



## Midcoast & Islands

### BY THE NUMBERS

In 2024, visitors directly spent **\$1.10 billion** in the Midcoast & Islands region, a 0.8% decrease from 2023. As one of the state's largest industries, tourism supported **13,100 jobs** and contributed to **\$527 million** in total wages supported in the Midcoast & Islands region.

In 2024, visitors to the state also saved every Midcoast & Islands household **\$2,339** in state and local taxes.

Every **148** visitors supported a new job in the region.

**1.94**  
MILLION  
VISITORS

**\$1.10**  
BILLION  
DIRECT EXPENDITURES

**13,100**  
JOBS SUPPORTED

**\$2,339**  
TAX SAVINGS



## OVERNIGHT VISITORS

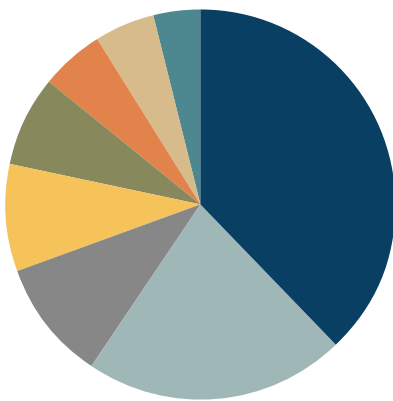
Throughout 2024, the Midcoast & Islands region saw **1,716,900** overnight visitors, generating **1,623,600** room nights in accommodations, a 11.8% decrease from 2023.

## DAY VISITORS

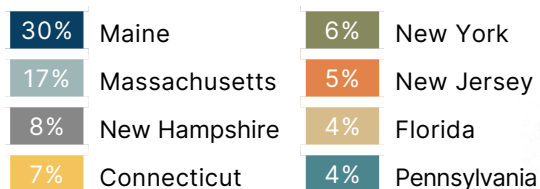
Midcoast & Islands hosted **225,900** day visitors in 2024, an increase of 0.7% from 2023.

## TOTAL VISITOR DAYS

All visitors to Midcoast & Islands spent **9,064,500** 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*   | 13,400*      | 13,100      | - 2.2% |
| Total Earnings    | 529,225,500* | 527,100,900 | - 0.4% |
| Total Tax Savings | 2,360*       | 2,339       | - 0.9% |

## DIRECT TOURISM EXPENDITURES

|                | 2023                 | 2024                 | Change        |
|----------------|----------------------|----------------------|---------------|
| Accommodations | 246,144,000          | 243,828,500          | - 0.9%        |
| Restaurants    | 285,998,800          | 292,050,000          | + 2.1%        |
| Shopping       | 257,264,600          | 289,784,300          | + 12.6%       |
| Transportation | 82,582,400           | 66,067,000           | - 20.0%       |
| Groceries      | 99,575,500           | 81,196,900           | - 18.5%       |
| Entertainment  | 129,103,900          | 117,407,000          | - 9.1%        |
| Other          | 12,222,900           | 13,540,800           | + 10.8%       |
| <b>Total</b>   | <b>1,112,892,100</b> | <b>1,103,874,500</b> | <b>- 0.8%</b> |

## TOTAL VISITATION

|            | 2023      | 2024      | Change |
|------------|-----------|-----------|--------|
| Visitation | 2,056,600 | 1,942,800 | - 5.5% |

\*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.