



2023 MAINE OFFICE OF TOURISM HIGHLIGHTS MAINE BEACHES



BY THE NUMBERS

In 2023, visitors directly spent **\$2,630,442,700** in the Maine Beaches, a 2.8% decrease from 2022. As one of the state's largest industries, tourism supported **34,300 jobs** and contributed to **\$1,424,161,900** in total wages supported in the Maine Beaches region. In 2023, visitors to the state also saved every Maine Beaches household \$4,140 in state and local taxes.

MAINE BEACHES OVERNIGHT VISITORS

Throughout 2023, the Maine Beaches saw **2,713,500** overnight visitors, generating **2,851,200** room nights in accommodations, down 2.5% from 2022.

MAINE BEACHES VISITORS

Maine Beaches hosted **1,082,600** day visitors in 2023.

TOTAL VISITOR DAYS

All visitors to Maine Beaches spent **14,323,700 days** in Maine Beaches throughout 2023.

VISITORS & JOBS

Visitors to Maine Beaches supported **34,300 jobs** throughout the region and **\$1,424,161,900** in wages in 2023. Every 111 visitors support a new job in Maine Beaches.

TOTAL VISITATION

	2022	2023	Change
Visitation	4,784,200	3,796,100	-20.7%

DIRECT TOURISM EXPENDITURES

	2022	2023	Change
Accommodations	656,521,900	671,899,900	+ 2.3%
Restaurants	689,866,600	630,566,600	- 8.6%
Shopping	393,308,500	391,688,000	- 0.4%
Transportation	289,606,400	251,048,900	-13.3%
Groceries	245,571,100	193,007,100	-21.4%
Entertainment	335,229,300	390,991,100	+16.6%
Other	96,351,600	101,241,100	+ 5.1%
Total	\$2,706,455,400	\$2,630,442,700	- 2.8%

ECONOMIC IMPACT OF TOURISM

	2022	2023	Change
Jobs Supported	42,100	34,300	-18.5%
Total Earnings	1,472,139,500	1,424,161,900	- 3.3%
Total Taxes	\$3,865	\$4,140	+ 7.1%
Total Economic Impact	\$4,082,803,600	\$3,970,318,800	- 2.8%

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