



## 2023 MAINE OFFICE OF TOURISM HIGHLIGHTS MIDCOAST & ISLANDS



### BY THE NUMBERS

In 2023, visitors directly spent **\$1,112,892,100** in the Midcoast region, a 10.1% increase from 2022. As one of the state's largest industries, tourism supported **14,500 jobs** and contributed to **\$579,754,500** in total wages supported in the Midcoast region. In 2023, visitors to the state also saved every Midcoast household \$2,360 in state and local taxes.

### MIDCOAST & ISLANDS OVERNIGHT VISITORS

Throughout 2023, the Midcoast region saw **1,832,300** overnight visitors, generating **1,841,000** room nights in accommodations, up 13.3% from 2022.

### MIDCOAST & ISLANDS VISITORS

Midcoast hosted **224,300** day visitors in 2023, a decrease of 21% from 2022.

### TOTAL VISITOR DAYS

All visitors to Midcoast spent **10,082,600 days** in the region throughout 2023, an increase of 2.5% from the previous year.

### VISITORS & JOBS

Visitors to Maine Midcoast supported **14,500 jobs** throughout the region and **\$579,754,500** in wages in 2023. Every 142 visitors support a new job in Midcoast.

### TOTAL VISITATION

	2022	2023	Change
Visitation	2,013,900	2,056,600	+ 2.1%

### DIRECT TOURISM EXPENDITURES

	2022	2023	Change
Accommodations	244,160,800	246,144,000	+ 0.8%
Restaurants	237,444,700	285,998,800	+20.4%
Shopping	200,704,100	257,264,600	+28.2%
Transportation	96,452,300	82,582,400	-14.4%
Groceries	98,301,100	99,575,500	+ 1.3%
Entertainment	122,761,600	129,103,900	+ 5.2%
Other	10,599,300	12,222,900	+15.3%
Total	\$1,010,423,900	\$1,112,892,100	+ 10.1%

### ECONOMIC IMPACT OF TOURISM

	2022	2023	Change
Jobs Supported	16,100	14,500	- 9.9%
Total Earnings	514,503,100	579,754,500	+12.7%
Total Taxes	\$1,934	\$2,360	+22.0%
Total Economic Impact	\$1,514,991,300	\$1,680,219,500	+10.9%

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