



2023 MAINE OFFICE OF TOURISM HIGHLIGHTS GREATER PORTLAND & CASCO BAY



BY THE NUMBERS

In 2023, visitors directly spent **\$1,566,110,300** in the Greater Portland & Casco Bay region, a 14.4% increase from 2022. As one of the state's largest industries, tourism supported **21,400 jobs** and contributed to **\$1,041,295,400** in total wages supported in the Greater Portland & Casco Bay region. In 2023, visitors to the state also saved every Greater Portland & Casco Bay household \$2,174 in state and local taxes.

GREATER PORTLAND & CASCO BAY OVERNIGHT VISITORS

Throughout 2023, the Greater Portland & Casco Bay region saw **2,347,100** overnight visitors, generating **2,539,600** room nights in accommodations, up 8.0% from 2022.

GREATER PORTLAND & CASCO BAY VISITORS

Greater Portland & Casco Bay hosted **570,800** day visitors in 2023, an increase of 12.6% from 2022.

TOTAL VISITOR DAYS

All visitors to Greater Portland & Casco Bay spent **13,872,800 days** in the region throughout 2023, an increase of 20.2% from the previous year.

VISITORS & JOBS

Visitors to Greater Portland & Casco Bay supported **21,400 jobs** throughout the region and \$1,041,295,400 in wages in 2023. Every 136 visitors support a new job in Portland & Casco Bay.

TOTAL VISITATION

	2022	2023	Change
Visitation	2,541,800	2,917,900	+ 14.8%

DIRECT TOURISM EXPENDITURES

	2022	2023	Change
Accommodations	396,805,700	397,515,900	+ 0.2%
Restaurants	362,817,500	403,906,400	+ 11.3%
Shopping	202,834,200	269,725,600	+ 33%
Transportation	123,137,100	124,898,700	+ 1.4%
Groceries	109,446,600	117,006,300	+ 6.9%
Entertainment	147,009,300	218,055,200	+48.3%
Other	27,345,00	35,002,200	+28.0%
Total	\$1,369,395,400	\$1,566,110,300	+14.4%

ECONOMIC IMPACT OF TOURISM

	2022	2023	Change
Jobs Supported	23,400	21,400	- 8.5%
Total Earnings	948,499,000	1,041,295,400	+ 9.8%
Total Taxes	\$1,807	\$2,174	+20.3%
Total Economic Impact	\$ 2,411,969,300	\$2,771,745,300	+14.9%

Source: Downs & St. Germain Research with IMPLAN economic modeling.
Calculations include only direct impact from tourism.