



Downeast & Acadia

BY THE NUMBERS

In 2024, visitors directly spent **\$1.27 billion** in the Downeast & Acadia region, a 5.5% increase from 2023. As one of the state's largest industries, tourism supported **13,800** jobs and contributed to **\$615.9 million** in total wages in the Downeast & Acadia region.

In 2024, visitors to the state also saved every Downeast & Acadia household **\$4,453** in state and local taxes.

Every **137** visitors supported a new job in the region.

1.9
MILLION
VISITORS

\$1.3
BILLION
DIRECT EXPENDITURES

13.8
THOUSAND
JOBS SUPPORTED

\$4,453
TAX SAVINGS

OVERNIGHT VISITORS

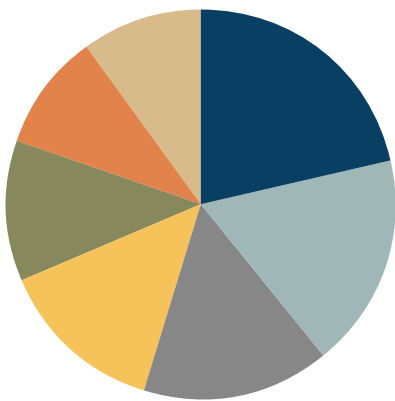
Throughout 2024, the Downeast & Acadia region saw **1,643,300** overnight visitors, generating **1,965,400** room nights in accommodations, down 3.2% from 2023.

DAY VISITORS

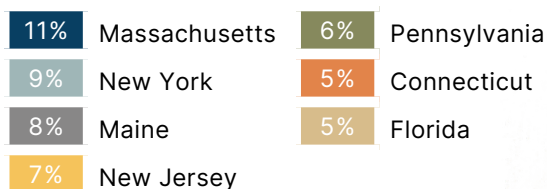
Downeast & Acadia hosted **249,000** day visitors in 2024, a 12.5% decrease from 2023.

TOTAL VISITOR DAYS

All visitors to Downeast & Acadia spent **9,219,200** days in the region throughout 2024, a 12.2% decrease from the previous year.



VISITOR ORIGINS



ECONOMIC IMPACT OF TOURISM

| | 2023 | 2024 | Change |
|-------------------|---------------|-------------|--------|
| Jobs Supported* | 13,300* | 13,800 | + 3.8% |
| Total Earnings | 581,085,100 * | 615,964,100 | + 6.0% |
| Total Tax Savings | 4,407 * | 4,453 | + 1.0% |

DIRECT TOURISM EXPENDITURES

| | 2023 | 2024 | Change |
|----------------|----------------------|----------------------|---------------|
| Accommodations | 355,873,700 | 376,534,700 | + 5.8% |
| Restaurants | 264,392,900 | 295,362,000 | + 11.7% |
| Shopping | 164,318,800 | 199,228,900 | + 21.2% |
| Transportation | 160,419,000 | 161,012,100 | + 0.4% |
| Groceries | 93,476,700 | 75,005,700 | - 19.8% |
| Entertainment | 139,252,800 | 125,827,800 | - 9.6% |
| Other | 32,762,900 | 44,703,000 | + 36.4% |
| Total | 1,210,496,800 | 1,277,674,200 | + 5.5% |

TOTAL VISITATION

| | 2023 | 2024 | Change |
|------------|-----------|-----------|--------|
| Visitation | 2,036,300 | 1,892,300 | - 7.1% |

*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.