

Fact Sheet



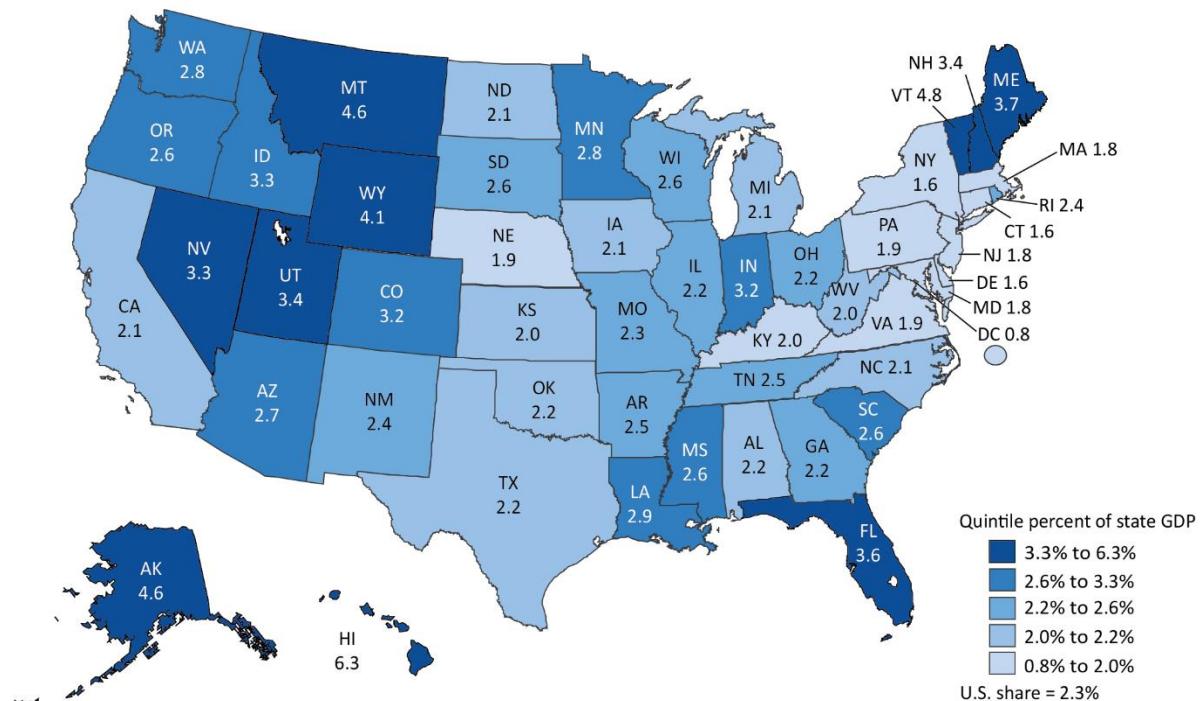
Maine's Office of Outdoor Recreation (MOOR) was permanently established July 1, 2019, within the Department of Economic & Community Development to leverage Maine's assets and outdoor recreation heritage to grow the outdoor recreation economy and build Maine's outdoor recreation brand as part of a coordinated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



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](#)