



Maine Lakes & Mountains

BY THE NUMBERS

In 2024, visitors directly spent **\$1.17 billion** in the Maine Lakes & Mountains region, an increase of 0.6% from 2023. As one of the state's largest industries, tourism supported **14,400 jobs** and contributed to **\$593 million** in total wages supported in the Maine Lakes & Mountains region.

In 2024, visitors to the state also saved every Maine Lakes & Mountains household **\$1,548** in state and local taxes.

Every **149** visitors supported a new job in the region.

2.14
MILLION
VISITORS

\$1.17
BILLION
DIRECT EXPENDITURES

14,400
JOBS SUPPORTED

\$1,548
TAX SAVINGS

OVERNIGHT VISITORS

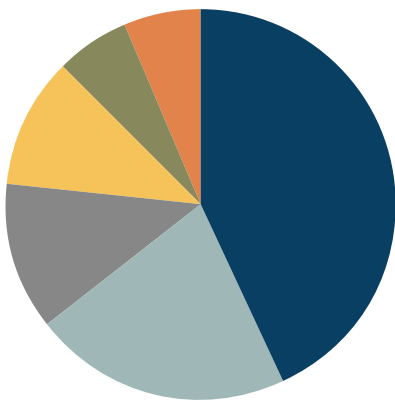
Throughout 2024, the Maine Lakes & Mountains region saw **1,715,400** overnight visitors, generating **1,561,500** room nights in accommodations, an increase of 7.1% from 2023.

DAY VISITORS

Maine Lakes & Mountains hosted **430,600** day visitors in 2024, a 1.3% decrease from 2023.

TOTAL VISITOR DAYS

All visitors to Maine Lakes & Mountains spent **10,979,100** days in the region throughout 2024, a 3.3% decrease from the previous year.



VISITOR ORIGINS

28% Maine	7% New York
14% Massachusetts	4% Florida
8% New Hampshire	4% Vermont

ECONOMIC IMPACT OF TOURISM

	2023	2024	Change
Jobs Supported*	14,700*	14,400	- 2.0%
Total Earnings	591,443,100*	593,699,800	+ 0.4%
Total Tax Savings	1,574*	1,548	- 1.7%

DIRECT TOURISM EXPENDITURES

	2023	2024	Change
Accommodations	240,041,200	233,036,500	- 2.9%
Restaurants	223,005,100	243,835,500	+ 9.3%
Shopping	205,989,000	199,736,300	- 3.0%
Transportation	109,652,800	120,887,000	+ 10.2%
Groceries	111,285,700	119,990,400	+ 7.8%
Entertainment	203,842,500	192,078,100	- 5.8%
Other	74,590,400	66,243,800	- 11.2%
Total	1,168,406,700	1,175,807,600	+ 0.6%

TOTAL VISITATION

	2023	2024	Change
Visitation	2,199,300	2,146,000	- 2.4%

*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.