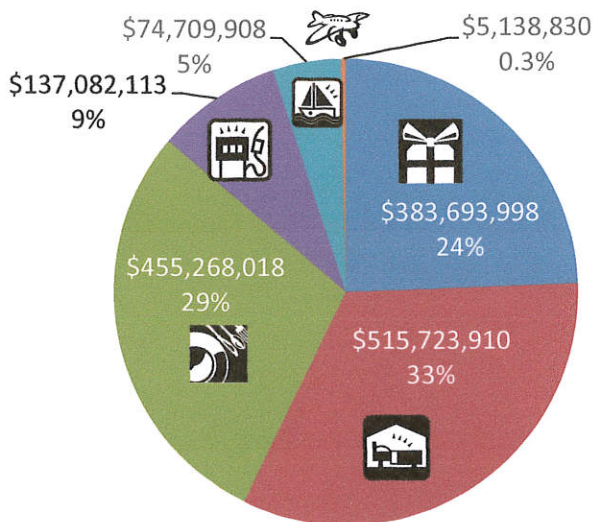
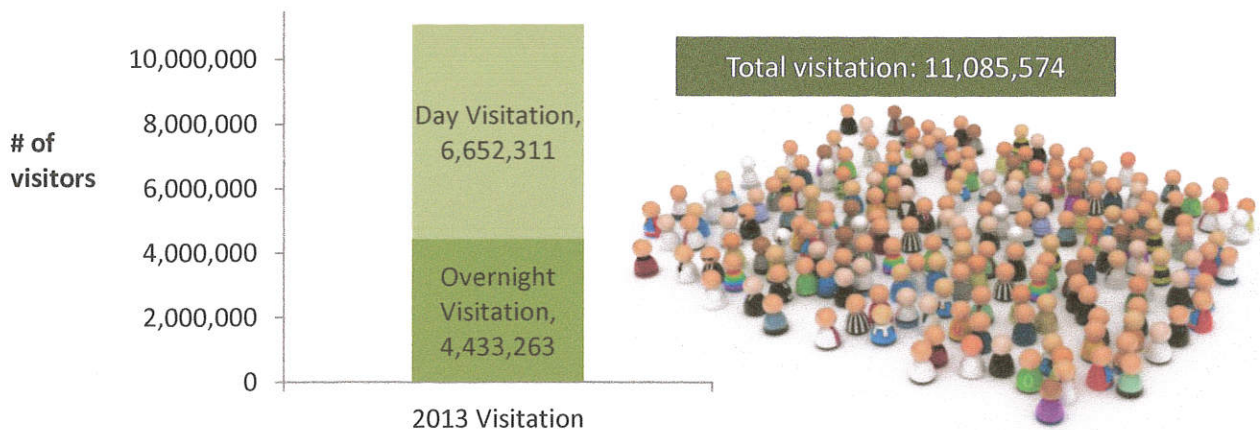


The Maine Beaches

2013 Regional Tourism Impact Estimate

Estimated visitation to the Maine Beaches in 2013 exceeded 11 million visitors.



In 2013, visitors to the Maine Beaches region spent more than **\$1.5 billion**.

- Retail Sales
- Lodging
- Restaurant/Food
- Gasoline
- Recreation
- Other Transportation

The money spent by visitors in the Maine Beaches region supported...

Economic Impact begins when a visitor spends money in an area. The benefits to the local economy go beyond the basic impact of these dollars spent – these dollars create a chain effect. The effects of these expenditures are evident as the direct recipients of these expenditures in turn pay wages, earn income, and pay taxes. Further these direct recipients spend *their* income and thereby create more impact.

25,843 jobs

\$ 496,018,332 in total earnings

\$ 143,702,793 in total taxes

- For the purposes of visitation and visitor expenditure estimates, only visitors on tourism related trips are included. Tourism related trips include: All leisure trips, VFR trips that are a general visit to see friends or relatives, a wedding, or a holiday visit, and business trips that are for a convention/conference/trade show or training/professional development.
- For the purposes of expenditure estimates, visitors are defined as all overnight visitors and all out of state day visitors on tourism related trips.
- Economic Impact is estimated using DPA visitor expenditure estimates, and the RIMS II Economic Impact model.