

BY THE NUMBERS

- ◆ As one of Maine's largest industries, tourism supports a total of 94,118 jobs, about 14% 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 \$144 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 7.4% increase in direct expenditures, or \$402 million.
- ◆ Household income generated through industry jobs was more than \$2 billion.
- ◆ 94,118 jobs in Maine are tied to tourism, which is greater than the populations of Portland and Augusta combined.
- ◆ Total expenditures for tourism in 2014 equaled over \$5.4 billion, which equates to nearly \$15 million per day, \$624,504 per hour, \$10,408 per minute, and \$173 per second.

MAINE OVERNIGHT VISITORS

- ◆ Direct spending on tourism-related trips by overnight visitors to Maine totaled over \$4 billion in 2014.
- ◆ Overnight spending on tourism trips generated over \$390 million in tax revenue.
- ◆ More than 17 million visitors spent one or more nights in Maine on tourism-related trips in 2014.

MAINE DAY VISITORS

- ◆ Non-resident, tourism-related day travelers to Maine accounted for more than \$1.4 billion in direct expenditures during 2014.
- ◆ Non-resident day visitor spending generated \$140 million in tax revenue for the State of Maine.
- ◆ Maine hosted over 15 million non-resident day visitors on tourism-related trips in 2014.

MAINE CANADIAN VISITORS

- ◆ In 2014, Canadian visitors accounted for direct expenditures of nearly \$1.1 billion in the State of Maine.
- ◆ Canadian visitors were responsible for nearly one-third of all tourism-related retail expenditures in the State of Maine in 2014, spending nearly \$450 million.
- ◆ Canadian day and overnight visitation to Maine in 2014 accounted for over 4.2 million visitors to the state.

MAINE FIRST-TIME VISITORS

- ◆ Maine overnight first-time visitors spend, on average, \$300 more per trip than do repeat overnight visitors.
- ◆ First-time visitor spending generated over \$92 million in tax revenue for the State of Maine.
- ◆ Maine hosted over 4 million first-time visitors on tourism-related trips in 2014, up 43.5%.

TOTAL VISITATION

	2013	2014	Pct. Change
Visitation	29,809,148	32,902,074	10.4%

Source: DPA, Inc.

DIRECT TOURISM EXPENDITURES

	2013	2014	Pct. Change
Retail Sales	\$ 1,477,723,792	\$ 1,470,663,741	-0.5%
Restaurant/Food	\$ 1,391,625,467	\$ 1,476,890,903	6.1%
Transportation	\$ 44,607,346	\$ 45,520,635	2.0%
Gasoline	\$ 511,313,008	\$ 524,903,339	2.7%
Lodging	\$ 1,441,972,510	\$ 1,505,195,347	4.4%
Recreation*	\$ 365,895,064	\$ 447,480,128	22.3%
Total	\$ 5,233,137,187	\$ 5,470,654,093	4.5%

Source: DPA, Inc.

* 2014 survey questions were modified to better reflect recreational category spending.

ECONOMIC IMPACT OF TOURISM

	2013	2014	Pct. Change
Total Sales	\$ 7,520,784,757	\$ 7,950,118,382	5.7%
Jobs Supported	88,585	94,118	6.2%
Total Earnings	\$ 2,153,093,426	\$ 2,280,032,087	5.9%
Total Taxes*	\$ 471,361,276	\$ 533,168,068	13.1%

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)

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