A scenic photograph of a white lighthouse with a black lantern room and a red-roofed keeper's house. The lighthouse is situated on a rocky coastline with green bushes in the foreground. The ocean is visible in the background under a clear blue sky. A small boat is seen on the water in the distance.

# Maine Office of Tourism Stakeholder's Meeting June 27, 2023

# Taxable Sales – Lodging Maine (Jan - Apr)

<u>Year</u>	<u>Sales</u>	<u>% Change</u>
2022	\$278 Million	
2023	\$288 Million	+3.7%

Source: Maine Revenue Service



# Taxable Sales – Restaurant Maine (Jan - Apr)

<u>Year</u>	<u>Sales</u>	<u>% Change</u>
2022	\$841 Million	
2023	\$928 Million	+10.3%

Source: Maine Revenue Service



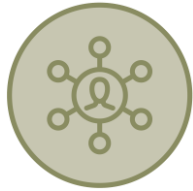
# Canadian Passenger Vehicles Crossing Maine Border (Jan - May)

2022	203,948	
2023	466,629	+129%

Source: U.S. Department of Transportation – Department of Transportation Statistics



# Stewardship Principles



Empowering the industry through collaboration and education



Cultivating a unified brand and elevated visitor experience



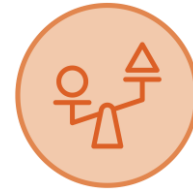
Educating through impactful storytelling that captures the multi-faceted historical and cultural identity of Maine's communities



Preserving and celebrating the authentic character of Maine



Encouraging responsible practices and behaviors that protect the flora, fauna, and aquatic environments that are central to Maine's vitality



Balancing the promotion of Maine's iconic popular destinations with Maine's lesser-known hidden gems



Safeguarding Maine's natural assets, resources, and off-the-beaten-path locations



Upholding Maine's authenticity by showcasing Maine's local makers, artists, farmers, fishermen, and other independently-owned businesses



Empowering Maine's tourism workforce to reinforce their confidence in career choice and livelihood



Thank You!