



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.