



## Maine Beaches

### BY THE NUMBERS

In 2024, visitors directly spent **\$2.5 billion** in the Maine Beaches region, a 4.6% decrease from 2023. As one of the state's largest industries, tourism supported **27,900** jobs and contributed to **\$1.26 billion** in total wages in the Maine Beaches region.

In 2024, visitors to the state also saved every Maine Beaches household **\$3,681** in state and local taxes.

Every **143** visitors supported a new job in the region.

**3.98**  
MILLION  
VISITORS

**\$2.5**  
BILLION  
DIRECT EXPENDITURES

**27.9**  
THOUSAND  
JOBS SUPPORTED

**\$3,681**  
TAX SAVINGS



## OVERNIGHT VISITORS

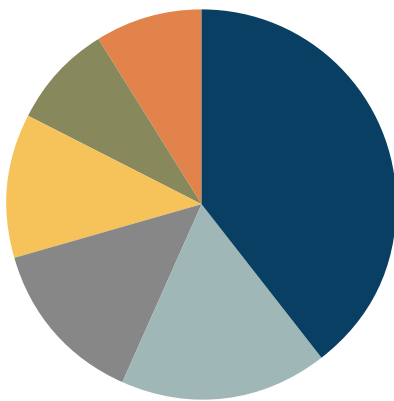
Throughout 2024, the Maine Beaches region saw **2,833,300** overnight visitors, generating **2,894,600** room nights in accommodations, up 1.5% from 2023.

## DAY VISITORS

Maine Beaches hosted **1,142,700** day visitors in 2024, a 5.6% increase from 2023.

## VISITOR DAYS

All visitors to Maine Beaches spent **14,499,400** days in the region throughout 2024, a 1.2% increase from the previous year.



## VISITOR ORIGINS

<b>23%</b> Massachusetts	<b>7%</b> Connecticut
<b>10%</b> New York	<b>5%</b> Vermont
<b>8%</b> New Hampshire	<b>5%</b> Quebec

## ECONOMIC IMPACT OF TOURISM

	2023	2024	Change
Jobs Supported*	30,000*	27,900	- 7.0%
Total Earnings	1,321,037,800*	1,269,269,500	- 3.9%
Total Tax Savings	4,140*	3,681	- 11.1%

## DIRECT TOURISM EXPENDITURES

	2023	2024	Change
Accommodations	671,899,900	661,159,400	- 1.6%
Restaurants	630,566,600	589,999,500	- 6.4%
Shopping	391,688,000	373,025,500	- 4.8%
Transportation	251,048,900	216,448,700	- 13.8%
Groceries	193,007,100	170,322,400	- 11.8%
Entertainment	390,991,100	400,992,300	+ 2.6%
Other	101,241,100	96,602,400	- 4.6%
<b>Total</b>	<b>2,630,442,700</b>	<b>2,508,550,200</b>	<b>- 4.6%</b>

## TOTAL VISITATION

	2023	2024	Change
Visitation	3,796,100	3,976,000	+ 4.7%

\*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.