



Greater Portland

BY THE NUMBERS

In 2024, visitors directly spent **\$1.76 billion** in the Greater Portland region, a 12.6% increase from 2023. As one of the state's largest industries, tourism supported **20,200** jobs and contributed to **\$1.05 billion** in total wages in the Greater Portland region.

In 2024, visitors to the state also saved every Greater Portland household **\$2,331** in state and local taxes.

Every **139** visitors supported a new job in the region.

2.8
MILLION
VISITORS

\$1.76
BILLION
DIRECT EXPENDITURES

20.2
THOUSAND
JOBS SUPPORTED

\$2,331
TAX SAVINGS

OVERNIGHT VISITORS

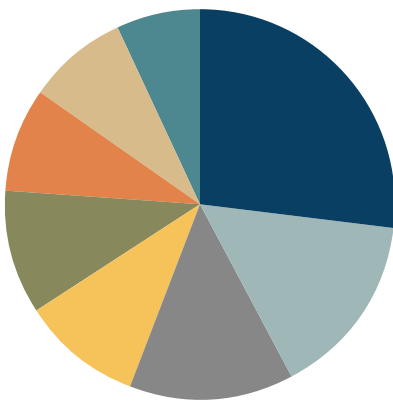
Throughout 2024, the Greater Portland region saw **2,265,600** overnight visitors, generating **2,471,900** room nights in accommodations, down 2.7% from 2023.

DAY VISITORS

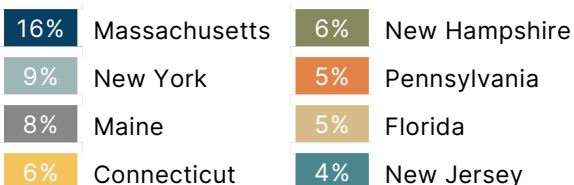
Greater Portland hosted **542,300** day visitors in 2024, down 5.0% from 2023.

VISITOR DAYS

All visitors to Greater Portland spent **12,712,700** days in the region throughout 2024, an 8.4% decrease from the previous year.



VISITOR ORIGINS



ECONOMIC IMPACT OF TOURISM

	2023	2024	Change
Jobs Supported*	18,500*	20,200	+ 9.2%
Total Earnings	934,845,300*	1,055,749,100	+ 12.9%
Total Tax Savings	2,174 *	2,331	+ 7.2%

DIRECT TOURISM EXPENDITURES

	2023	2024	Change
Accommodations	397,515,900	409,385,200	+ 3.0%
Restaurants	403,906,400	483,023,100	+ 19.6%
Shopping	269,725,600	348,695,600	+ 29.3%
Transportation	124,898,700	138,335,200	+ 10.8%
Groceries	117,006,300	114,872,700	- 1.8%
Entertainment	218,055,200	236,285,400	+ 8.4%
Other	35,002,200	33,286,900	- 4.9%
Total	1,566,110,300	1,763,884,100	+ 12.6%

TOTAL VISITATION

	2023	2024	Change
Visitation	2,917,900	2,807,900	- 3.8%

*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.