



2023 MAINE OFFICE OF TOURISM HIGHLIGHTS KENNEBEC VALLEY



BY THE NUMBERS

In 2023, visitors directly spent **\$553,723,700** in the Kennebec Valley region, a 2.7% decrease from 2022. As one of the state's largest industries, tourism supported **7,540 jobs** and contributed to **\$284,844,100** in total wages supported in the Kennebec Valley region. In 2023, visitors to the state also saved every Kennebec Valley household \$1,122 in state and local taxes.

KENNEBEC VALLEY OVERNIGHT VISITORS

Throughout 2023, the Kennebec Valley region saw **753,800** overnight visitors, generating **603,800** room nights in accommodations, up 3.1% from 2022.

KENNEBEC VALLEY VISITORS

Kennebec Valley hosted **151,200** day visitors in 2023.

TOTAL VISITOR DAYS

All visitors to Kennebec Valley spent **4,901,700 days** in the region throughout 2023, an increase of 19.6% from the previous year.

VISITORS & JOBS

Visitors to Kennebec Valley supported **7,540 jobs** throughout the region and **\$284,844,100** in wages in 2023. Every 120 visitors support a new job in Kennebec Valley.

TOTAL VISITATION

	2022	2023	Change
Visitation	830,300	905,000	+ 9.0%

DIRECT TOURISM EXPENDITURES

	2022	2023	Change
Accommodations	92,819,300	99,917,500	+ 7.6%
Restaurants	98,273,000	104,175,000	+ 6.0%
Shopping	158,277,000	133,429,000	- 15.7%
Transportation	58,749,400	56,086,700	- 4.5%
Groceries	49,897,000	45,715,900	- 8.4%
Entertainment	83,097,500	86,615,700	+ 4.2%
Other	27,717,200	27,783,900	+ 0.2%
Total	\$568,830,400	\$553,723,700	- 2.7%

ECONOMIC IMPACT OF TOURISM

	2022	2023	Change
Jobs Supported	8,790	7,540	- 14.2%
Total Earnings	285,912,700	284,844,100	- 0.4%
Total Taxes	\$966	\$1,122	+ 16.1%
Total Economic Impact	\$888,655,700	\$830,010,200	- 6.6%

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