



2023 MAINE OFFICE OF TOURISM HIGHLIGHTS

BY THE NUMBERS

In 2023, 15,267,000 visitors spent more than **\$9 billion** in Maine. Compared to 2022, visitation decreased 0.6% while spending increased 4.9%, as visitors stayed longer and spent more. Last year's visitors also saved every Maine household \$2,467 in state and local taxes.



MAINE OVERNIGHT VISITORS

Throughout 2023, visitors to Maine generated **12,263,300 nights** in accommodations, up 1.0% from 2022. Typical visitors stayed 4.8 nights on their trips. Lodging revenue by overnight visitors totaled **\$2,189,525,700**, an increase of 2.0% over 2022.

OVERNIGHT VISITATION

Non-residents = **11,747,100**
Residents = **552,600**

OVERNIGHT VISITOR DIRECT SPENDING

Non-residents = **\$8,467,647,900**
Residents = **\$398,330,000**
Total Overnight Visitor Spending = **\$8,865,977,900**

MAINE DAY VISITORS

Maine hosted nearly 3 million day visitors in 2023. Day travelers to Maine accounted for **\$200.6 million** in direct expenditures.

TOTAL VISITOR DAYS

All visitors to Maine spent **72,500,200 days** in Maine throughout 2023, +3.9% from 2022.

VISITORS & JOBS

Visitors to Maine supported **131,000 jobs** throughout Maine and supported **\$5.7 billion** in wages in 2023. The wages represent an increase of 5.3% from 2022. Every 117 visitors support a job in Maine.

TOTAL VISITATION

	2022	2023	Change
Visitation	15,363,600	15,267,000	- 0.6%

DIRECT TOURISM EXPENDITURES

	2022	2023	Change
Accommodations	2,145,627,000	2,204,380,500	+ 2.7%
Restaurants	1,972,353,200	2,102,869,500	+ 6.6%
Shopping	1,458,303,100	1,555,630,000	+ 6.7%
Transportation	934,373,400	898,320,100	- 3.9%
Groceries	767,326,300	731,313,600	- 4.7%
Entertainment	1,072,157,000	1,260,061,200	+ 17.5%
Other	294,005,000	314,038,400	+ 6.8%
Total	\$ 8,644,145,000	\$ 9,066,613,300	+ 4.9%

ECONOMIC IMPACT OF TOURISM

	2022	2023	Change
Jobs Supported*	124,100	131,000	+ 5.6%
Total Earnings	5,442,008,900	5,732,328,400	+ 5.3%
Total Sales Taxes	1,240,445,900	1,431,365,400	+ 15.4%
Total Economic Impact	\$ 15,851,046,200	\$ 16,356,981,700	+ 3.2%

*Data for 2022 updated to reflect revisions to the IMPLAN model in April 2024.

Source: Downs & St. Germain Research with IMPLAN economic modeling. Calculations include only direct impact from tourism.



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19%

NEW VISITORS

19% of visitors were traveling in Maine for the first time. Maine has high repeat and loyal visitors, as 36% had previously traveled to Maine more than 10 times.

97%

RECOMMENDING MAINE

97% of visitors would recommend Maine to their friends and family as a destination for a future visit or vacation.

ECONOMIC IMPACT	2021	2022	2023	Change from '22
Number of visitors	15,601,800	15,363,600	15,267,000	-0.6%
Visitor days*	63,313,500	69,769,800	72,500,200	+3.9%
Room nights generated	10,247,600	12,138,100	12,263,300	+1.0%
Direct expenditures	\$7,853,094,700	\$8,644,145,000	\$9,066,613,300	+4.9%
Total economic impact	\$14,451,155,200	\$15,851,046,200	\$16,356,981,700	+3.2%

*Visitor days is the total number of days spent by visitors in the state of Maine. This includes overnight visitors and day trippers.

98%

VISITOR SATISFACTION

98% of visitors were satisfied with their trip to Maine while more than **3 out of 5 visitors** were very satisfied with their trip to Maine.

94%

RETURNING TO MAINE

94% of visitors will return to Maine for a future visit or vacation.

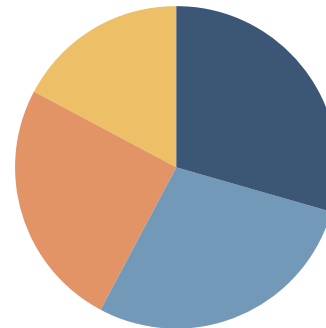
PREFERRED TRIP TRANSPORTATION

Maine is a drive-market destination for most visitors, with **82%** choosing to travel by car over plane, train or motor coach/bus.

Most visitors who flew arrived at the Portland International Jetport or Boston Logan International Airport.

TOP REASONS FOR VISITING

- 33% Relax and unwind
- 32% Sightseeing and touring
- 28% Visit family and friends
- 19% Nature and bird watching



TOP VISITOR ACTIVITIES

- 73% Food/beverage/culinary
- 54% Sightseeing and touring
- 52% Shopping
- 39% Active outdoor activities

