



## 2023 MAINE OFFICE OF TOURISM HIGHLIGHTS DOWNEAST & ACADIA



### BY THE NUMBERS

In 2023, visitors directly spent **\$1,210,496,800** in the Downeast & Acadia region, a 12.0% increase from 2022. As one of the state's largest industries, tourism supported **15,300 jobs** and contributed to **\$607,948,100** in total wages supported in the Downeast & Acadia region. In 2023, visitors to the state also saved every Downeast & Acadia household \$4,407 in state and local taxes.

### DOWNEAST & ACADIA OVERNIGHT VISITORS

Throughout 2023, the Downeast & Acadia region saw **1,751,600** overnight visitors, generating **2,030,600** room nights in accommodations, up 2.5% from 2022.

### DOWNEAST & ACADIA VISITORS

Downeast & Acadia hosted **284,700** day visitors in 2023 a 28.9% decrease from 2022.

### TOTAL VISITOR DAYS

All visitors to Downeast & Acadia spent **10,498,000 days** in the region throughout 2023, an increase of 7.5% from the previous year.

### VISITORS & JOBS

Visitors to Maine Downeast & Acadia supported **15,300 jobs** throughout the region and **\$607,948,100** in wages in 2023. Every 133 visitors support a new job in Downeast & Acadia.

### TOTAL VISITATION

	2022	2023	Change
Visitation	2,097,800	2,036,300	- 2.9%

### DIRECT TOURISM EXPENDITURES

	2022	2023	Change
Accommodations	353,189,600	355,873,700	+ 0.8%
Restaurants	221,394,000	264,392,900	+19.4%
Shopping	148,266,200	164,318,800	+10.8%
Transportation	145,943,800	160,419,000	+ 9.9%
Groceries	84,960,000	93,476,700	+10.0%
Entertainment	101,835,100	139,252,800	+36.7%
Other	25,066,900	32,762,900	+30.7%
Total	\$1,080,655,600	\$1,210,496,800	+12.0%

### ECONOMIC IMPACT OF TOURISM

	2022	2023	Change
Jobs Supported	16,100	15,300	- 5.0%
Total Earnings	562,668,500	607,948,100	+ 8.0%
Total Taxes	\$3,574	\$4,407	+23.3%
Total Economic Impact	\$1,568,198,500	\$1,752,319,600	+ 11.7%

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