



## BY THE NUMBERS

- + Total expenditures for tourism in 2017 equaled more than \$6 billion, which equates to \$16.5 million per day, \$686,493 per hour, \$11,442 per minute, and \$191 per second.
- + Tourism is one of Maine's largest industries, supporting a total of 106,806 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.
- + If traveler spending in Maine dropped by 15%, the average Maine household would have to pay \$162 MORE in taxes to maintain government services at current levels.
- + A 10% increase in overnight visitation to Maine would provide \$447 million additional dollars.
- + Travel contributed more than \$2.5 billion to Maine's households.



## MAINE OVERNIGHT VISITORS

- + Direct spending on tourism-related trips by overnight visitors to Maine totaled over \$4.4 billion in 2017.
- + Overnight spending on tourism trips generated over \$443 million in tax revenue.
- + More than 20 million visitors spent one or more nights in Maine on tourism-related trips in 2017.



## MAINE DAY VISITORS

- + Non-resident, tourism-related day travelers to Maine accounted for more than \$1.5 billion in direct expenditures during 2017.
- + Non-resident day visitor spending generated over \$152 million in tax revenue for the State of Maine.
- + Maine hosted 16.5 million non-resident day visitors in 2017.



## MAINE CANADIAN VISITORS

- + In 2017, Canadian visitors spent nearly \$934 million in Maine.
- + Canadian visitors spent \$288 million in stores in Maine - one-fifth of all tourism-related retail expenditures in the State.
- + Canadian day and overnight visitation to Maine in 2017 accounted for 4.1 million visitors.



## MAINE FIRST-TIME VISITORS

- Overnight first-time visitors spend, on average, \$300 more on their trips to Maine than do repeat overnight visitors.
- First-time visitor spending generated more than \$135 million in tax revenue for the State of Maine.
- Maine hosted 5.3 million first-time visitors in 2017.

## TOTAL VISITATION

	2016	2017	Pct. Change
Visitation . . . . .	35,810,568	36,715,966	2.5%

Source: Davidson-Peterson Associates

## DIRECT TOURISM EXPENDITURES

	2016	2017	Pct. Change
Retail Sales . . . . .	\$1,527,493,109	\$1,516,132,900	-0.7%
Restaurant/Food . . . . .	\$1,567,874,621	\$1,598,659,022	2.0%
Transportation . . . . .	\$ 48,832,750	\$ 49,109,834	0.6%
Gasoline . . . . .	\$ 459,877,857	\$ 473,815,721	3.0%
Lodging . . . . .	\$1,817,710,496	\$1,760,156,186	-3.2%
Recreation . . . . .	\$ 567,692,496	\$ 615,801,644	8.5%
<b>Total . . . . .</b>	<b>\$5,989,481,329</b>	<b>\$6,013,675,307</b>	<b>0.4%</b>

## ECONOMIC IMPACT OF TOURISM

	2016	2017	Pct. Change
Total Sales . . . . .	\$8,865,540,806	\$8,910,456,730	0.5%
Jobs Supported . . . . .	105,957	106,806	0.8%
Total Earnings . . . . .	\$2,557,072,114	\$2,572,655,281	0.6%
Total Taxes . . . . .	\$ 596,441,775	\$ 595,865,536	-0.1%

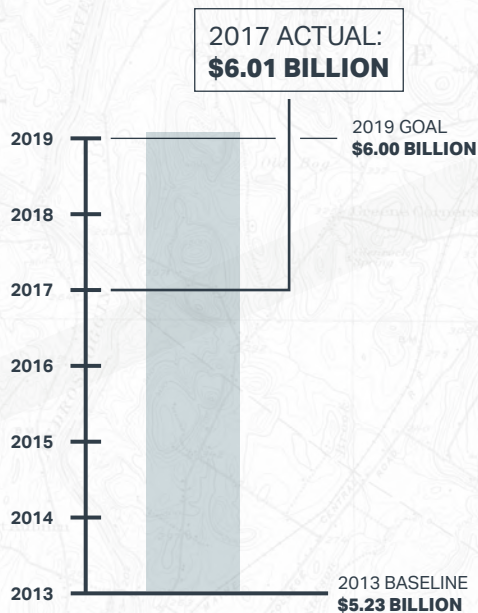
Source: Davidson-Peterson Associates using RIMS II Model.

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)

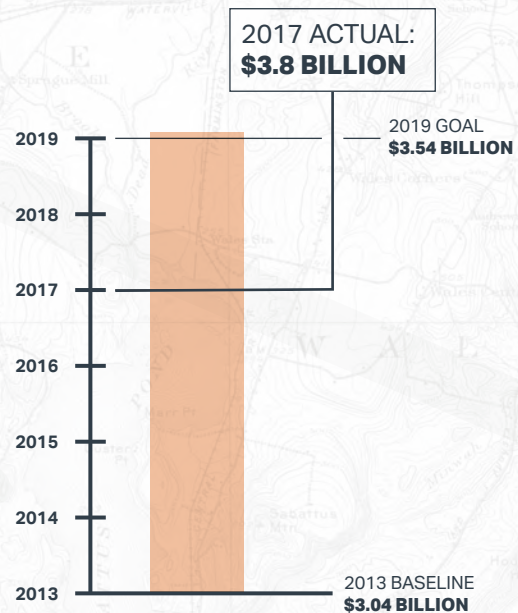




## TOTAL TOURISM EXPENDITURES

**Increase direct tourism expenditures to \$6 billion**

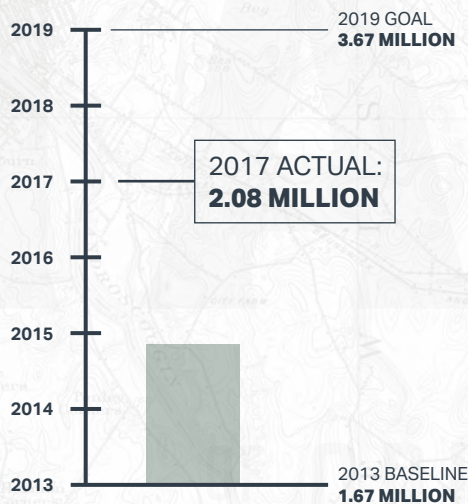
+ Met goal in 2017 with \$6.01 billion



## RESTAURANT AND LODGING TAXABLE SALES

**Increase gross restaurant and lodging taxable sales by \$500 million**

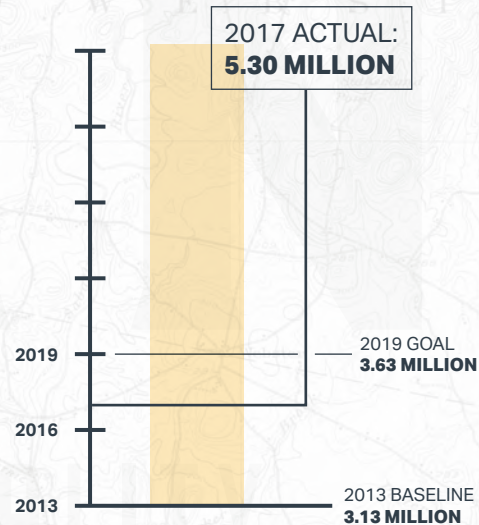
+ Met goal in 2017 with \$3,790,786,000 an increase of \$749 million



## BUSINESS- RELATED VISITATION

**Increase business related visitation by 2 million visitors**

+ Optimizing plans to meet goal by 2019



## FIRST-TIME VISITATION

**Increase the volume of first-time visitors by 500,000**

+ Met goal in 2014 with 989,424 new first-time visitors

+ As of 2017 we've added 2.17 million visitors