

BY THE NUMBERS

- + Total expenditures for tourism in 2018 equaled more than **\$6.2 BILLION**, which equates to \$17 million per day, \$708,000 per hour, \$11,800 per minute, **\$197** per second.
- + Tourism is one of Maine's largest industries, supporting nearly **110,000** jobs, about 16% of employment in the state (roughly 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 **\$164 MORE** in taxes to maintain government services at current levels.
- + A **10% INCREASE** in overnight visitation to Maine would provide **\$471 MILLION** additional dollars.
- + Travel contributed more than **\$2.6 BILLION** to Maine's households.

MAINE OVERNIGHT VISITORS

- + Direct spending on tourism-related trips by overnight visitors to Maine totaled over **\$4.7 BILLION**.
- + Overnight spending on tourism trips generated over **\$464 MILLION** in tax revenue.
- + More than **20.5 MILLION** visitors spent one or more nights in Maine on tourism-related trips in 2018.

MAINE DAY VISITORS

- + Non-resident, tourism-related day travelers to Maine accounted for more than **\$1.4 BILLION** in direct expenditures.
- + Non-resident day visitor spending generated **OVER \$146 MILLION** in tax revenue for the state of Maine.
- + Maine hosted **16.6 MILLION** non-resident day visitors in 2018.

MAINE CANADIAN VISITORS

- + In 2018, Canadian visitors spent over **\$986 MILLION** in Maine.
- + Canadian Visitors spent **\$291 MILLION** in stores in Maine—nearly one-fifth of all tourism-related retail expenditures in the State.
- + Canadian day and overnight visitation to Maine in 2018 accounted for **4.5 MILLION** visitors.

TOTAL VISITATION

	2017	2018	% Change
Visitation	36,715,966	37,123,978	1.1%

DIRECT TOURISM EXPENDITURES

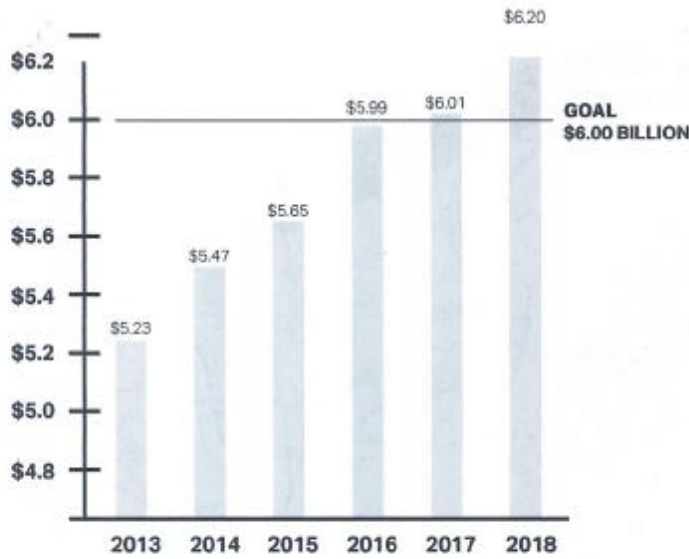
	2017	2018	% Change
Retail Sales	\$1,516,132,900	\$1,572,066,363	3.7%
Restaurant/ Food/Lodging	\$3,358,815,208	\$3,426,726,296	2.0%
Transportation/ Gasoline	\$522,925,555	\$572,161,069	9.4%
Recreation	\$615,801,644	\$632,462,652	2.7%
Total	\$6,013,675,307	\$6,203,416,381	3.2%

ECONOMIC IMPACT OF TOURISM

	2017	2018	% Change
Total Sales	\$8,910,456,730	\$9,162,080,884	2.8%
Jobs Supported	106,806	109,501	2.5%
Total Earnings	\$2,572,655,281	\$2,640,695,797	2.6%
Total Taxes	\$595,865,536	\$610,508,936	2.5%

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 2014-2018 FINAL REPORT



TOTAL TOURISM EXPENDITURES

Increase direct tourism expenditures by \$6 billion.

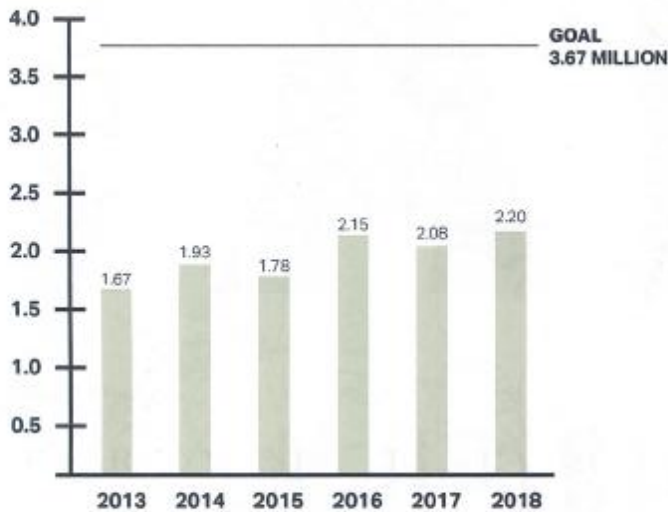
+ Exceeded goal in 2018 with \$6.2 billion.



RESTAURANT AND LODGING TAXABLE SALES

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

+ Exceeded goal in 2018 with \$4.02 billion. 14% above goal.



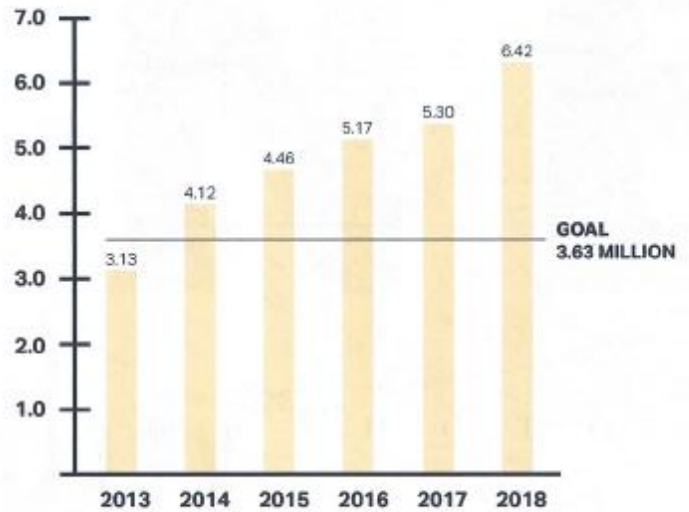
BUSINESS-RELATED VISITATION

Increase business-related visitation by 2 million visitors.

+ Under-delivered goal by 1.47 million.*

*Set aggressive goal to nearly double business-related visitation. Though we did not meet this goal, we did outperform the national average growth of 5.98% by 5x at 31.8% (2013-2018)."

"Source: Statista "Number of domestic business and leisure trips in the United States from 2008 to 2022"



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 2018, we've added 3.29 million visitors.