



Aroostook County

BY THE NUMBERS

In 2024, visitors directly spent **\$167 million** in the Aroostook County region, a 1.4% decrease from 2023. As one of the state's largest industries, tourism supported **2,170 jobs** and contributed to nearly **\$77 million** in total wages in the Aroostook County region.

In 2024, visitors to the state also saved every Aroostook County household **\$879** in state and local taxes.

Every **138** visitors supported a new job in the region.

300.2
THOUSAND
VISITORS

\$167.1
MILLION
DIRECT EXPENDITURES

2,170
JOBS SUPPORTED

\$879
TAX SAVINGS

OVERNIGHT VISITORS

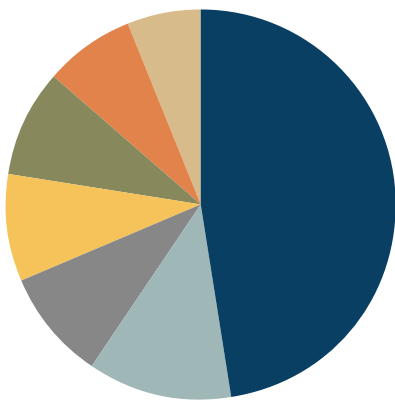
Throughout 2024, the Aroostook County region saw **249,100** overnight visitors, generating **230,600** room nights in accommodations, down 4.2% from 2023.

DAY VISITORS

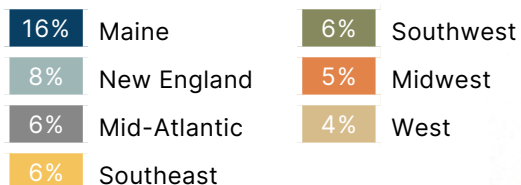
Aroostook County hosted **51,100** day visitors in 2024, a decrease of 8.6% from 2023.

TOTAL VISITOR DAYS

All visitors to Aroostook County spent **1,195,100** days in the region throughout 2024, a decrease of 3.5% from the previous year.



VISITOR ORIGINS



ECONOMIC IMPACT OF TOURISM

	2023	2024	Change
Jobs Supported*	2,200*	2,170	- 1.4%
Total Earnings	78,327,100*	76,920,600	- 1.8%
Total Tax Savings	904*	879	- 2.8%

DIRECT TOURISM EXPENDITURES

	2023	2024	Change
Accommodations	34,556,300	30,506,300	- 11.7%
Restaurants	39,317,900	39,828,000	+ 1.3%
Shopping	29,045,900	26,156,300	- 9.9%
Transportation	24,608,200	27,084,600	+ 10.1%
Groceries	15,449,000	17,264,100	+ 11.7%
Entertainment	17,954,600	18,853,400	+ 5.0%
Other	8,667,400	7,456,500	- 14.0%
Total	\$169,599,300	\$167,149,200	- 1.4%

TOTAL VISITATION

	2023	2024	Change
Visitation	332,400	300,200	- 9.7%

*Data for 2023 updated due to revised IMPLAN model.

**Maine's economic impact multiplier changed from 1.80 in 2023 to 1.72 in 2024. The figures for jobs supported and total earnings are the total impact from tourism (including direct and indirect impacts).

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