

2018 Regional Tourism Impact Estimates

Maine Woods Area

The Maine Woods area includes:

- Maine Lakes & Mountains,
- Kennebec Valley,
- The Maine Highlands,
- Aroostook County, and
- A portion of Washington County.

An estimated **17.5 million** travelers visited the Maine Woods area in 2018 ~ a **12% increase** from 2017.



2017 Total
15.6 million
(36% of all Maine visitors)

2018 Total
17.5 million
(39% of all Maine visitors)

Number of Visitors to the Maine Woods Area

* Percent of estimated total
Maine day visitors

7.5 million
(32.5%)*

8.4 million
(34.0%)*

** Percent of estimated total
Maine overnight visitors

8.1 million
(40.2%)**

9.0 million
(44.0%)**

2017

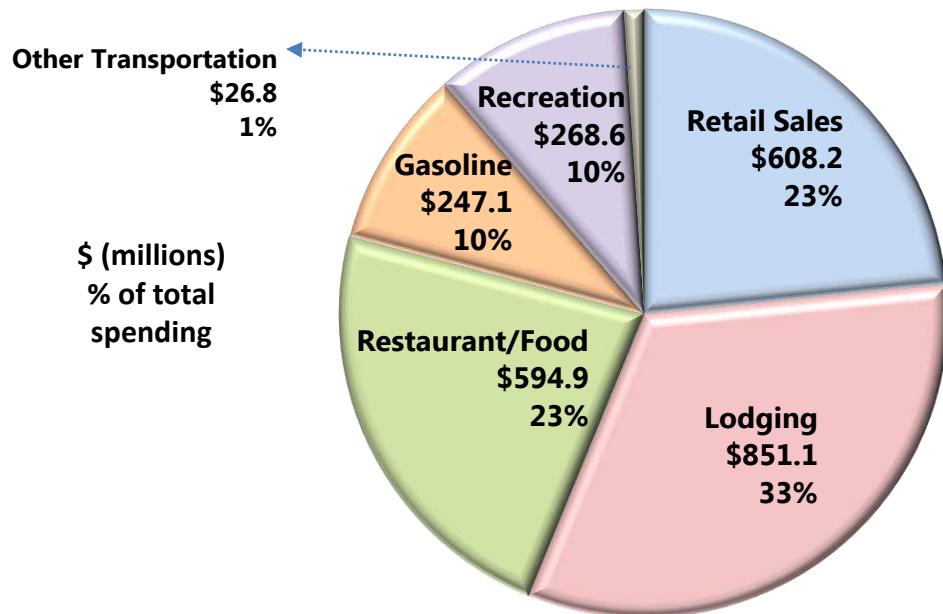
2018



The visitation estimates shown above include all visitors on tourism-related trips. Tourism related trips include: all leisure trips, trips that are a general visit to see friends or relatives, a wedding, a holiday visit, and business trips that are for a convention/conference/trade show or training/professional development.

Maine Woods Area

In 2018, Maine Woods visitors spent **\$2.6 billion** ~ up 12% from 2017.



The **\$2.6 billion** spent by visitors to the Maine Woods area supported a total of...

Economic impact begins when a visitor spends money in a region. But the benefits to a local economy go well beyond the impact of this initial spending. These "direct economic impact" dollars continue to circulate through the economy, as (for example) innkeepers pay wages, restauranteurs purchase raw ingredients, and so on. These additional rounds of spending are called "indirect economic impact." Total economic impact is the sum of the travelers' initial (direct) spending and the subsequent (indirect) spending by residents of the area. The jobs created, income earned, and tax dollars received are based on the total economic impact.

45,780 jobs

\$880 million
in total
earnings

\$245 million
in total taxes