



BY THE NUMBERS



- ◆ As one of Maine's largest industries, tourism supports a total of 88,585 jobs on average, about 13% of employment in the state.
- ◆ If the money spent by all tourists in Maine were to drop by 15%, the average Maine household would see an increase of approximately \$128 in taxes to maintain government services at current levels.
- ◆ If the number of overnight visitors to Maine increased by 10% next year, this would represent an estimated 7.9% increase in direct expenditures, or \$414 million.
- ◆ Household income generated through industry jobs was more than \$2 billion.
- ◆ The number of jobs in Maine tied to tourism—88,585—is greater than the populations of Portland and Augusta combined.
- ◆ Total expenditures for tourism in 2013 equaled over \$5.2 billion, which equates to more than \$14 million per day, \$597,390 per hour, \$9,957 per minute, and \$166 per second.

MAINE OVERNIGHT VISITORS



- ◆ Direct spending on tourism-related trips by overnight visitors to Maine totaled over \$4.1 billion in 2013.
- ◆ Overnight spending on tourism trips generated over \$370 million in tax revenue.
- ◆ More than 16.5 million visitors spent one or more nights in Maine on tourism-related trips in 2013.

MAINE DAY VISITORS



- ◆ Non-resident, tourism-related day travelers to Maine accounted for more than \$1 billion in direct expenditures during 2013.
- ◆ Non-resident day visitor spending generated almost \$100 million in tax revenue for the State of Maine.
- ◆ Maine hosted over 13 million non-resident day visitors on tourism-related trips in 2013.

MAINE CANADIAN VISITORS



- ◆ In 2013, Canadian visitors accounted for direct expenditures of over \$1.3 billion in the State of Maine, a 14% increase over 2012.
- ◆ Canadian visitors were responsible for more than one-third of all tourism-related retail expenditures in the State of Maine in 2013, spending nearly \$600 million.
- ◆ Canadian day and overnight visitation to Maine in 2013 accounted for over 5.5 million visitors to the state, nearly 24% more than in 2012.

MAINE FIRST-TIME VISITORS



- ◆ Maine first-time visitors spend, on average, \$100 more per trip than do repeat visitors.
- ◆ First-time visitor spending generated over \$60 million in tax revenue for the State of Maine.
- ◆ Maine hosted over 2.8 million first-time visitors on tourism-related trips in 2013.

TOTAL VISITATION



	2012	2013	Pct. Change
Visitation	27,932,111	29,809,148	6.7%

□ Source: DPA, Inc.

DIRECT TOURISM EXPENDITURES

	2012	2013	Pct. Change
Retail Sales	\$ 1,428,207,407	\$ 1,477,723,792	3.5%
Restaurant/Food ...	\$ 1,332,158,202	\$ 1,391,625,467	4.5%
*Transportation....	\$ 38,833,456	\$ 44,607,346	14.9%
Gasoline	\$ 503,795,830	\$ 511,313,008	1.5%
Lodging	\$ 1,271,033,750	\$ 1,441,972,510	13.4%
Recreation.....	\$ 340,460,298	\$ 365,895,064	7.5%
Total	\$ 4,914,488,943	\$ 5,233,137,187	6.5%

□ Source: DPA, Inc.

*2012 number revised based on change in the reporting categories, which occurred in June 2012

ECONOMIC IMPACT OF TOURISM

	2012 Revised	2013	Pct. Change
Total Sales	\$ 7,000,703,533	\$ 7,520,784,757	7.4%
Jobs Supported	82,444	88,585	7.4%
Total Earnings.....	\$ 2,003,266,646	\$ 2,153,093,426	7.5%
Total Taxes*	\$ 419,017,267	\$ 471,361,276	12.5%

□ Source: DPA, Inc. using RIMS II Model. All 2012 figures were revised based on change in the Transportation reporting categories, which occurred in June 2012

- Also note: These calculations do not include resident day spending
- For the purpose of economic impact calculations, visitors are defined as:
 - ◆ Out-of-state day visitors on tourism-related trips
 - ◆ Overnight visitors on tourism-related trips (including in-state and out-of-state)

*Total Tax estimates include the impact of the increase in the sales and lodging tax from 7% to 8% as of October, 2013