



2023 MAINE OFFICE OF TOURISM HIGHLIGHTS MAINE LAKES AND MOUNTAINS



BY THE NUMBERS

In 2023, visitors directly spent **\$1,168,406,700** in the Lakes & Mountains region, a 3.6% increase from 2022. As one of the state's largest industries, tourism supported **15,900 jobs** and contributed to **\$650,081,700** in total wages supported in the Lakes & Mountains region. In 2023, visitors to the state also saved every Lakes & Mountains household \$1,574 in state and local taxes.

MAINE LAKES AND MOUNTAINS OVERNIGHT VISITORS

Throughout 2023, the Lakes & Mountains region saw **1,763,000** overnight visitors, generating **1,457,800** room nights in accommodations, down 4% from 2022.

MAINE LAKES AND MOUNTAINS DAY VISITORS

Lakes & Mountains hosted **436,300** day visitors in 2023 a 20.3% decrease from 2022.

TOTAL VISITOR DAYS

All visitors to Lakes & Mountains spent **11,349,000 days** in the region throughout 2023, an increase of 28.8% from the previous year.

VISITORS & JOBS

Visitors to Maine Lakes & Mountains supported **15,900 jobs** throughout the region and **\$650,081,700** in wages in 2023. Every 138 visitors support a new job in Lakes & Mountains.

TOTAL VISITATION

	2022	2023	Change
Visitation	1,936,700	2,199,300	+ 13.6%

DIRECT TOURISM EXPENDITURES

	2022	2023	Change
Accommodations	211,750,300	240,041,200	+ 13.4%
Restaurants	201,645,700	223,005,100	+ 10.6%
Shopping	227,330,600	205,989,000	- 9.4%
Transportation	108,316,000	109,652,800	+ 1.2%
Groceries	105,196,300	111,285,700	+ 5.8%
Entertainment	197,729,300	203,842,500	+ 3.1%
Other	75,989,600	74,590,400	- 1.8%
Total	\$ 1,127,957,800	\$ 1,168,406,700	+ 3.6%

ECONOMIC IMPACT OF TOURISM

	2022	2023	Change
Jobs Supported	18,200	15,900	- 12.6%
Total Earnings	587,082,200	650,081,700	+ 10.7%
Total Taxes	\$1,326	\$1,574	+ 18.7%
Total Economic Impact	\$1,775,825,100	\$1,821,233,500	+ 2.6%

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