



Maine Beaches

BY THE NUMBERS

In 2025, visitors directly spent **\$2.5 billion** in the Maine Beaches region, a decrease of 1.8% from 2024. As one of the state's largest industries, tourism supported **26,200 jobs** and contributed to **\$1.2 billion** in total wages in the Beaches region.

In 2025, visitors to the state also saved every Maine Beaches household **\$3,118** in state and local taxes.

Every **144** visitors supported a new job in the region.

3.8
MILLION
VISITORS

\$2.5
BILLION
DIRECT EXPENDITURES

26,200
JOBS SUPPORTED

\$3,118
TAX SAVINGS
PER HOUSEHOLD

OVERNIGHT VISITORS

Throughout 2025, the Beaches region saw **2,780,100** overnight visitors, generating **2,644,800** room nights in accommodations, an 8.6% decrease from 2024.

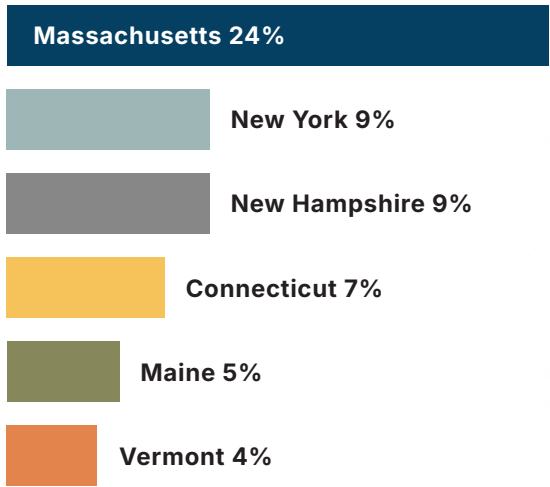
DAY VISITORS

Maine Beaches hosted **993,500** day visitors in 2025, a 13.1% decrease from 2024.

VISITOR DAYS

All visitors to Maine Beaches spent **14,356,400** days in the region throughout 2025, a 1.0% decrease from the previous year.

VISITOR ORIGINS



ECONOMIC IMPACT OF TOURISM

	2024	2025	Change
Jobs Supported*	27,600*	26,200	- 5.1%
Total Earnings	\$1,205,661,900*	\$1,175,510,800	- 2.5%
Total Tax Savings	\$3,254*	\$3,118	- 4.2%

DIRECT TOURISM EXPENDITURES

	2024	2025	Change
Accommodations	\$661,159,400	\$704,049,600	+ 6.5%
Restaurants	\$589,999,500	\$563,612,400	- 4.5%
Shopping	\$373,025,500	\$338,590,200	- 9.2%
Transportation	\$216,448,700	\$219,432,600	+ 1.4%
Groceries	\$170,322,400	\$173,892,100	+ 2.1%
Entertainment	\$400,992,300	\$372,716,000	- 7.1%
Other	\$96,602,400	\$90,989,100	- 5.8%
Total	\$2,508,550,200	\$2,463,282,000	- 1.8%

TOTAL VISITATION

	2024	2025	Change
Day Visitors	1,142,700	993,500	- 13.1%
Overnight Visitors	2,833,300	2,780,100	- 1.9%
Total	3,976,000	3,773,600	- 5.1%

*2024 figures have been updated using the latest IMPLAN data model to reflect the corresponding year.

Source: Downs & St. Germain Research with IMPLAN economic modeling.