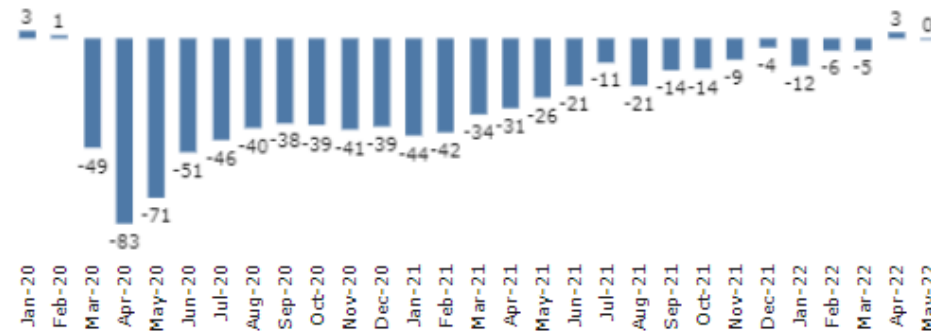
May 2022, % change vs. 2019



Travel Spending (% change vs. 2019)

United States

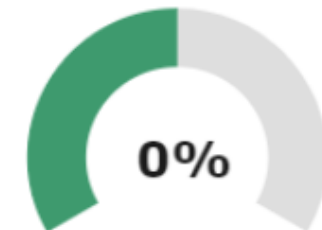
Travel Spending (% change vs. 2019)



Travel Spending

United States

May 2022, % change vs. 2019



Forecast

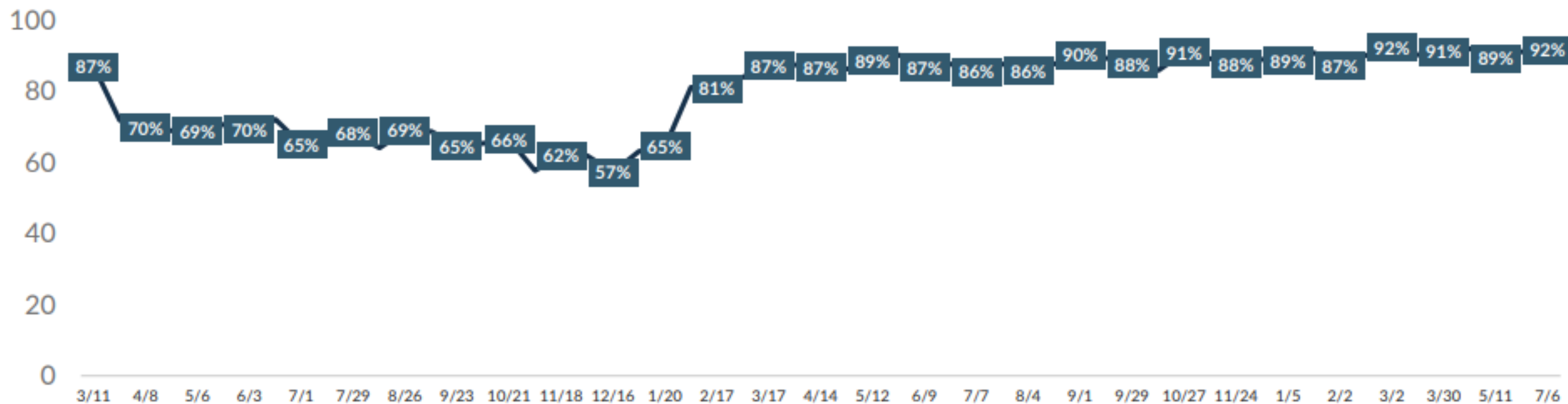
June 16, 2022

U.S. TRAVEL FORECAST - VOLUME

	ACTUAL			FORECAST				
	2019	2020	2021	2022	2023	2024	2025	2026
Total # of trips	2.40 B	1.60 B	2.04 B	2.31 B	2.45 B	2.55 B	2.60 B	2.64 B
Domestic person-trips	2.32 B	1.58 B	2.02 B	2.26 B	2.38 B	2.47 B	2.52 B	2.55 B
Leisure	1.85 B	1.40 B	1.77 B	1.88 B	1.94 B	2.00 B	2.03 B	2.06 B
Business	464 M	181 M	250 M	377 M	446 M	476 M	483 M	487 M
Auto	2.13 B	1.50 B	1.89 B	2.09 B	2.20 B	2.27 B	2.30 B	2.33 B
Air	189 M	79 M	131 M	170 M	189 M	204 M	212 M	214 M
International Arrivals*	79.4 M	19.2 M	22.1 M	53.3 M	65.1 M	76.5 M	84.6 M	89.8 M

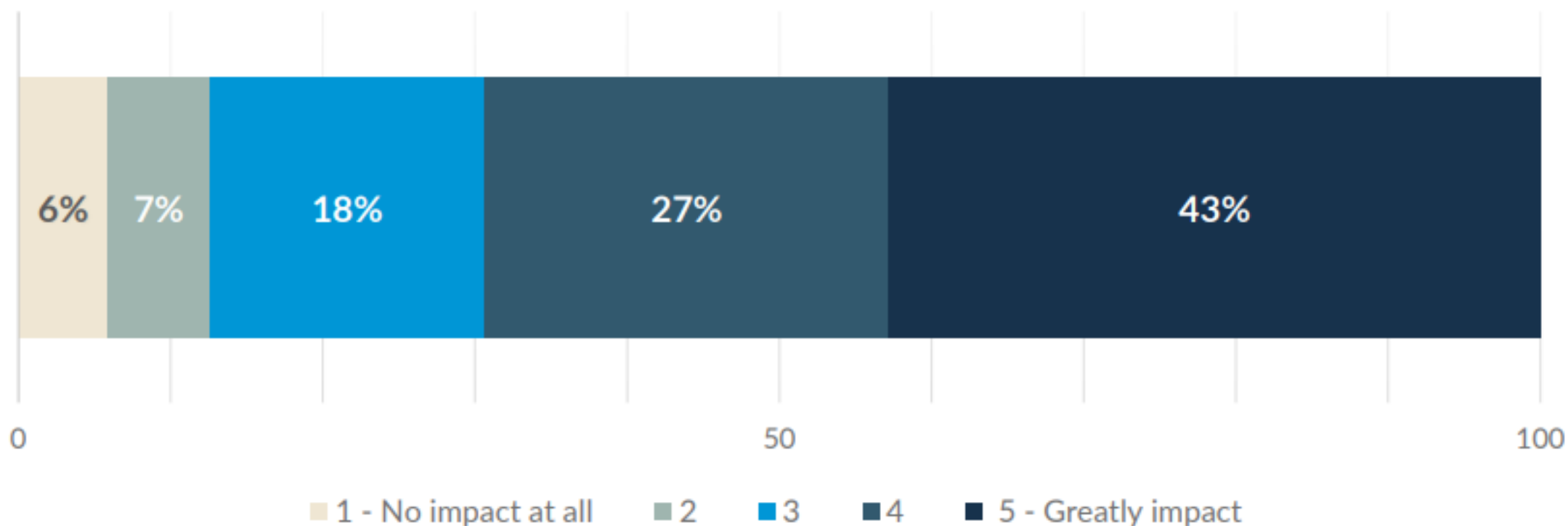
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



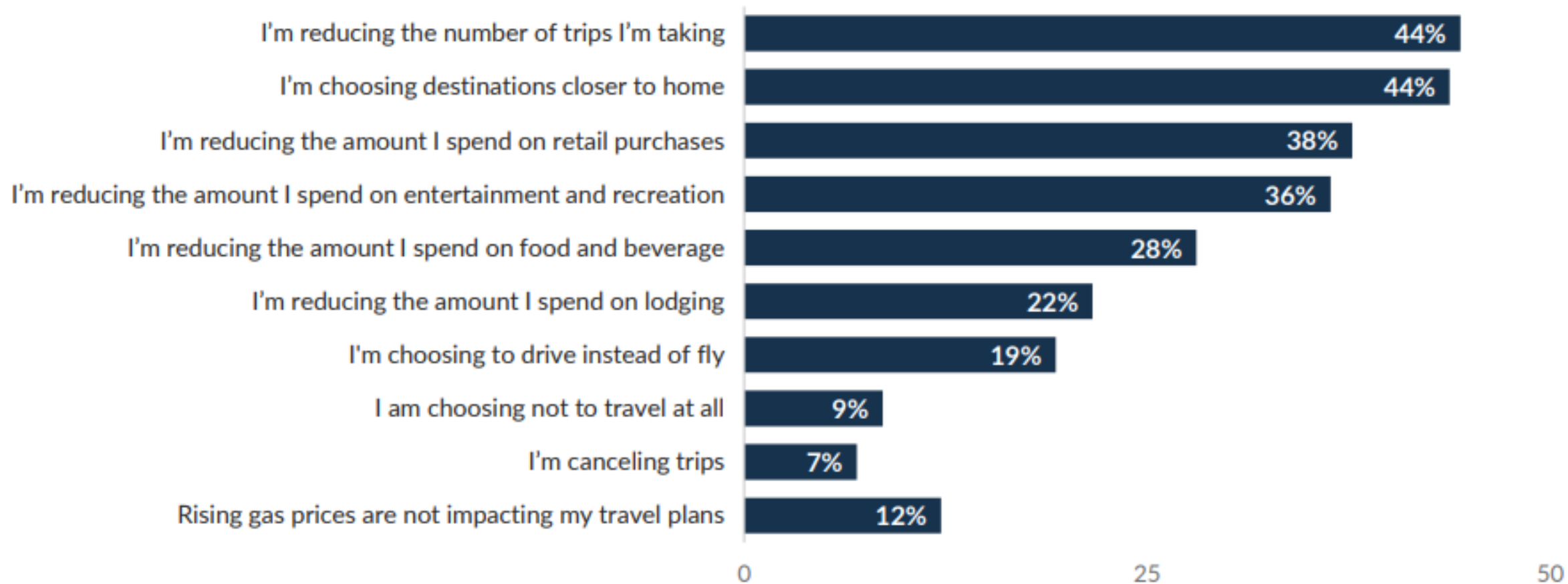
IMPACT ON TRAVEL PLANS

Impact of Rising Gas Prices on Decisions to Travel in Next Six Months



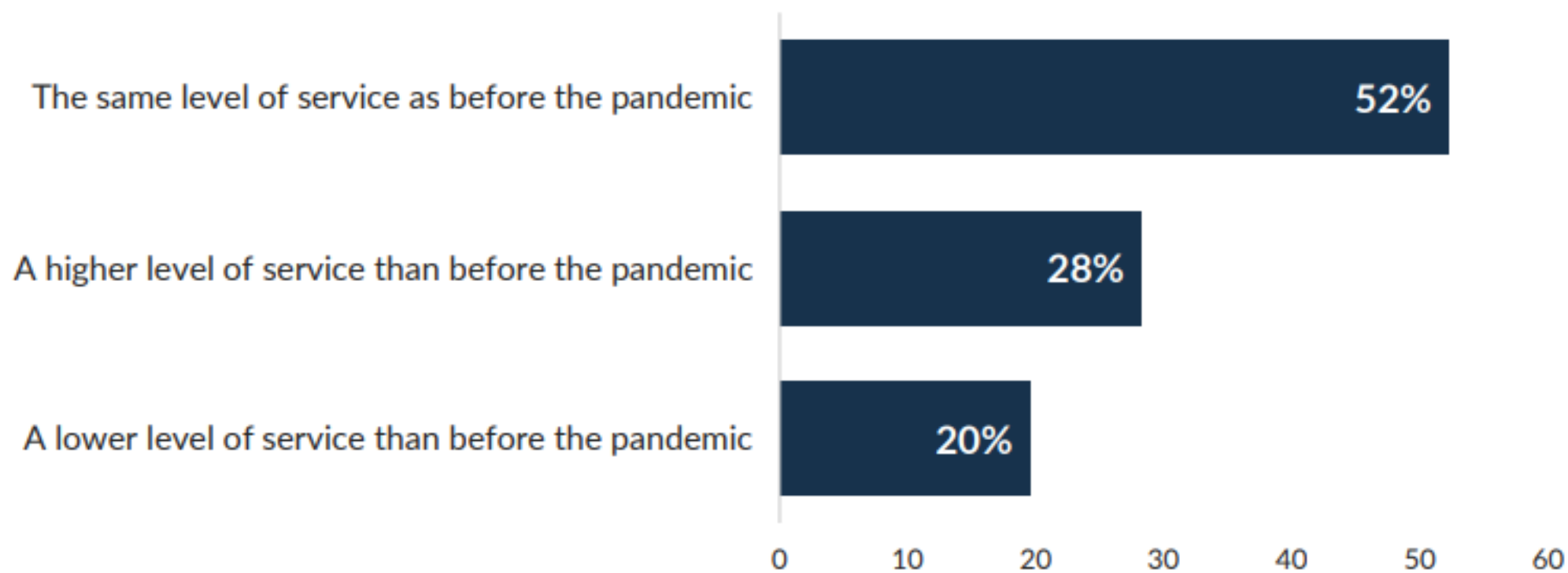
IMPACT ON TRAVEL PLANS

Impact of Rising Gas Prices on Travel Plans



IMPACT ON TRAVEL PLANS

When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?



Thank You!

