



2022 MAINE OFFICE OF TOURISM HIGHLIGHTS

BY THE NUMBERS

In 2022, tourists spent more than **\$8.6 billion** in Maine. As one of the state's largest industries, tourism supported 151,000 jobs and contributed nearly \$5.6 billion in earnings to Maine's households. Visitors to the state also saved every Maine household \$2,172 in state and local taxes in 2022.

MAINE OVERNIGHT VISITORS

Direct spending on tourism-related trips by overnight visitors to Maine totaled nearly **\$8.5 billion**. 78% of visitors stayed one or more nights in Maine on their trip in 2022 (+6% from 2021).

Overnight Visitation:

Non-residents = **11,431,200**

Residents = **567,800**

Overnight Visitor Direct Spending:

Non-residents = **\$8,068,273,000**

Residents = **\$400,759,800**

Total Overnight Visitor Spending = **\$8,469,032,800**

Visitors spent 12,138,100 nights in Maine accommodations throughout 2022, up 18.4% from 2021.



MAINE DAY VISITORS

Day travelers to Maine accounted for more that **\$175.1 million** in direct expenditures. Maine hosted nearly 3.4 million day visitors in 2022.

TOTAL VISITOR DAYS

All visitors to Maine spent 68,769,800 days in market throughout 2022, up 10.2% from 2021.

VISITORS & JOBS

Every 102 visitors support a new job in Maine.

MAINE CANADIAN VISITORS

In 2022, Canadian visitors spent **\$413 million** in Maine. Canadian day and overnight visitation in Maine in 2022 accounted for 734,100 visitors.

TOTAL VISITATION

	2021	2022	Change
Visitation	15,601,800	15,363,600	-1.5%

DIRECT TOURISM EXPENDITURES

	2021	2022	Change
Restaurants	\$1,479,077,500	\$1,972,353,200	33.4%
Shopping	\$1,404,976,300	\$1,458,303,100	3.8%
Accommodations	\$1,874,899,800	\$2,145,627,000	14.4%
Transportation	\$982,932,100	\$934,373,400	-4.9%
Groceries	\$849,218,100	\$767,326,300	-9.6%
Activities, Attractions and Recreation	\$908,595,300	\$1,072,157,000	18.0%
Other	\$353,395,600	\$294,005,000	-16.8%
Total	\$7,853,094,700	\$8,644,145,000	10.1%

ECONOMIC IMPACT OF TOURISM

	2021	2022	Change
Jobs Supported	143,100	151,000	5.5%
Total Earnings	\$5,050,181,600	\$5,557,607,900	10.0%
Total Taxes	\$1,147,884,700	\$1,240,445,900	8.1%
Total Economic Impact	\$14,451,155,200	\$15,851,046,200	9.7%

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