



By the Numbers

- As one of Maine's largest industries, tourism supports a total of 98,932 jobs, about 15% 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 \$152 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 7.6% increase in direct expenditures, or \$430 million dollars.
- Household income generated through industry jobs was more than \$2 billion.
- 98,932 jobs in Maine are tied to tourism, which is greater than the populations of Portland and Augusta combined.
- Total expenditures for tourism in 2015 equaled over \$5.6 billion, which equates to nearly \$15.5 million per day, \$644,466 per hour, \$10,741 per minute, and \$179 per second.



Maine Overnight Visitors

- Direct spending on tourism-related trips by overnight visitors to Maine totaled over \$4.3 billion in 2015.
- Overnight spending on tourism trips generated over \$420 million in tax revenue.
- Nearly 18 million visitors spent one or more nights in Maine on tourism-related trips in 2015.



Maine Day Visitors

- Non-resident, tourism-related day travelers to Maine accounted for more than \$1.3 billion in direct expenditures during 2015.
- Non-resident day visitor spending generated \$131 million in tax revenue for the State of Maine.
- Maine hosted nearly 16 million non-resident day visitors on tourism-related trips in 2015.



Maine Canadian Visitors

- In 2015, Canadian visitors accounted for direct expenditures of more than \$850 million in the State of Maine.
- Canadian visitors were responsible for one-fifth of all tourism-related retail expenditures in the State of Maine in 2015, spending \$310 million.
- Canadian day and overnight visitation to Maine in 2015 accounted for nearly 4.1 million visitors to the state.



Maine First-Time Visitors

- Maine overnight first time visitors spend, on average, nearly \$300 more per trip than do repeat overnight visitors.
- First time visitor spending generated nearly \$118 million in tax revenue for the State of Maine.
- Maine hosted nearly 4.5 million first time visitors on tourism related trips in 2015.

TOTAL VISITATION

	2014	2015	Pct. Change
Visitation	32,902,074	33,853,851	2.9%

Source: DPA, Inc.

DIRECT TOURISM EXPENDITURES

	2014	2015	Pct. Change
Retail Sales	\$ 1,470,663,741	\$ 1,478,307,803	0.5%
Restaurant/Food	\$ 1,476,890,903	\$ 1,505,910,031	2.0%
Transportation	\$ 45,520,635	\$ 46,593,287	2.4%
Gasoline	\$ 524,903,339	\$ 463,985,391	-11.6%
Lodging	\$ 1,505,195,347	\$ 1,645,071,621	9.3%
Recreation*	\$ 447,480,128	\$ 505,656,269	13.0%
Total	\$ 5,470,654,093	\$ 5,645,524,402	3.2%

Source: DPA, Inc.

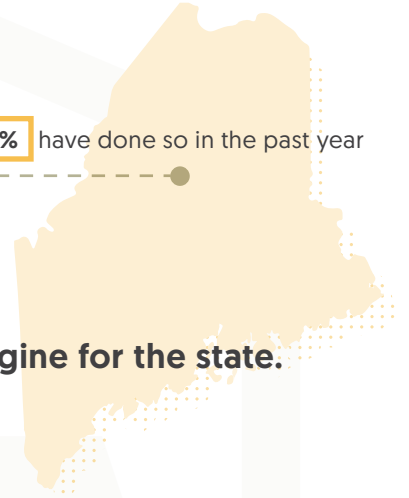
ECONOMIC IMPACT OF TOURISM

	2014	2015	Pct. Change
Total Sales	\$ 7,950,118,382	\$ 8,294,177,528	4.3%
Jobs Supported	94,118	98,932	5.1%
Total Earnings	\$ 2,280,032,087	\$ 2,389,270,199	4.8%
Total Taxes*	\$ 533,168,068	\$ 554,701,633	4.0%

Source: DPA, Inc. using RIMS II Model.

- 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)

Why Tourism Matters to Maine Residents



Tourism trips and advocacy are personal for Maine residents.

- **95%** of residents have taken a vacation in Maine more than 50 miles away from their home—**71%** have done so in the past year
- **89%** of Maine residents have encouraged someone to visit Maine, hosted out-of-state visitors or recommended Maine as a vacation destination to others

Maine residents perceive tourism as a highly important economic engine for the state.

Out of 14 industries, residents believe Tourism is the most important economic engine for the state, with **71%** selecting it above the other 13 industries.

In fact, residents believe tourism brings significant benefits to Maine:

- 76% agree that tourism is a source of tax revenue for the state
- 74% agree that tourism boosts the sale of Maine-made products
- 70% agree that tourism has a vital economic role in Maine
- 65% agree that tourism puts Maine on the map and gives Maine positive recognition throughout the U.S.
- 63% agree that tourism spending by visitors trickles down to local businesses
- 63% agree that Maine should be promoted as a tourist destination
- 61% agree that tourism creates shopping, restaurant, retail and entertainment opportunities for residents
- 50% say tourism is an industry whose success I care about
- 47% agree that tourism spurs the expansion of transportation services
- 46% agree that tourism attracts new residents to move to Maine
- 41% agree that tourism attracts businesses to Maine

Presently, residents think tourism is established, but has a strong future.

- 36%** say tourism is in its adolescence—established with a long life ahead of it
- 33%** say tourism is in maturity—having reached its peak but will persist at this level for quite some time

In the Future, **85%** of Residents Would Like to See the Same or Even More Tourism in Their Own Community.

