

Fact Sheet



Maine's Office of Outdoor Recreation (MOOR) was permanently established July 1, 2019, to leverage Maine's assets and outdoor recreation heritage to grow the outdoor recreation economy and build Maine's outdoor recreation brand as part of a coordinated effort with partners from the public and private sectors.

- MOOR is an office within the Department of Economic & Community Development.
- On Oct. 24, 2019, MOOR became a member of the [Confluence of States](#), a group of now 16 states developing a national platform to grow the outdoor industry, protect our wild places and transform conservation into a driver for economic prosperity.
- MOOR partners with [Maine Outdoor Brands](#) (MOB), a non-profit alliance established in 2017 by a group of Maine outdoor product companies, on a series of projects annually as part of their extensive work together to grow Maine's outdoor recreation economy.
- MOOR closely collaborates with the Maine Sports Commission positioning Maine as a venue for sports and recreation of all kinds.
- The Maine Office of Outdoor Recreation's current programs include:
 - The [Maine Outdoor Economy Summit](#) is a one-day forum for professional development, ideation, and discussions on essential topics impacting Maine's outdoor industry.
 - The [Look Out for ME](#) initiative's goal is to ensure that visitors and residents alike venture out safely and responsibly, to protect Maine's natural resources for generations to come.
 - The Maine booth at [Outdoor Retailer](#), in partnership with Maine Outdoor Brands, provides exhibit space for Maine companies at the largest global B2B trade events serving the outdoor industry.
- Outdoor recreation made up 3.6% of Maine's economy – making Maine one of the top five states in the country in the value outdoor recreation added to statewide GDP.
 - Manufacturing of outdoor recreation gear and equipment contributed \$348 million to Maine's economy in 2021, a 21% increase over 2020.
 - Guiding and outfitting increased 43% in 2021, rebounding from a significant drop in 2020.
 - Canoeing/kayaking increased 69% from the previous year in the value added to Maine's economy.

Watch our overview video: [Maine's Outdoor Recreation - YouTube](#)