



Kennebec Valley

2016 Regional Tourism Impact Estimates



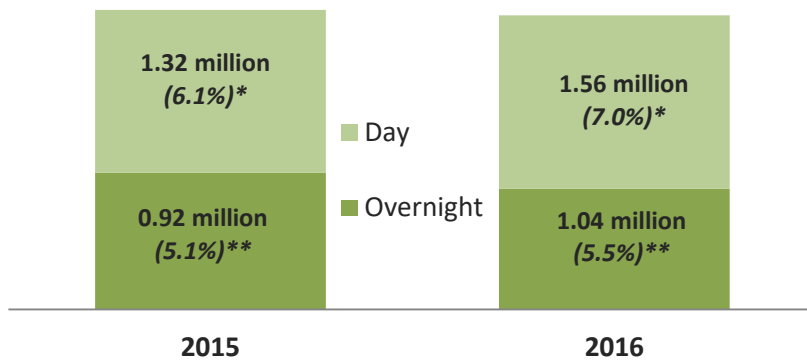
An estimated 2.6 million visitors came to the Kennebec Valley region in 2016, a 16.5% increase over 2015 estimates.

2015 Total

2.23 million
(5.6% of All Maine Visitors)

2016 Total

2.60 million
(6.3% of All Maine Visitors)



* Percent of estimated total Maine day visitors

** Percent of estimated total Maine overnight visitors

Year-over-year changes in visitation estimates fall within standard statistical margins of error and, therefore, should not be interpreted as absolute, significant fluctuations in visitation. Valid indicators of change include ongoing trends over multiple years, as well as noted statistically significant changes.

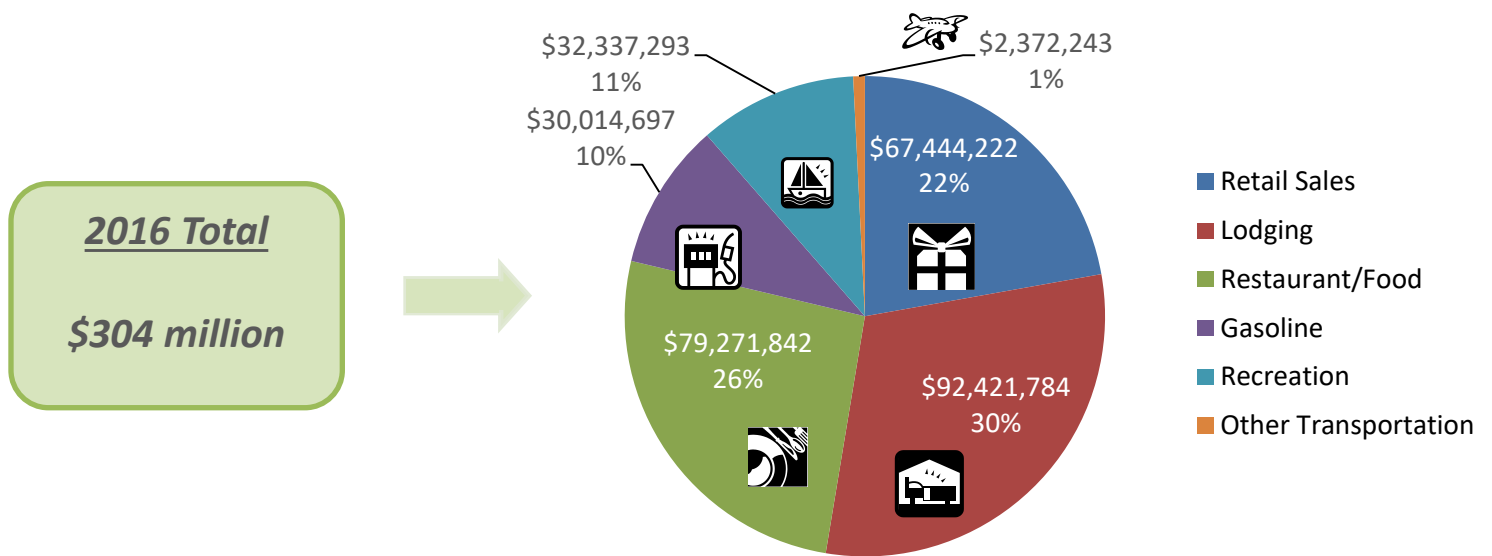
- For the purposes of visitation and visitor expenditure estimates, only visitors on tourism related trips are included. Tourism related trips include: All leisure trips, VFR trips that are a general visit to see friends or relatives, a wedding, or a holiday visit, and business trips that are for a convention/conference/trade show or training/professional development.



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In 2016, Kennebec Valley visitors spent nearly **\$304 million**, up 13.8% from 2015.



The \$304 million spent by visitors in the region supported...

Economic Impact begins when a visitor spends money in an area. The benefits to the local economy go beyond the basic impact of these dollars spent – these dollars create a chain effect. The effects of these expenditures are evident as the direct recipients of these expenditures in turn pay wages, earn income, and pay taxes. Further these direct recipients spend *their* income and thereby create more impact.

5,004 jobs

\$ 97,404,406 in total earnings

\$ 28,603,901 in total taxes

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- For the purposes of expenditure estimates, visitors are defined as all overnight visitors and all out of state day visitors on tourism related trips.
- Economic Impact is estimated using DPA visitor expenditure estimates, and the RIMS II Economic Impact model.