



Maine Highlands

BY THE NUMBERS

In 2024, visitors directly spent **\$708 million** in the Maine Highlands region, an increase of 8.1% from 2023. As one of the state's largest industries, tourism supported **8,800 jobs** and contributed to **\$353 million** in total wages supported in the Maine Highlands region.

In 2024, visitors to the state also saved every Maine Highlands household **\$1,469** in state and local taxes.

Every **105** visitors supported a new job in the region.

921
THOUSAND
VISITORS

\$708
MILLION
DIRECT EXPENDITURES

8,800
JOBS SUPPORTED

\$1,469
TAX SAVINGS

OVERNIGHT VISITORS

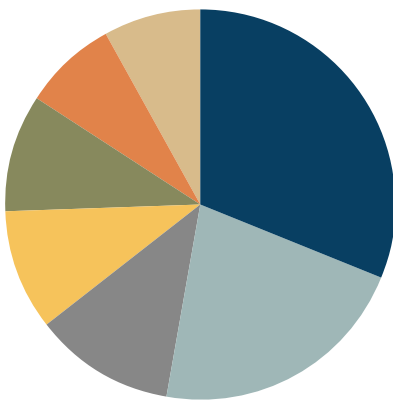
Throughout 2024, the Maine Highlands region saw **792,000** overnight visitors, generating **985,600** room nights in accommodations, a 6.7% decrease from 2023.

DAY VISITORS

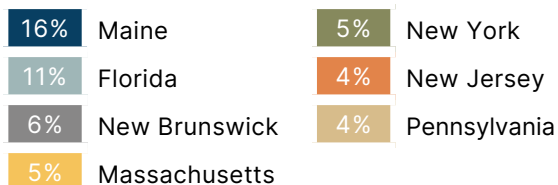
Maine Highlands hosted **129,700** day visitors in 2024, a 19.7% decrease from 2023.

VISITOR DAYS

All visitors to Maine Highlands spent **5,601,000** days in the region throughout 2024, a 10.1% decrease from the previous year.



VISITOR ORIGINS



ECONOMIC IMPACT OF TOURISM

	2023	2024	Change
Jobs Supported*	8,300*	8,800	+ 6.0%
Total Earnings	325,008,900*	353,663,000	+ 8.8%
Total Tax Savings	1,405*	1,469	+ 4.6%

DIRECT TOURISM EXPENDITURES

	2023	2024	Change
Accommodations	158,432,000	161,405,900	+ 1.9%
Restaurants	151,506,800	182,596,500	+ 20.5%
Shopping	104,169,100	114,966,100	+ 10.4%
Transportation	89,023,400	91,928,800	+ 3.3%
Groceries	55,797,400	52,676,800	- 5.6%
Entertainment	74,245,400	73,644,400	- 0.8%
Other	21,767,600	30,871,600	+ 41.8%
Total	654,941,700	708,090,100	+ 8.1%

TOTAL VISITATION

	2023	2024	Change
Visitation	1,023,400	921,700	- 9.9%

*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.