



2023 MAINE OFFICE OF TOURISM HIGHLIGHTS AROOSTOOK COUNTY



BY THE NUMBERS

In 2023, visitors directly spent **\$169,599,300** in the Aroostook County region, a 5.5% increase from 2022. As one of the state's largest industries, tourism supported **2,260 jobs** and contributed to **\$80,543,300** in total wages supported in Aroostook County. In 2023, visitors to the state also saved every Aroostook County household \$893 in state and local taxes.

AROOSTOOK COUNTY OVERNIGHT VISITORS

Throughout 2023, Aroostook County saw **276,500** overnight visitors, generating **240,733** room nights in accommodations, up 20.2% from 2022.

AROOSTOOK COUNTY VISITORS

Aroostook County hosted **55,900** day visitors in 2023, an increase of 25.3% from 2022.

TOTAL VISITOR DAYS

All visitors to Aroostook County spent **1,238,700 days** in the region throughout 2023, an increase of 12.1% from the previous year.

VISITORS & JOBS

Visitors to Aroostook County supported **2,260 jobs** throughout the region and **\$80,543,300** in wages in 2023. Every 147 visitors support a new job in Aroostook County.

TOTAL VISITATION

	2022	2023	Change
Visitation	282,900	332,400	+ 17.5%

DIRECT TOURISM EXPENDITURES

	2022	2023	Change
Accommodations	34,197,100	34,556,300	+ 1.1%
Restaurants	31,884,700	39,317,900	+23.3%
Shopping	32,818,700	29,045,900	- 11.5%
Transportation	24,657,100	24,608,200	- 0.2%
Groceries	13,670,200	15,449,000	+13.0%
Entertainment	14,610,400	17,954,600	+22.9%
Other	8,867,600	8,667,400	- 2.3%
Total	\$160,705,800	\$169,599,300	+ 5.5%

ECONOMIC IMPACT OF TOURISM

	2022	2023	Change
Jobs Supported	2,650	2,260	- 14.7%
Total Earnings	75,777,400	80,543,300	+ 6.3%
Total Taxes	\$794	\$893	+12.5%
Total Economic Impact	\$246,453,400	\$255,011,000	+ 3.5%

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