

Fact Sheet



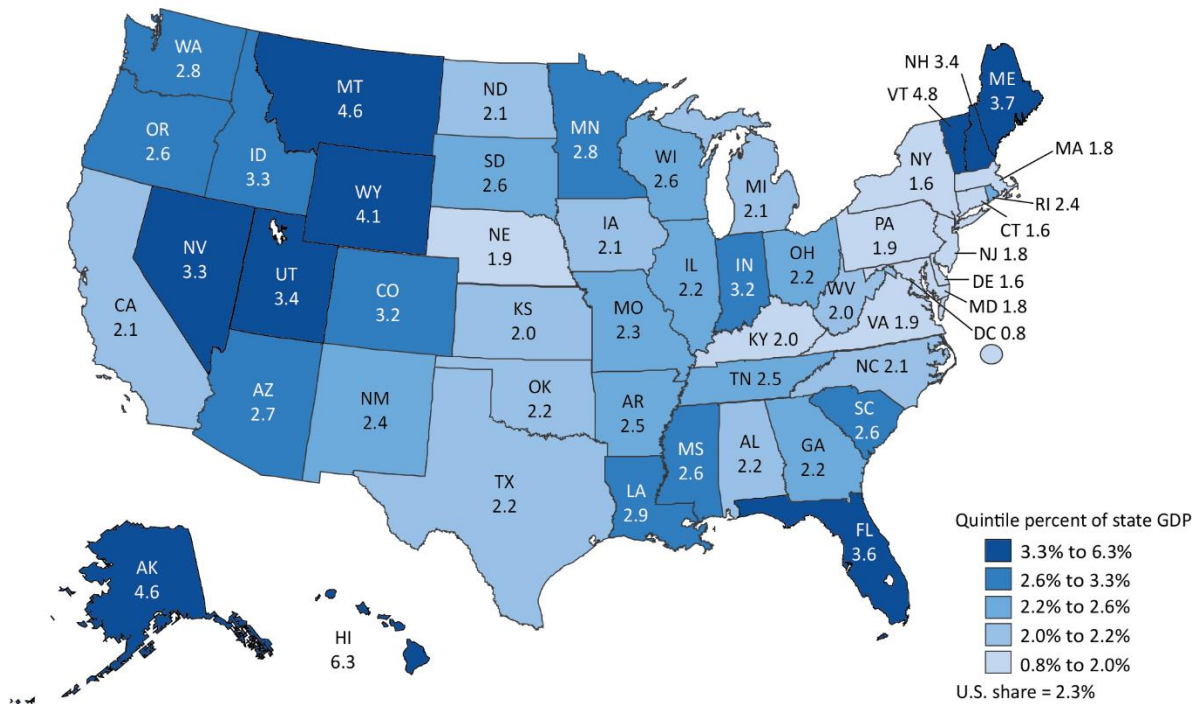
Maine's Office of Outdoor Recreation (MOOR) was permanently established July 1, 2019, within the Department of Economic & Community Development to leverage Maine's assets and outdoor recreation heritage to grow the outdoor recreation economy and build Maine's outdoor recreation brand as part of a coordinated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

- On Oct. 24, 2019, MOOR became a member of the [Confluence of States](#), a group of now 21 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.
- The Maine Office of Outdoor Recreation's current programs include:
 - The [Maine Outdoor Economy Summit](#) is a two-day forum for professional development, ideation, and discussions on essential topics impacting Maine's outdoor industry.
 - [Maine's 10-Year Outdoor Recreation Economy Roadmap](#) is a guide for thinking about the next ten years of Maine's \$3.3B outdoor recreation industry, identifying trends, challenges, and opportunities for sustainable growth and diversification of the outdoor recreation economy.
 - In 2024, more than \$3.7 million was awarded to 29 Maine organizations as part of Community Outdoor Recreation Assistance (CORA) Program through the U.S. Economic Development Administration's (EDA) American Rescue Plan Act (ARPA) [Travel, Tourism, and Outdoor Recreation](#) State Grant.
 - 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 3.7% of Maine's economy according to 2023 data, ranking Maine as the sixth state in the country in the value added by outdoor recreation to a state's economy.
 - 29,863 people work in Maine's outdoor industry.
 - Manufacturing of outdoor recreation gear and equipment contributed \$311 million, up 16.8% from 2022.
 - Outdoor retail added \$824 million, a 3 % increase from the previous year.
 - Snow activities (skiing, snowboarding, snowmobiling) generated \$108 million, up from \$68 million.
- Notable activities that contributed to Maine's GDP in 2023:
 - Boating and Fishing — \$384 million
 - RVing — \$265 million
 - Multi-use Apparel/Accessories (outdoor gear and equipment) — \$196 million
 - Guided tours/outfitted travel — \$97 million
 - Fishing (excludes boating) — \$62 million
 - Climbing/hiking/tent camping — \$46 million

Watch our videos here: [Maine's Outdoor Recreation – YouTube](#)

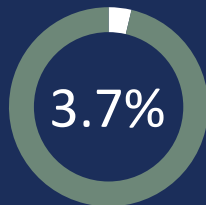
By the Numbers

State Outdoor Recreation Value Added as a Percent of State GDP, 2023



U.S. Bureau of Economic Analysis

Outdoor recreation made up



of Maine's economy, making Maine one of the top 10 states in the value that outdoor recreation contributed to statewide GDP.

The outdoor recreation economy in Maine grew 9% from 2022 to 2023, according to the BEA Outdoor Recreation Satellite Account. Manufacturing of outdoor recreation gear and equipment contributed \$311 million, a 16.8% increase from 2022. Outdoor retail contributed \$824 million to Maine's economy, a 3% increase. Outdoor recreation supports 29,863 jobs in Maine, a 2.7% increase from 2022.

The biggest activity contributors are:



Boating and Fishing
\$384 million



RVing
\$265 million



Multi-use Apparel/Accessories
\$196 million



Snow Activities
\$108 million



Guided tours/outfitted travel
\$97 million



Fishing
(excludes boating)
\$62 million
(a 45% increase from 2022)



Climbing/hiking/tent camping
\$46 million

Source: 2023 Bureau of Economic Analysis [Outdoor Recreation Satellite Account](#)