



### BY THE NUMBERS

- Tourism is one of Maine's largest industries, supporting a total of 105,957 jobs, about 16% of employment in the state (1 out of every 6 jobs). That's greater than the populations of Portland and Bangor combined.
- Travel contributed more than \$2.5 billion to Maine households.
- If traveler spending in Maine dropped by 15%, the average Maine household would see an increase of approximately \$160 in taxes to maintain government services at current levels.
- A 10% increase in overnight visitation to Maine in the next year would provide \$453 million in direct expenditures.
- Total direct expenditures for tourism in 2016 equaled nearly \$6 billion, which equates to \$16 million per day, \$683,731 per hour, \$11,396 per minute, and \$190 per second.



### MAINE OVERNIGHT VISITORS

- Direct spending on tourism-related trips by overnight visitors to Maine totaled over \$4.5 billion in 2016.
- Overnight spending on tourism generated over \$450 million in tax revenue.
- Nearly 19 million visitors spent one or more nights in Maine on tourism-related trips in 2016.



### MAINE DAY VISITORS

- Non-resident, tourism-related day travelers to Maine accounted for more than \$1.4 billion in direct expenditures during 2016.
- Non-resident day visitor spending generated \$145 million in tax revenue for Maine.
- Maine hosted nearly 17 million non-resident day visitors in 2016.



### MAINE CANADIAN VISITORS

- In 2016, Canadian visitors spent more than \$975 million in Maine.
- Canadian visitors were responsible for one-fifth of all tourism-related retail expenditures in the state, spending \$337 million.
- Canadian day and overnight visitation to Maine in 2016 accounted for nearly 4.5 million visitors.



### MAINE FIRST-TIME VISITORS

- Overnight first-time visitors spend, on average, nearly \$165 more on their trips to Maine than do repeat overnight visitors.
- First-time visitor spending generated more than \$117 million in tax revenue for Maine.
- Maine hosted more than 5 million first-time visitors in 2016.

### TOTAL VISITATION

	2015	2016	Pct. Change
Visitation . . . . .	33,853,851	35,810,568	5.8%

Source: Davidson-Peterson Associates

### DIRECT TOURISM EXPENDITURES

	2015	2016	Pct. Change
Retail Sales . . . . .	\$1,478,307,803	\$1,527,493,109	3.3%
Restaurant/Food . . . . .	\$1,505,910,031	\$1,567,874,621	4.1%
Transportation . . . . .	\$ 46,593,287	\$ 48,832,750	4.8%
Gasoline . . . . .	\$ 463,985,391	\$ 459,877,857	-0.9%
Lodging . . . . .	\$1,645,071,621	\$1,817,710,496	10.5%
Recreation . . . . .	\$ 505,656,269	\$ 567,692,496	12.3%
<b>Total . . . . .</b>	<b>\$5,645,524,402</b>	<b>\$5,989,481,329</b>	<b>6.1%</b>

### ECONOMIC IMPACT OF TOURISM

	2015	2016	Pct. Change
Total Sales . . . . .	\$8,294,177,528	\$8,865,540,806	6.9%
Jobs Supported . . . . .	98,932	105,957	7.1%
Total Earnings . . . . .	\$2,389,270,199	\$2,557,072,114	7.0%
Total Taxes* . . . . .	\$ 554,701,633	\$ 596,441,775	7.5%

\*Source: Davidson-Peterson Associates using RIMS II Model.

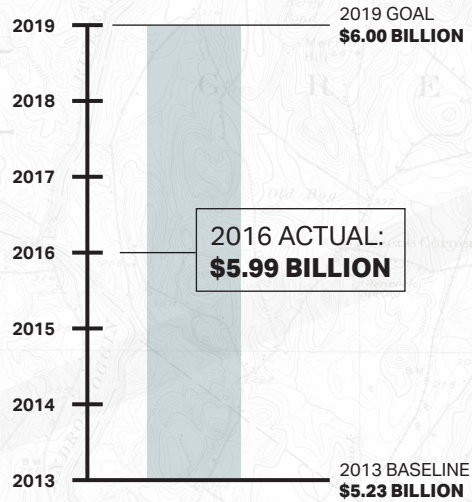
Also note: These calculations do not include resident day visitor spending. For the purpose of economic impact calculations, visitors are defined as:

- Out-of-state day visitors on tourism-related trips
- Overnight visitors on tourism-related trips (including in-state and out-of-state)

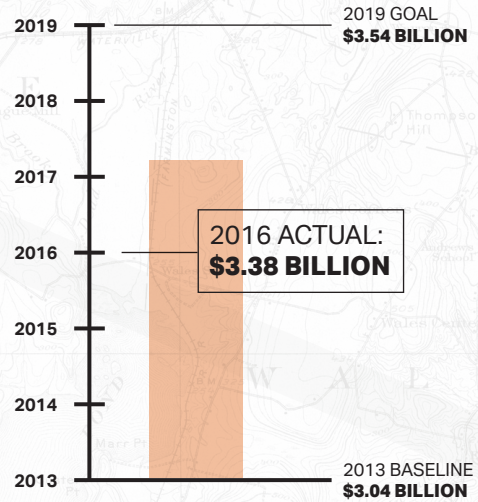




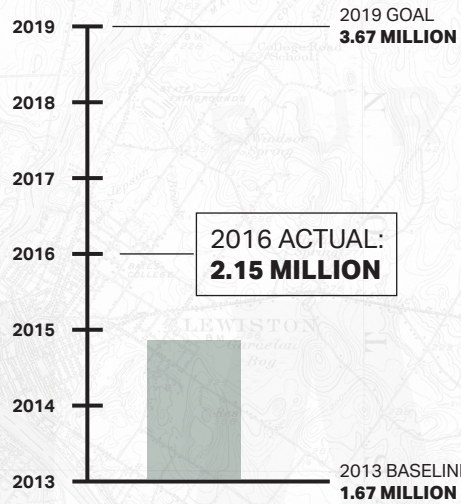
# FIVE YEAR STRATEGIC PLAN 2014-2019 • PROGRESS REPORT



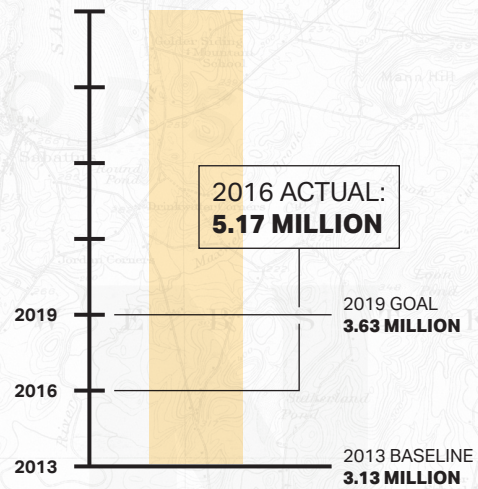
**TOTAL TOURISM EXPEDITURES**



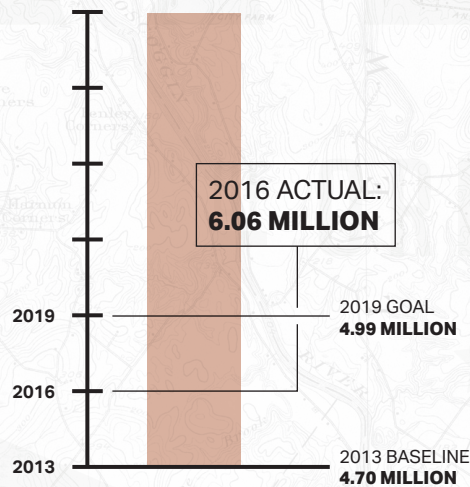
**RESTAURANT AND LODGING TAXES**



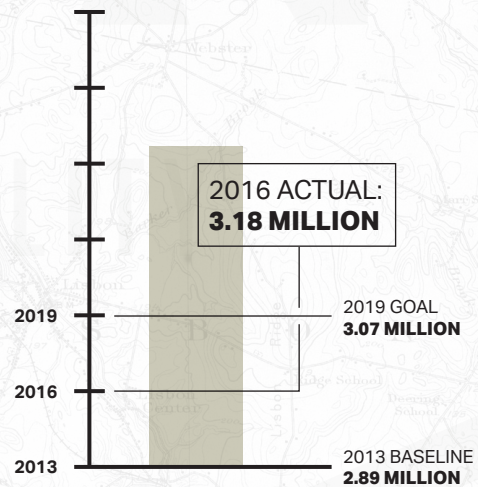
**BUSINESS-RELATED VISITATION**



**FIRST-TIME VISITATION**



**OVERNIGHT VISITATION: FALL SEASON**



**OVERNIGHT VISITATION: WINTER/SPRING SEASON**