

Bay Has \$700 Million Economic Impact

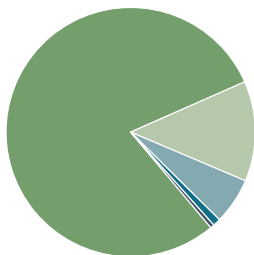
Tourism and Marine Resources Are Key Sectors of Coastal Economy

WHY IT MATTERS

The Casco Bay region is home to one quarter of Maine's population and one third of total jobs statewide, despite containing just 4.4 percent of the state's land area. Tourism and recreation make up 80 percent of the jobs in Casco Bay's coastal economy. The living resources sector makes up a smaller share but is central to the Bay's identity. The fishing industry's cherished cultural traditions are a way of life for many Maine families and represent the coastal identity that brings so many visitors to Maine.

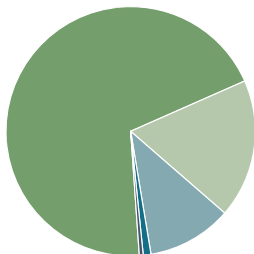
STATUS & TRENDS

Eighty Percent of Bay-Related Jobs Are in Tourism and Recreation



JOB: 18,493

Tourism & Recreation	14,797	80%
Marine Transportation	2,433	13%
Living Resources	1,139	6%
Marine Construction	94	1%
Ship and Boat Building	30	<1%



GROSS REGIONAL PRODUCT: \$703 MILLION

Tourism & Recreation	\$491.6 M	70%
Marine Transportation	\$126 M	18%
Living Resources	\$76 M	11%
Marine Construction	\$7.8 M	1%
Ship and Boat Building	\$2.5 M	<1%

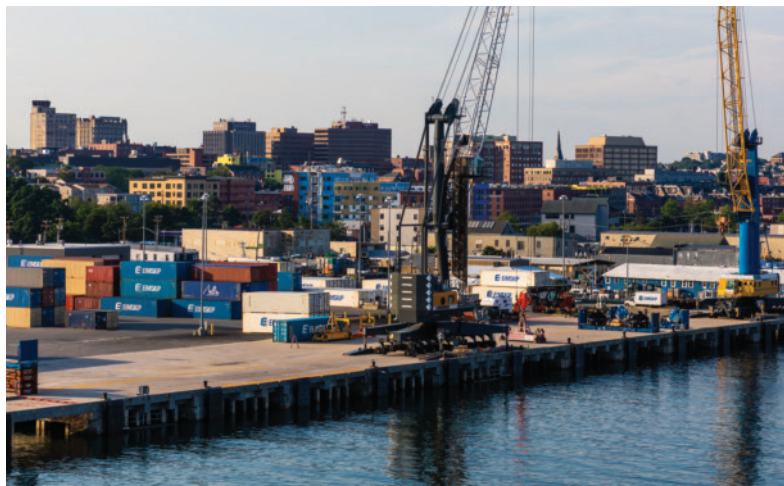
Note: Boat building excludes Bath Iron Works. Source: The Economic Contribution of Casco Bay (CBEP 2017). Report produced by Maine Center for Business and Economic Research.

Top and top right: Lobstering and clamming are important traditions and livelihoods, and the fishing industry supports tourism.

Middle right: The marine aquaculture industry in Casco Bay is growing rapidly. Long-term leases have increased by 75 percent from 21 to 37 since early 2017, and Limited Purpose Aquaculture leases rose from 152 to 165.

Bottom right: Icelandic shipping company Eimskip's North American headquarters is located at Portland's International Marine Terminal.

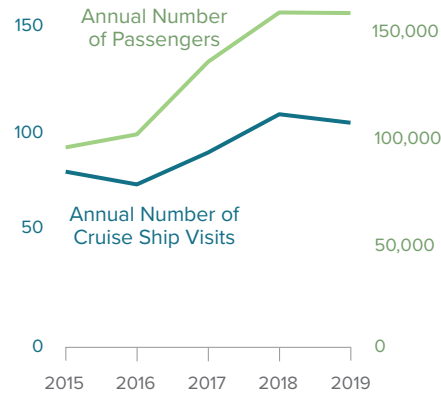
(Photos: Top and bottom, Jerry Monkman, Ecophotography.com; Middle, Quahog Bay Conservancy)



Cruise Ship Visits and Passengers

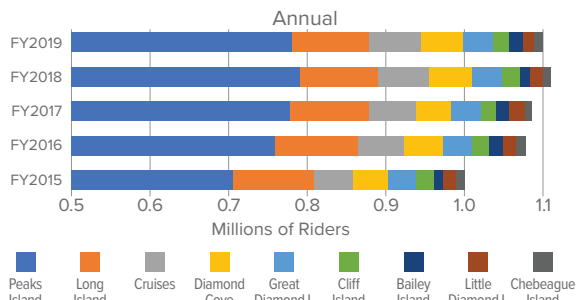


Cruise ship visits to Portland increased from 2015 to 2019, with passenger numbers rising even faster, reflecting larger ships. (Photo: Corey Templeton)

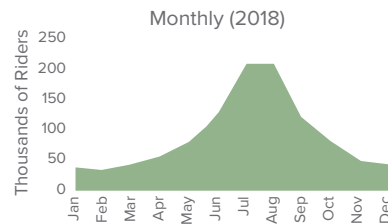


Source: City of Portland

Casco Bay Ferry Ridership



Ferry ridership increased from 2015 to 2019, with more than a million riders annually. Source: Casco Bay Lines



Ferry ridership follows a seasonal trend, peaking in summer months.



SUCCESSSES & CHALLENGES

- ▶ Marine ecosystems are expected to be affected by climate change in numerous ways, and the health of the regional economy is highly dependent upon the health of Casco Bay.
- ▶ People visiting Casco Bay may not always make the connection between the importance of clean water, protected habitat, and ample access, to the quality of their recreational experiences. How do we help them make that connection?
- ▶ How do people without extensive resources and access to the Bay experience it? Providing adequate access to recreational opportunities for all is important for nurturing personal connections to the Bay and building public support for its protection.
- ▶ Impacts from the COVID-19 crisis illuminate how dependent the local economy is on the tourism industry.

RECREATION ON THE WATER

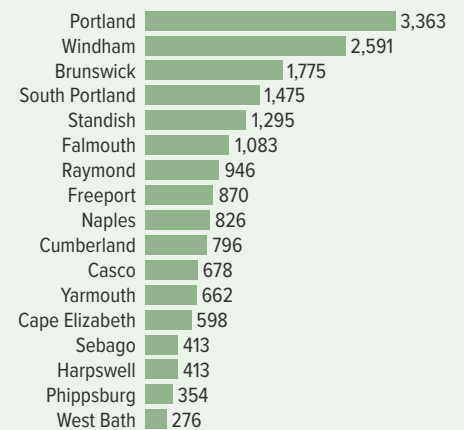


For local residents and visitors alike, Casco Bay is renowned for its sailing, sport fishing, motorboating, paddling, island hopping, birding, beachgoing, and many other recreational activities. (Photos: Jerry Monkman, Ecophotography.com)



The Casco Bay region has approximately fifty marinas and numerous launch points for motorized and non-motorized boats.

Recreational Fishing Licenses (2018)



Source: Maine Department of Inland Fisheries and Wildlife



(Photo: Royal River Conservation Trust)