



STATE OF MAINE
DEPARTMENT OF ECONOMIC
AND COMMUNITY DEVELOPMENT



JANET T. MILLS
GOVERNOR

HEATHER JOHNSON
COMMISSIONER

April 6, 2022

To: Whom It May Concern
From: Steve Lyons, Director, Maine Office of Tourism
Date: April 6, 2022
RE: Letter of Support for the Maine State Aquarium's renovation project

The Maine Office of Tourism (MOT) supports the Maine State Aquarium's plan to renovate and redesign its space and exhibits. Since 1995 when the Aquarium opened its doors, it has been an extremely popular tourist attraction and economic driver to the MidCoast region of Maine, attracting upwards of 35,000 visitors from June to September.

Tourism is one of Maine's largest and most vibrant industries. MOT, a division of the Maine Department of Economic and Community Development, markets Maine as a tourism destination and helps steer Maine's tourism industry. The numbers demonstrate the extent of the economic impact:

- In 2020, tourists spent nearly \$4.8 billion dollars in Maine. As one of the state's largest industries, tourism supported more than 90,600 jobs—about 14% of employment in the state, or roughly one out of every seven jobs.
- If traveler spending in Maine dropped by 15%, the average Maine household would have to pay \$199 more in taxes to maintain government services at current levels. Travel contributed more than \$3.1 billion in earnings to Maine's households.
- Direct spending on tourism-related trips by overnight visitors to Maine totaled nearly \$4.6 billion. More than 8.3 million visitors spent one or more nights in Maine in 2020.
- Day travelers to Maine accounted for more than \$196.6 million in direct expenditures, hosting over 3.7 million day visitors in 2020.
- Canadian visitors spent over \$213 million in Maine. Canadian day and overnight visitation to Maine in 2020 accounted for 362,500 visitors.

The Maine Office of Tourism looks forward to resuming group tours and promoting the Maine State Aquarium's new, state-of-the-art facility to all visitors of Maine upon the project's completion. Feel free to contact the Office of Tourism with any questions or to request any further information.

Sincerely,

Stephen D. Lyons
Director, Maine Office of Tourism