

MAINE'S OUTDOOR RECREATION ECONOMY

Maine's outdoor recreation economy is large, growing faster than the overall economy, and providing jobs for tens of thousands of Maine workers.

Maine ranks

6TH

In The Nation

for the Value Outdoor
Recreation Provides to
the State's Economy

MAINE

OUTDOOR BRANDS

In Maine
**OUTDOOR
RECREATION**

Accounts for

5%

of All Jobs in the State—
Supporting More Than
32,000 Total

Outdoor Recreation
Contributes

\$3.3 BILLION

to Maine's Economy

3.9%
of Maine's
Economy
Is from Outdoor
Recreation

That's more than
DOUBLE the national
average



OUTDOOR RETAIL
Contributes Nearly

\$850 MILLION

to the State's Economy

Maine's
**OUTDOOR
RECREATION**
Economy

**IS GROWING
FASTER THAN THE
STATE'S ECONOMY!**

Manufacturing
Contributes

\$352M

to The State's Economy

**NOTEWORTHY
INCREASES:**

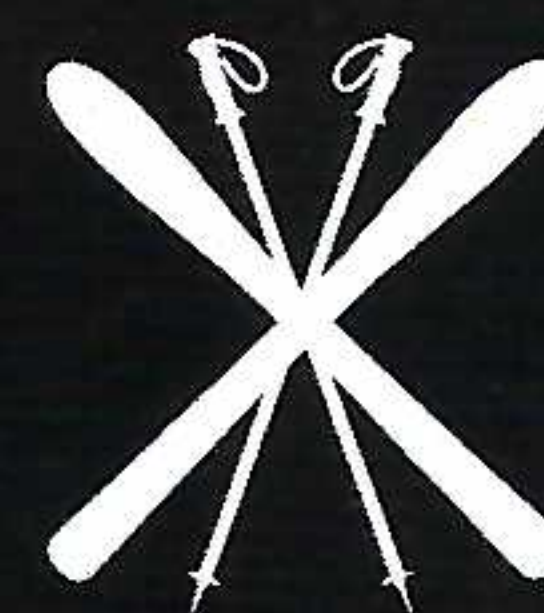


Climbing, Hiking &
Tent Camping
UP 16%

Sailing
UP 20%



Snow Activities
UP 36%

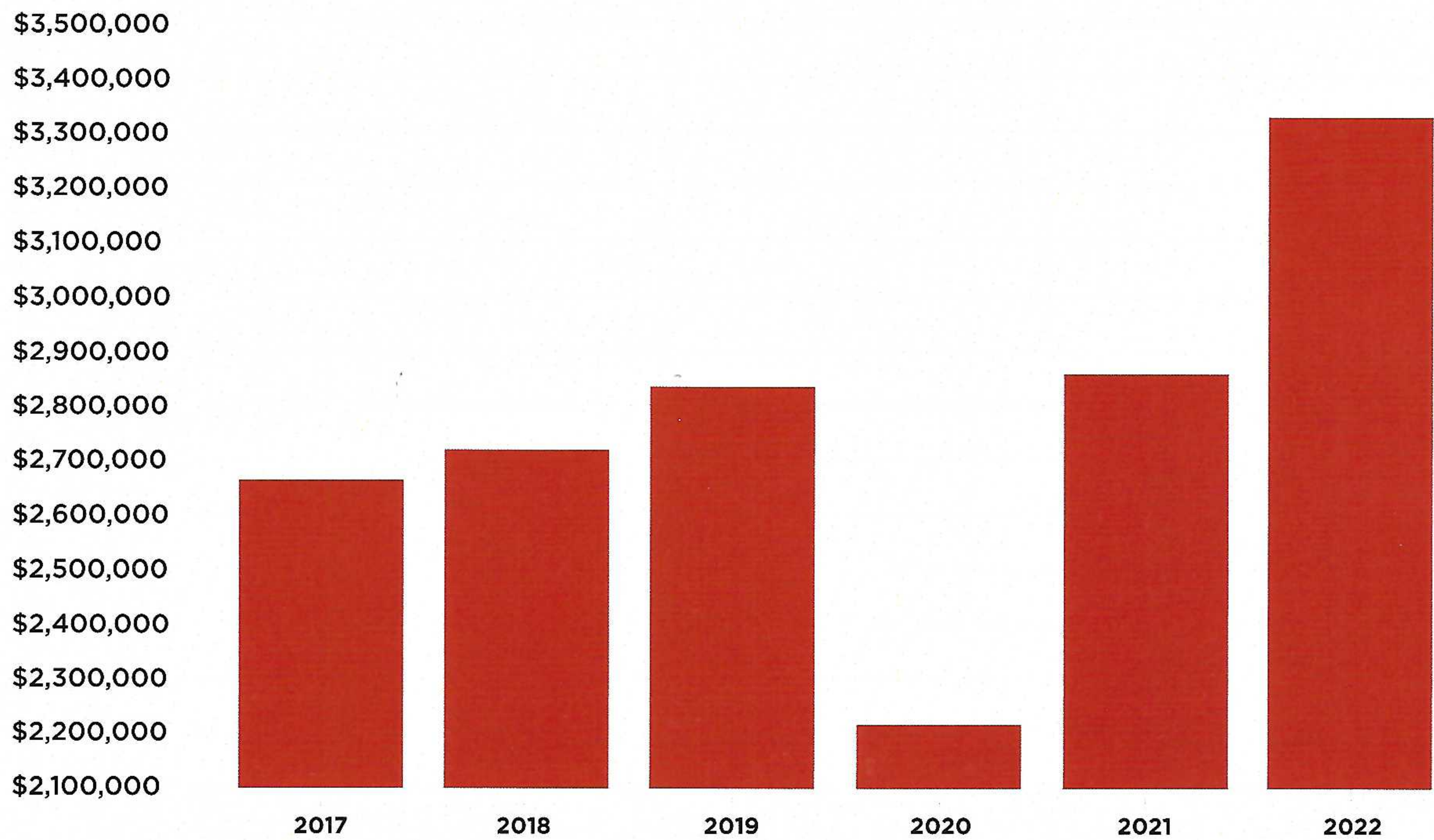


Guided Tours &
Outfitted Travel
UP 26%



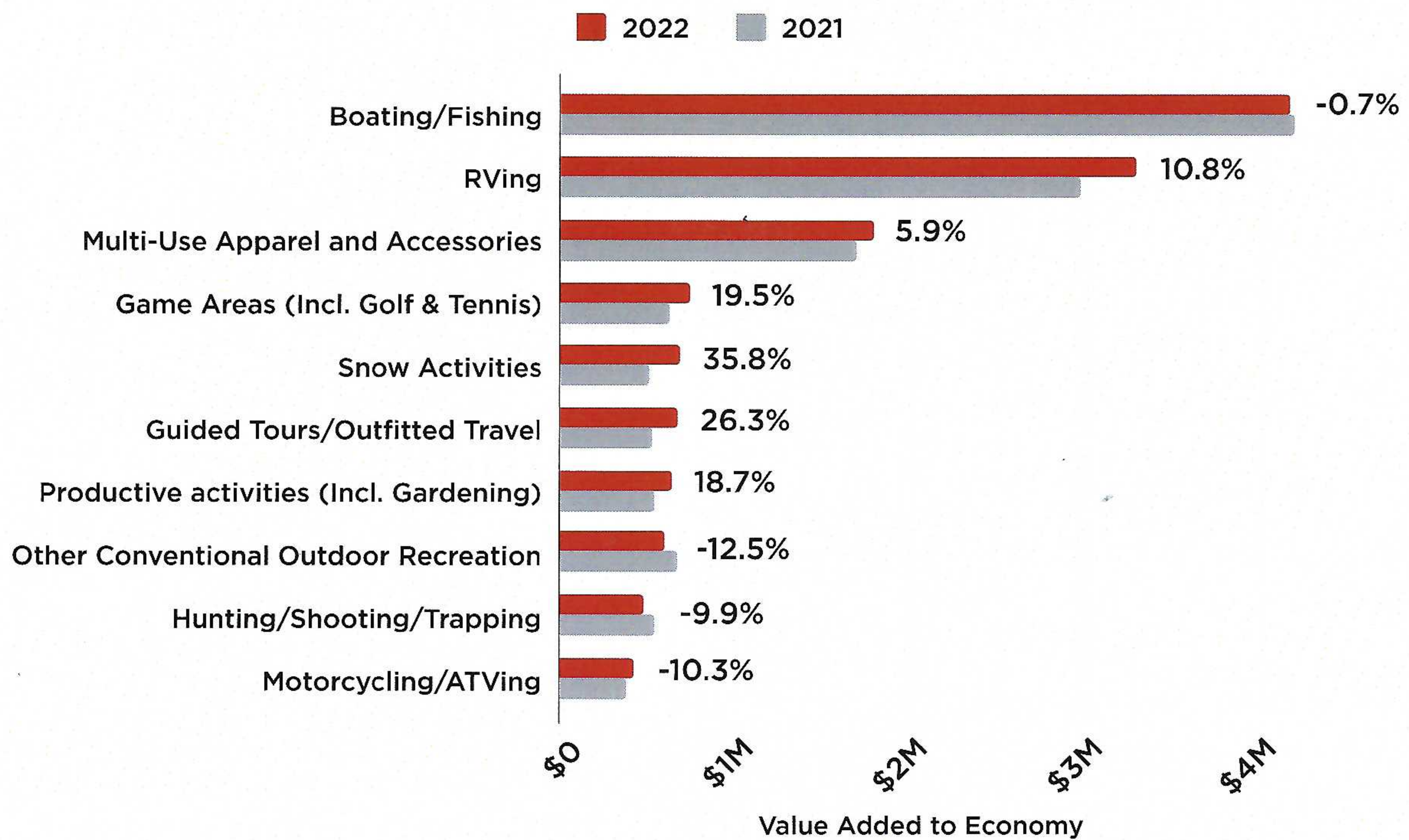
Data source: Bureau of Economic Analysis, ORSA 2022

Outdoor Recreation Value Added to Maine's Economy



Source: U.S. Bureau of Economic Analysis

Top Outdoor Activities in Maine



Maine Outdoor Brands works to unite, grow, and give a voice to the state's outdoor recreation industry, supporting knowledge sharing, collaborative marketing, and commerce efforts and access to professional resources in collaboration with the Maine Office of Outdoor Recreation. MOB is committed to seeing Maine-based products, services, and retail brands thrive, and has over 180 member brands that are a part of the mission.

maineoutdoorbrands.com