

BY THE NUMBERS

In 2024, 14.8 million visitors spent more than **\$9.2 billion** in Maine. Compared to 2023, visitation softened by 3.1% while spending increased by 1.8%. **The state attracted a higher-value visitor with average visitor spending increasing by 5% to \$624, resulting in direct visitor spending of \$9.23 billion.** Last year's visitors also saved every Maine household \$2,290 in state and local taxes.

MAINE OVERNIGHT VISITORS

Throughout 2024, visitors to Maine generated **12,360,200 nights** in accommodations, up 0.8% from 2023. Typical visitors stayed 4.5 nights on their trips. Lodging revenue by overnight visitors totaled **\$2,226,741,500**, an increase of 1% over 2023.

OVERNIGHT VISITATION

Non-residents = **10,033,555**
Residents = **1,868,345**

OVERNIGHT VISITOR DIRECT SPENDING

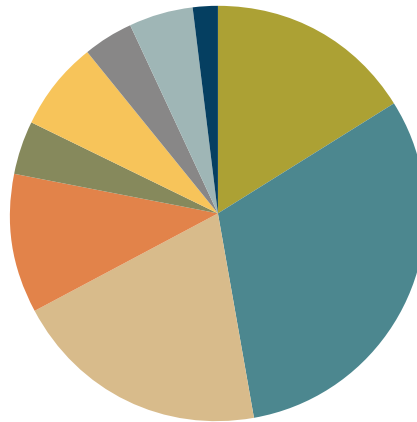
Non-residents = **\$7,598,514,300**
Residents = **\$1,414,916,900**
Total Overnight Visitor Spending = **\$9,013,431,200**

CANADIAN VISITORS

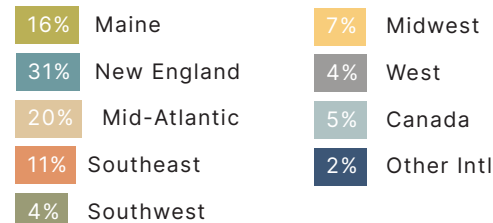
Number of Visitors = **797,900**
Direct Spending = **\$497,765,900**

MAINE DAY VISITORS

Maine hosted over 2.89 million day visitors in 2024. Day travelers to Maine accounted for **\$219.8 million** in direct expenditures, up 9.6% from 2023.



VISITOR ORIGINS



TOTAL VISITOR DAYS

All visitors to Maine spent **67,267,400 days** in Maine throughout 2024. Compared to the previous year, occupancy remained level at 54%, and there was an increase in room nights (+0.8%) due to slightly more visitors staying in paid accommodations (+2%).

VISITORS & JOBS

Visitors to Maine supported **115,900 jobs** throughout Maine and **\$5.4 billion** in wages in 2024, +1.9% from 2023. Every 128 visitors support a job in Maine.

14.8
MILLION
VISITORS

\$9.2
BILLION
DIRECT
EXPENDITURES

116
THOUSAND
JOBS
SUPPORTED

ECONOMIC IMPACT OF TOURISM

	2023	2024	Change
Jobs Supported*	115,300*	115,900	+ 0.5%
Total Earnings	5,333,630,700*	5,432,711,700	+ 1.9%
Total Taxes	1,384,355,000*	1,412,433,700	+ 2.0%

DIRECT TOURISM EXPENDITURES

	2023	2024	Change
Accommodations	2,204,380,500	2,226,741,500	+ 1.0%
Restaurants	2,102,869,500	2,226,210,100	+ 5.9%
Shopping	1,555,630,000	1,670,396,500	+ 7.4%
Transportation	898,320,100	872,926,700	- 2.8%
Groceries	731,313,600	675,655,200	- 7.6%
Entertainment	1,260,061,200	1,246,528,900	- 1.1%
Other	314,038,400	314,820,100	+ 0.2%
Total	\$9,066,613,300	\$9,233,279,000	+ 1.8%

TOTAL VISITATION

	2023	2024	Change
Visitation	15,267,000	14,800,600	-3.10%

*Data for 2023 updated due to revised IMPLAN model.

**Maine's economic impact multiplier changed from 1.80 in 2023 to 1.72 in 2024. The figures for jobs supported and total earnings are the total impact from tourism (including direct and indirect impacts).

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

20%



NEW VISITORS

20% of visitors were traveling in Maine for the first time. Maine has high repeat and loyal visitors, as 37% had previously traveled to Maine more than 10 times.

97%



RECOMMENDING MAINE

97% of visitors would recommend Maine to their friends and family as a destination for a future visit or vacation.

99%



VISITOR SATISFACTION

99% of visitors were satisfied with their trip to Maine while nearly 3 out of 4 visitors were very satisfied with their trip to Maine, +11% points compared to 2023.

94%



RETURNING TO MAINE

94% of visitors will return to Maine for a future visit or vacation.

PREFERRED TRIP TRANSPORTATION

Maine is a drive-market destination for most visitors, with 80% choosing to travel by car over plane, train or motor coach/bus.



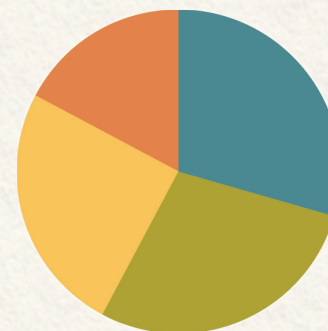
Most visitors who flew arrived at the Portland International Jetport or Boston Logan International Airport.

ECONOMIC IMPACT	2022	2023	2024	Change from '23
Number of visitors	15,363,600	15,267,000	14,800,600	-3.1%
Visitor days*	69,769,800	72,500,200	67,267,400	-7.2%
Room nights generated	12,138,100	12,263,300	12,360,200	+0.8%
Direct expenditures	\$8,644,145,000	\$9,066,613,300	\$9,233,279,000	+1.8%
Total economic impact	\$15,851,046,200	\$16,356,981,700	\$15,906,115,000**	-2.8%

*Visitor Days is the total number of days spent by visitors in the state of Maine. This includes overnight visitors and day trippers.
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TOP REASONS FOR VISITING

- 33% Relax and unwind
- 33% Sightseeing and touring
- 26% Visit family and friends
- 20% Nature and bird watching



TOP VISITOR ACTIVITIES

- 74% Food/beverage/culinary
- 56% Shopping
- 54% Sightseeing and Touring
- 42% Active outdoor activities

