



2023 MAINE OFFICE OF TOURISM HIGHLIGHTS MAINE HIGHLANDS



BY THE NUMBERS

In 2023, visitors directly spent more than **\$654,941,700** in the Maine Highlands region, a **5.7%** increase from 2022. As one of the state's largest industries, tourism supported **9,100 jobs** and contributed to **\$348,633,500** in total wages supported in the Maine Highlands region. In 2023, visitors to the state also saved every Maine Highlands household \$1,405 in state and local taxes.

MAINE HIGHLANDS OVERNIGHT VISITORS

Throughout 2023, the Maine Highlands saw **861,900** overnight visitors, generating **1,056,900** room nights, up 11% from 2022.

MAINE HIGHLANDS DAY VISITORS

The Maine Highlands region hosted nearly **161,500** day visitors in 2023.

TOTAL VISITOR DAYS

All visitors to the Maine Highlands spent **6,233,700 days** in the region throughout 2023, +6.6% from 2022.

VISITORS & JOBS

Visitors to Maine Highlands supported **9,100 jobs** throughout Maine Highlands and **\$348 million** in wages in 2023. The wages represent an increase of 2.8% from 2022. Every 112 visitors support a new job in the Maine Highlands.

TOTAL VISITATION

	2022	2023	Change
Visitation	876,000	1,023,400	+ 16.8%

DIRECT TOURISM EXPENDITURES

	2022	2023	Change
Accommodations	156,182,300	158,432,000	+ 1.4%
Restaurants	129,027,000	151,506,800	+ 17.4%
Shopping	94,763,800	104,169,100	+ 9.9%
Transportation	87,511,300	89,023,400	+ 1.7%
Groceries	60,284,000	55,797,400	- 7.4%
Entertainment	69,884,500	74,245,400	+ 6.2%
Other	22,067,800	21,767,600	- 1.4%
Total	\$ 619,720,700	\$ 654,941,700	+ 5.7%

ECONOMIC IMPACT OF TOURISM

	2022	2023	Change
Jobs Supported	10,300	9,100	- 11.7%
Total Earnings	\$339,192,700	\$348,633,500	+ 2.8%
Total Taxes	\$1,199	\$1,405	+ 17.2%
Total Economic Impact	\$ 1,006,035,200	\$1,060,001,500	+ 5.4%

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