



# The Economic Impact of Tourism in New York

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2016 Calendar Year

Finger Lakes Focus



TOURISM  
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# State Summary

# Key trends in 2016

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- New York State's tourism economy expanded in 2016 with 2.7% growth in traveler spending, reaching a new high of nearly \$65 billion—22% above the state's pre-recession peak set in 2008.
- Key data illustrate the industry's performance:
  - Room demand expanded 3.8% in 2016. However, a slight decline in room rates of 0.6% led to a total hotel revenue increase of 3.2% according to STR.
  - Passenger counts at all NYS airports increased 5.1% in 2016, though associated ticket revenue declined by nearly 9%.
- Direct tourism employment grew 1.7% to reach a new high in 2016 while associated personal income expanded 5.5%. On both of these measures, tourism outpaced the general economy.

# Headline results

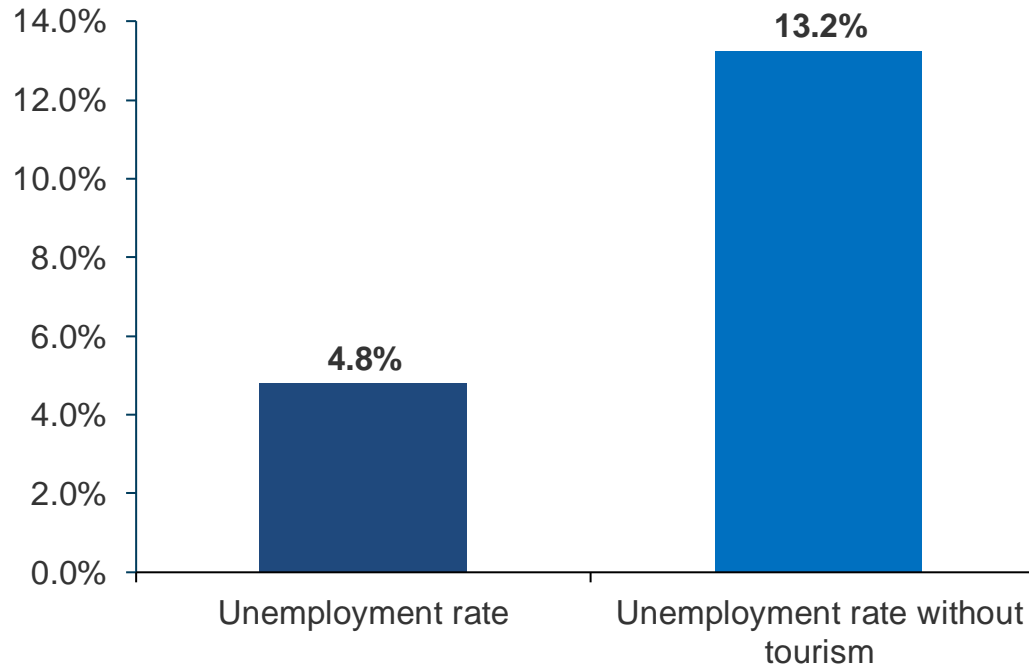
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- Travel & tourism is a substantial and growing component of the New York State economy.
- Direct spending of \$64.8 billion generated nearly \$105 billion in total business sales including indirect and induced impacts.
- Over 780,000 jobs were sustained by tourism activity in 2016 with total income of \$34.6 billion.
- 8.3% (1-in-12) of all New York state employment is sustained by tourism, either directly or indirectly.
- New York State tourism generated \$8.2 billion in state and local taxes in 2016, saving each NYS household an average of \$1,133 in taxes.

# Tourism is vital to the NYS labor market

## Unemployment Rate in New York State

2016



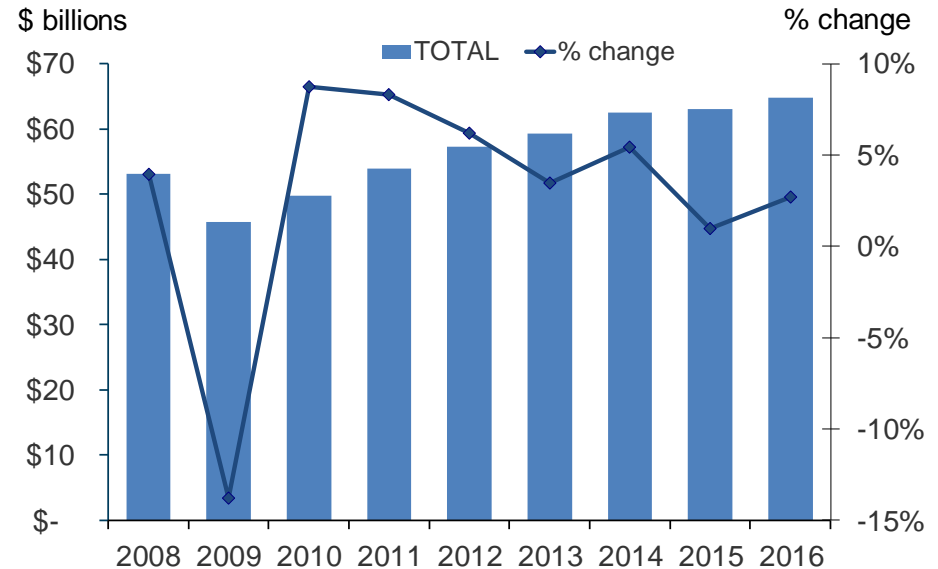
Source: BLS, Tourism Economics

- The unemployment rate in New York State was 4.8% in 2016. If the jobs sustained by travelers were eliminated, the unemployment rate would rise to 13.2%.

# Traveler spending growth

- Traveler spending continued to expand in 2016, growing 2.7% after a 1.0% increase in 2015. Excluding purchases of gasoline, traveler spending expanded 3.2% last year.
- As a result, the tourism economy reached another high in 2016, with \$64.8 billion in traveler spending.
- Traveler spending growth has averaged 4.5% per year since the recovery began in 2010 (compound annual growth).

## New York Traveler Spending



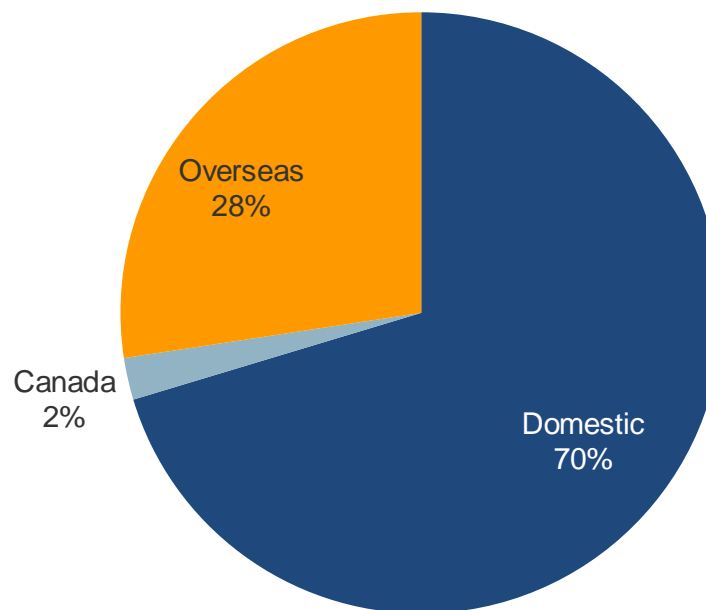
Source: Tourism Economics

# New York State tourism markets

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- US domestic markets supplied 70% (\$45.5 bn) of the New York State's traveler spending base in 2016.
- International markets represented 30% (\$19.2 bn) of the spending base.

**Traveler Spending by Market, 2016**

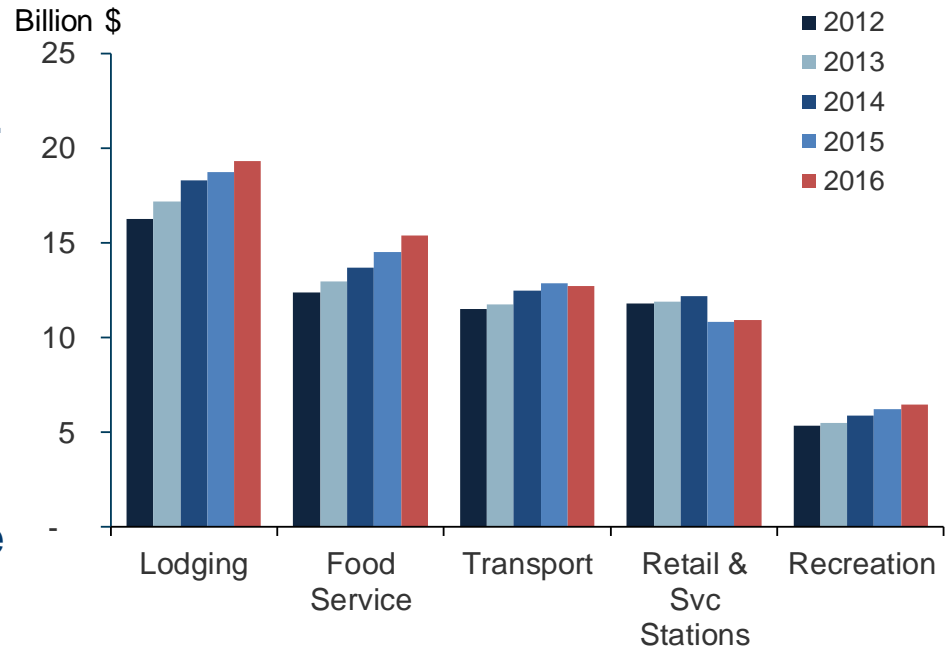


Source: Tourism Economics

# Broad-based growth

- Travelers increased their spending across all sectors except transportation in 2016.
- Spending increased the most in the restaurant sector (6%), as both volumes and prices rose.
- Growth was also strong in the recreation sector, increasing 4.4% over 2015.

## Traveler Spending By Sector



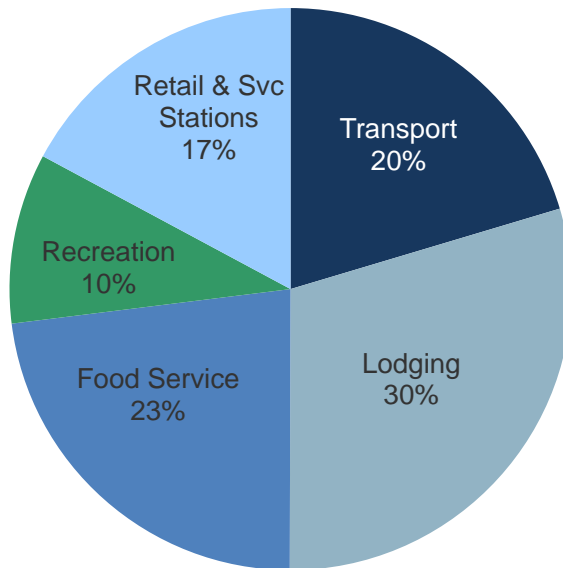
Source: Tourism Economics



# Traveler spending distribution

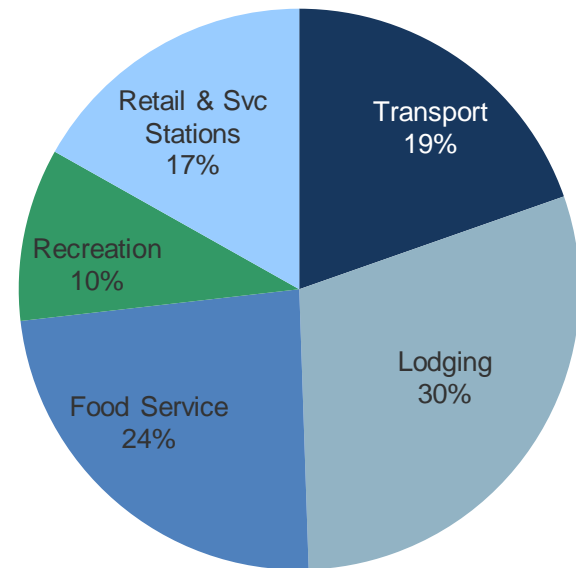
- Traveler spending is diverse and well-distributed across multiple sectors of the economy.
- While spending shares remained similar to 2015, lower fuel prices continued to shift visitor spending toward other industries, with food services ticking up to 24%.

**Traveler Spending by Sector, 2015**



Source: Tourism Economics

**Traveler Spending by Sector, 2016**



Source: Tourism Economics

# Historic traveler spending by sector

NYS Traveler Spending, millions							
	Transport	Lodging	Food Service	Recreation	Retail & Svc Stations	TOTAL	% change
2005	\$ 6,453	\$ 11,575	\$ 9,663	\$ 4,259	\$ 4,615	\$ 43,431	8.6%
2006	\$ 6,587	\$ 12,832	\$ 10,565	\$ 4,668	\$ 4,950	\$ 46,574	7.2%
2007	\$ 7,361	\$ 14,301	\$ 11,357	\$ 5,191	\$ 5,360	\$ 51,081	9.7%
2008	\$ 7,610	\$ 14,710	\$ 11,492	\$ 5,336	\$ 5,462	\$ 53,108	4.0%
2009	\$ 6,626	\$ 12,208	\$ 10,511	\$ 4,668	\$ 4,471	\$ 45,777	-13.8%
2010	\$ 10,108	\$ 13,873	\$ 11,313	\$ 4,817	\$ 9,664	\$ 49,775	8.7%
2011	\$ 10,875	\$ 15,155	\$ 11,806	\$ 5,019	\$ 11,055	\$ 53,910	8.3%
2012	\$ 11,504	\$ 16,267	\$ 12,379	\$ 5,332	\$ 11,775	\$ 57,257	6.2%
2013	\$ 11,740	\$ 17,180	\$ 12,953	\$ 5,498	\$ 11,874	\$ 59,245	3.5%
2014	\$ 12,473	\$ 18,292	\$ 13,676	\$ 5,863	\$ 12,152	\$ 62,456	5.4%
2015	\$ 12,853	\$ 18,714	\$ 14,502	\$ 6,183	\$ 10,825	\$ 63,077	1.0%
2016	\$ 12,719	\$ 19,327	\$ 15,375	\$ 6,454	\$ 10,912	\$ 64,787	2.7%
2016 % change	-1.0%	3.3%	6.0%	4.4%	0.8%	2.7%	

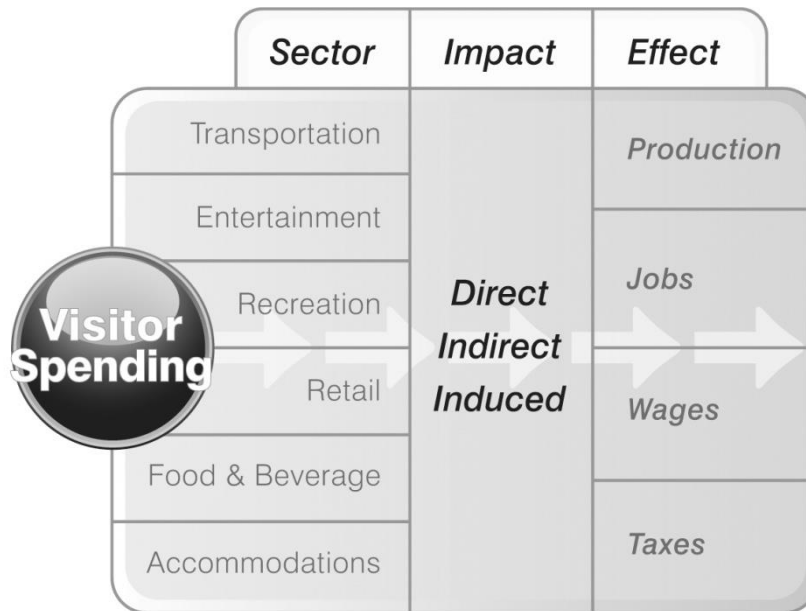
# Traveler spending by market

<b>NYS Traveler Spending by Market</b>				
	Domestic	Canada	Overseas	Total
2010	\$ 35,075	\$ 1,304	\$ 13,396	\$ 49,775
2011	\$ 37,579	\$ 1,395	\$ 14,937	\$ 53,910
2012	\$ 40,050	\$ 1,495	\$ 15,711	\$ 57,257
2013	\$ 41,030	\$ 1,554	\$ 16,661	\$ 59,245
2014	\$ 43,533	\$ 1,638	\$ 17,285	\$ 62,456
2015	\$ 44,045	\$ 1,540	\$ 17,493	\$ 63,077
2016	\$ 45,570	\$ 1,461	\$ 17,755	\$ 64,787
2010 Growth	5.8%	15.2%	16.7%	8.7%
2011 Growth	7.1%	7.0%	11.5%	8.3%
2012 Growth	6.6%	7.2%	5.2%	6.2%
2013 Growth	2.4%	3.9%	6.0%	6.2%
2014 Growth	6.1%	5.4%	3.7%	5.4%
2015 Growth	1.2%	-6.0%	1.2%	1.0%
2016 Growth	3.5%	-5.1%	1.5%	2.7%

- Spending from domestic and overseas markets increased while the Canadian market saw a second consecutive year of decline, dipping 5.1% in 2016. Visitors are still likely deterred by the strong US dollar.

# How traveler spending generates impact

- Travelers create direct economic value within a discreet group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
- Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.



- Lastly, the induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the city economy.

# Traveler-generated sales

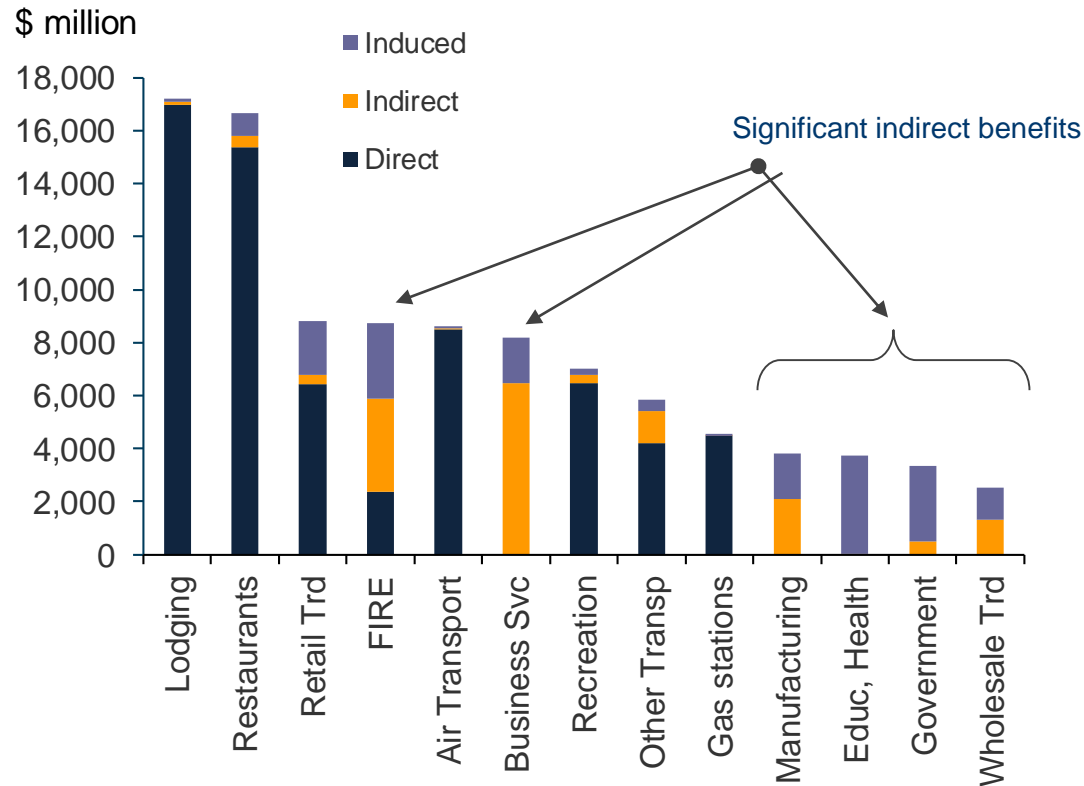
- Including the indirect and induced impacts, traveler spending generated nearly \$105 billion in business sales in 2016, up 2.7%.

<b>Tourism Sales (Output)</b>					
<b>(US\$ Million, 2016)</b>					
	<b>Direct*</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>	<b>% change</b>
Agriculture, Fishing, Mining	-	432	184	616	2.8%
Construction and Utilities	-	1,249	593	1,842	2.8%
Manufacturing	-	2,079	1,717	3,796	2.7%
Wholesale Trade	-	1,299	1,211	2,510	2.7%
Air Transport	8,498	53	68	8,619	-3.7%
Other Transport	4,221	1,205	415	5,841	4.4%
Retail Trade	6,440	331	2,045	8,815	3.7%
Gasoline Stations	4,472	12	71	4,555	-3.5%
Communications	-	1,334	756	2,090	2.7%
Finance, Insurance and Real Estate	2,361	3,502	2,859	8,723	3.0%
Business Services	-	6,472	1,724	8,196	2.8%
Education and Health Care	-	23	3,725	3,748	2.5%
Recreation and Entertainment	6,454	321	257	7,032	4.2%
Lodging	16,966	116	137	17,219	3.2%
Food & Beverage	15,375	438	856	16,668	5.7%
Personal Services	-	358	811	1,169	2.6%
Government	-	497	2,856	3,353	2.5%
<b>TOTAL</b>	<b>64,787</b>	<b>19,722</b>	<b>20,283</b>	<b>104,791</b>	<b>2.7%</b>
<b>% change</b>	<b>2.7%</b>	<b>2.9%</b>	<b>2.5%</b>	<b>2.7%</b>	

Note: Direct Sales include cost of goods sold for retail and gasoline stations

# Traveler-generated sales

## Traveler-Generated Sales by Industry



\* Direct sales include cost of goods sold for retail

\*\* Air transport includes local airline and airport operations, including sales generated by inbound visitors, plus outbound and transit passengers

\*\*\* FIRE = Finance, Insurance, and Real Estate

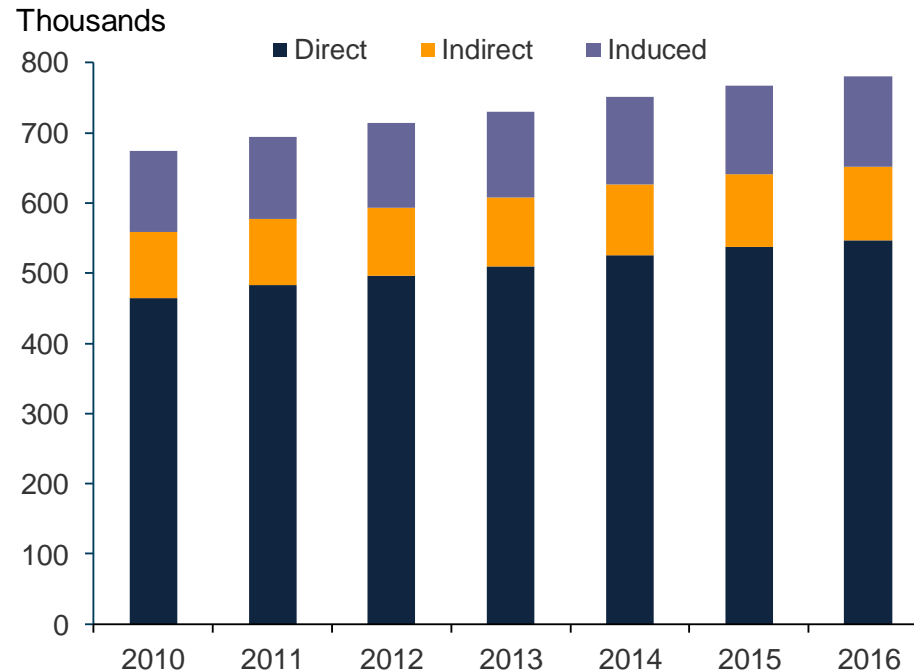
# Travel-generated employment

Travel-Generated Employment					
2016					
	Direct	Indirect	Induced	Total	% change
Agriculture, Fishing, Mining		3,702	1,631	5,334	1.5%
Construction and Utilities		2,885	628	3,513	1.5%
Manufacturing		5,371	3,929	9,300	1.5%
Wholesale Trade		5,418	5,143	10,562	1.5%
Air Transport	32,097	192	249	32,538	1.4%
Other Transport	68,268	12,105	3,640	84,013	1.7%
Retail Trade	25,638	3,645	23,143	52,427	1.6%
Gasoline Stations	12,548	133	770	13,452	1.8%
Communications		2,959	1,379	4,338	1.5%
Finance, Insurance and Real Estate	7,897	10,901	8,513	27,311	1.5%
Business Services		38,472	11,690	50,162	1.5%
Education and Health Care		287	37,907	38,193	1.5%
Recreation and Entertainment	77,868	4,793	3,554	86,215	1.3%
Lodging	104,009	825	1,005	105,840	1.6%
Food & Beverage	218,812	6,463	12,875	238,149	2.0%
Personal Services		4,518	11,644	16,162	1.5%
Government		1,762	1,077	2,839	1.5%
<b>TOTAL</b>	<b>547,138</b>	<b>104,432</b>	<b>128,777</b>	<b>780,347</b>	<b>1.7%</b>
% change	1.7%	1.4%	1.5%	1.7%	

- The tourism sector maintained its support of 8.3% of total payroll employment (1-in-12 jobs) in New York State last year.
- Direct travel-generated employment grew slightly faster (1.7%) than the broader NYS economy (1.5%) in 2016.

# Tourism employment

## Traveler-Generated Employment



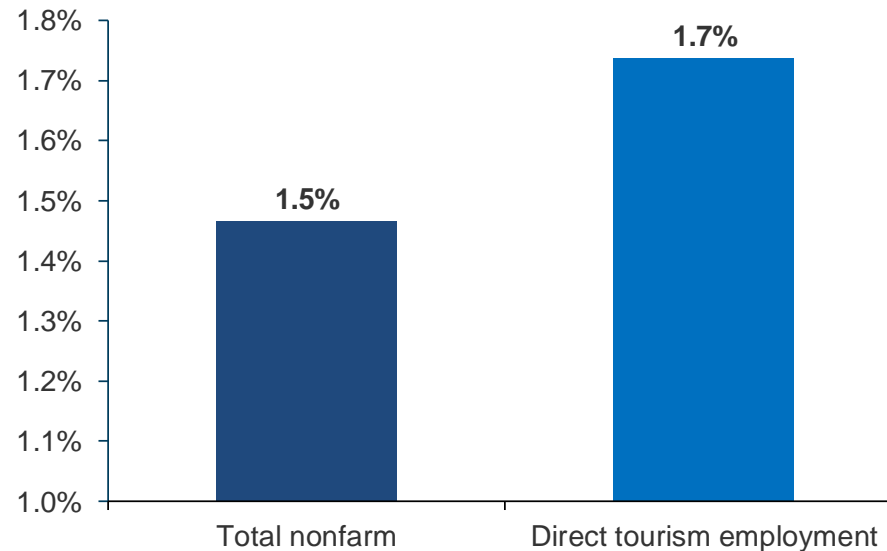
- In 2007, the tourism sector supported 7.7% of payroll employment and now stands at 8.3%—as it has since 2014—of payroll employment as measured by the US Bureau of Labor Statistics.
- Since 2009, travel-sustained employment has expanded 18.1%.



# Tourism employment is leading growth

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## Employment Growth in 2016



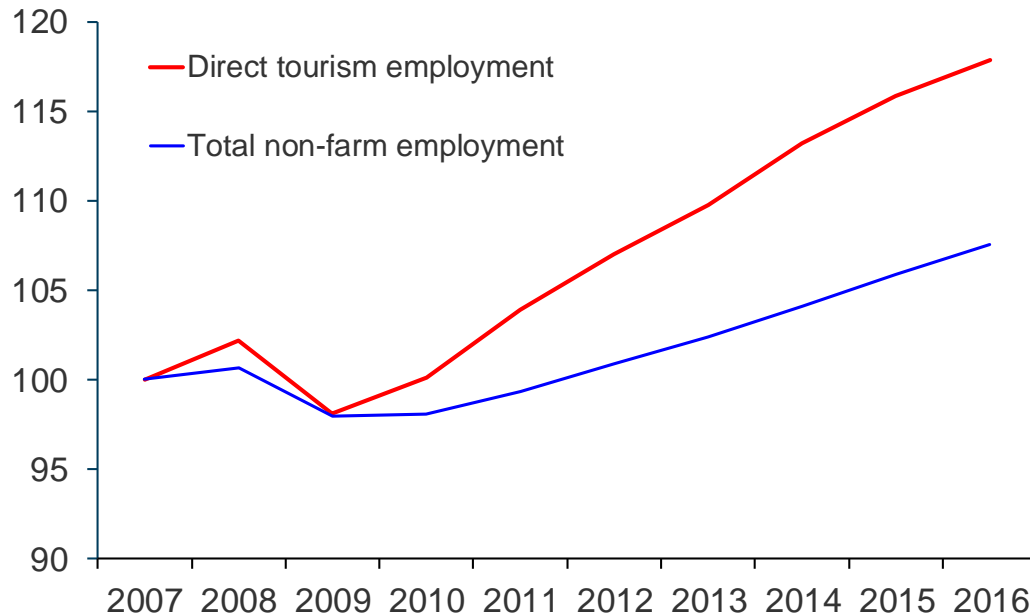
Source: BLS, Tourism Economics

- Direct tourism employment growth outpaced the overall NYS economy with growth of 1.7%.

# Tourism is outpacing economy

## New York State Employment

2007=100



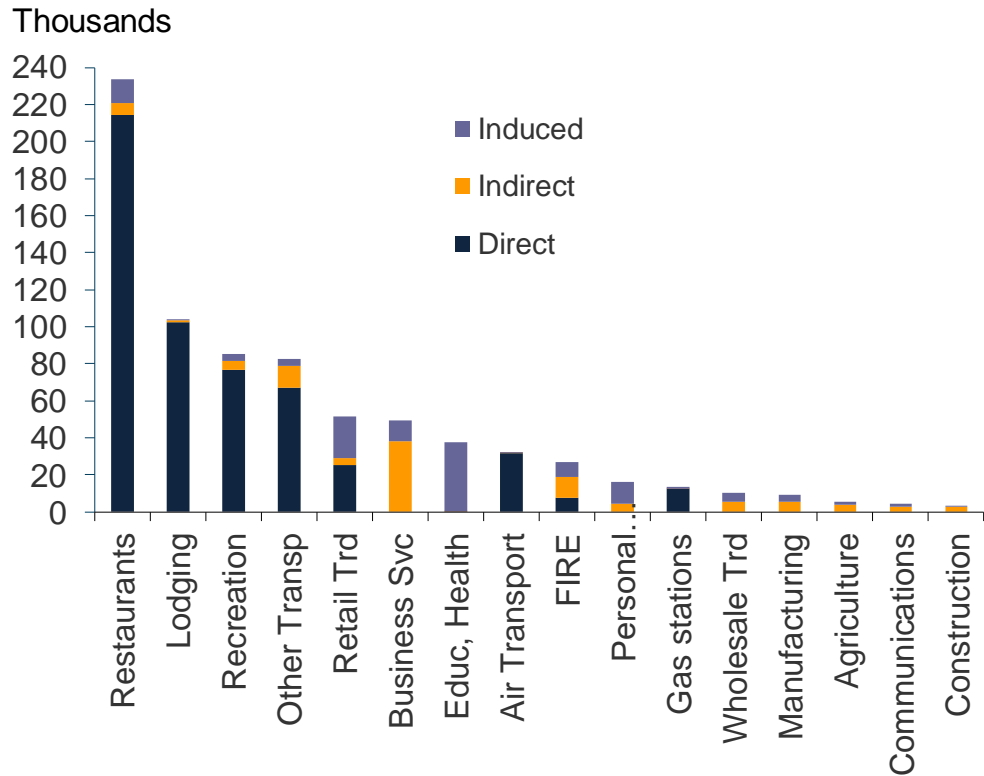
Source: Tourism Economics, BLS

- Direct tourism employment has outpaced the overall NYS labor market consistently since 2010, with tourism employment growing a cumulative 17.8% compared to nearly 8% for total non-farm employment.

# Tourism employment

- As a labor intensive collection of services, tourism-related sectors represent significant employment to New York State.
- The 780,347 jobs sustained by traveler activity span every sector of the economy, either directly or indirectly.

## Traveler-Generated Employment by Industry



FIRE = Finance, Insurance, and Real Estate

# Tourism employment ranking

Employment Ranking (Private Sector)		
000s		
Rank	Industry	2016 BLS
1	Health care and social assistance	1,464
2	Professional and business services	1,297
3	Retail trade	944
<b>4</b>	<b>Tourism</b>	<b>547</b>
5	Finance and insurance	518
8	Administrative and waste services	488
7	Educational services	487
6	Manufacturing	451
9	Food services and drinking places*	435
11	Construction	373
10	Wholesale trade	340
12	Transportation and utilities	289
13	Information	267
14	Real estate and rental and leasing	195

\* net of direct tourism-generated employment

- Tourism is the 4<sup>th</sup> largest employer in New York State on the basis of direct tourism employment.
- The above table compares our estimates of tourism-generated employment with total employment by sector.

Source: Bureau of Labor Statistics, State and Area Employment

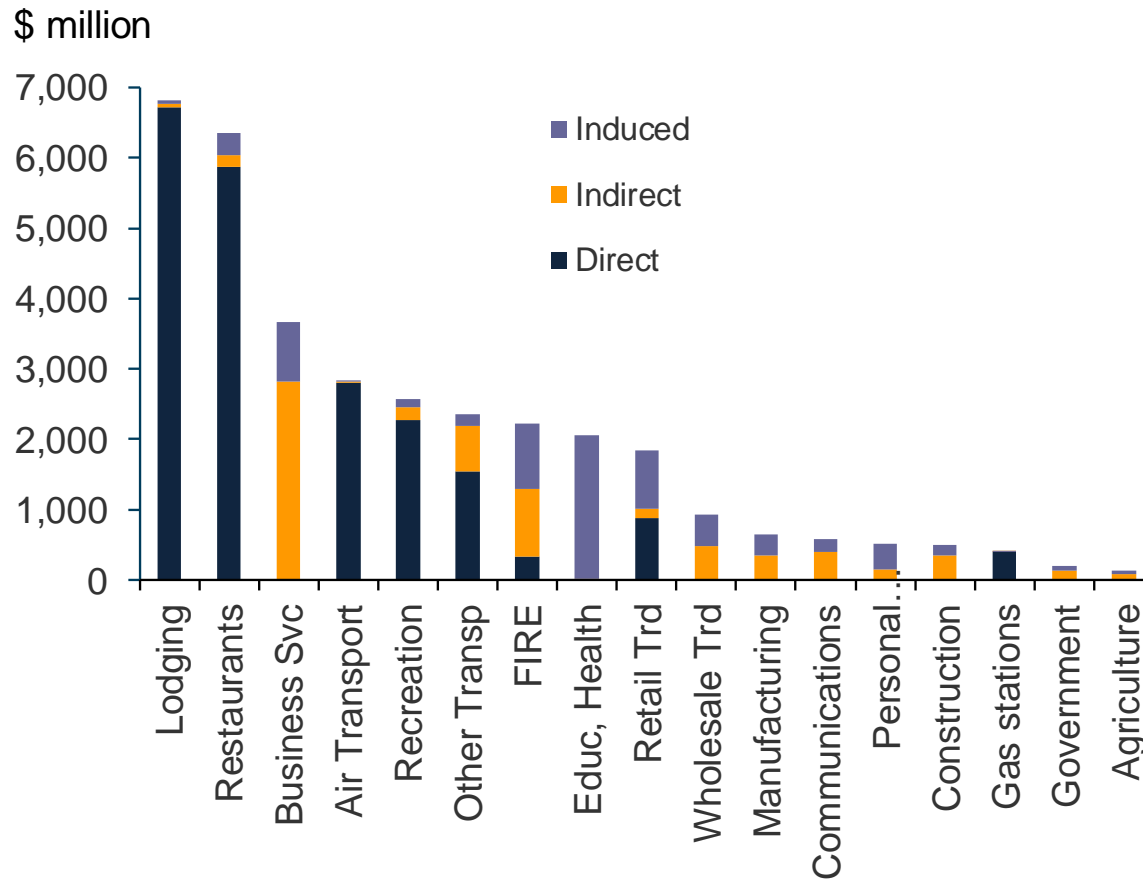
# Traveler-generated income

<b>Tourism Income (Compensation)</b>					
<b>(US\$ Million, 2016)</b>					
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>	<b>% change</b>
Agriculture, Fishing, Mining		81	45	125	3.1%
Construction and Utilities		353	146	499	3.1%
Manufacturing		351	295	646	3.1%
Wholesale Trade		477	453	930	3.1%
Air Transport	2,802	16	21	2,839	5.6%
Other Transport	1,539	643	177	2,359	3.9%
Retail Trade	881	131	825	1,837	3.4%
Gasoline Stations	394	4	22	420	3.7%
Communications		399	187	586	3.1%
Finance, Insurance and Real Estate	334	953	929	2,216	3.1%
Business Services		2,823	846	3,669	3.1%
Education and Health Care		13	2,036	2,049	3.1%
Recreation and Entertainment	2,272	176	119	2,567	4.2%
Lodging	6,723	42	49	6,814	5.3%
Food & Beverage	5,877	157	313	6,347	6.7%
Personal Services		151	368	519	3.1%
Government	-	128	75	203	3.1%
<b>TOTAL</b>	<b>20,823</b>	<b>6,896</b>	<b>6,906</b>	<b>34,625</b>	<b>4.5%</b>
<b>% change</b>	<b>5.5%</b>	<b>3.1%</b>	<b>3.1%</b>	<b>4.5%</b>	

- Tourism-generated income grew 4.5% as a function of both employment growth and pay increases, registering \$34.6 billion in 2016.

# Traveler-generated income

## Traveler-Generated Income by Industry



FIRE = Finance, Insurance, and Real Estate

# Tourism tax generation

<b>Travel-Generated Taxes</b> (US\$ Million, 2016)	
	Total
<b>Federal Taxes</b>	<b>8,892.4</b>
Corporate	1,514.5
Indirect Business	680.1
Personal Income	3,163.2
Social Security	3,534.7
<b>State and Local Taxes</b>	<b>8,229.0</b>
Corporate	1,613.0
Personal Income	1,367.8
Sales	2,464.6
Property	2,331.6
Excise and Fees	324.4
State Unemployment	127.6
<b>TOTAL</b>	<b>17,121.4</b>
% change	3.5%

- Tourism generated \$17.1 billion in taxes in 2016, growing 3.5%.
- Total state and local tax proceeds of nearly \$8.2 billion saved the state's households an average of \$1,133 in tax burden.

# Tourism tax generation: State vs. Local

<b>Travel-Generated Taxes</b>							
<b>(US\$ Million)</b>							
<b>Tax Type</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>State Tax Subtotal</b>	<u>2,784.3</u>	<u>2,974.8</u>	<u>3,142.3</u>	<u>3,250.4</u>	<u>3,413.1</u>	<u>3,498.3</u>	<u>3,614.8</u>
Corporate	535.2	574.3	609.0	631.0	662.8	674.2	692.4
Personal Income	857.38	908.6	950.7	980.2	1,028.4	1,069.9	1,118.6
Sales	1,143.09	1,226.5	1,300.6	1,347.6	1,415.6	1,439.9	1,478.8
Property	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Excise and Fees	150.83	161.8	173.6	179.9	189.0	192.2	197.4
State Unemployment	97.8	103.6	108.4	111.8	117.3	122.0	127.6
<b>Local Tax Subtotal</b>	<u>3,710.9</u>	<u>3,905.1</u>	<u>4,095.6</u>	<u>4,226.9</u>	<u>4,424.8</u>	<u>4,505.1</u>	<u>4,614.2</u>
Corporate	711.6	763.5	809.6	838.9	881.2	896.3	920.5
Personal Income	191.0	202.4	211.8	218.4	229.1	238.4	249.2
Sales	762.1	817.6	867.0	898.4	943.7	959.9	985.9
Property	1,949.2	2,017.5	2,095.5	2,155.6	2,249.2	2,286.8	2,331.6
Excise and Fees	97.0	104.1	111.7	115.7	121.6	123.6	127.0
State Unemployment	0.0	0.0	0.0	0.0	0.0	0.0	0.0

- Tourism generated \$3.6 billion in state taxes, and \$4.6 billion in local taxes in 2016.

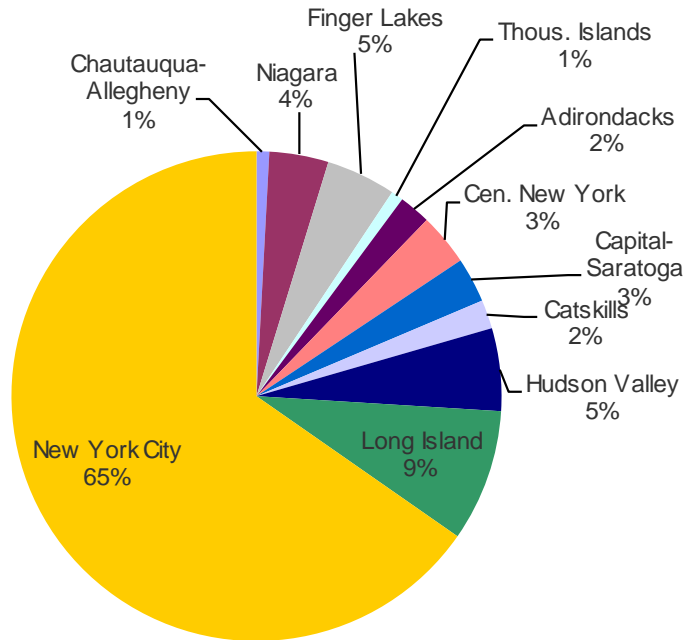


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# Regional Summary

# Traveler spending by region

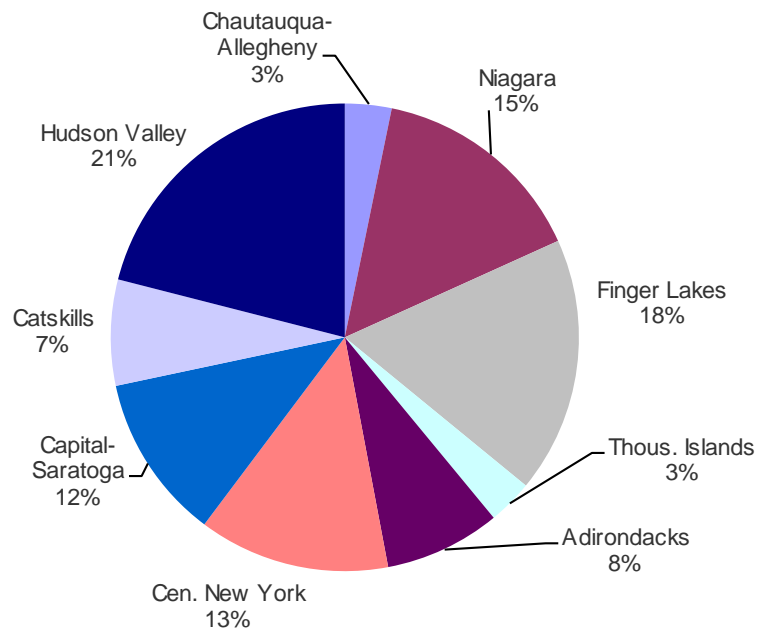
## Traveler Spending, 2016



- New York State is divided into 11 economic regions.
- New York City is the largest single tourism region with 65% of state visitor spend.
- New York City, Long Island and Hudson Valley together comprise nearly 80% of New York State traveler spend.

# Upstate traveler spending by region

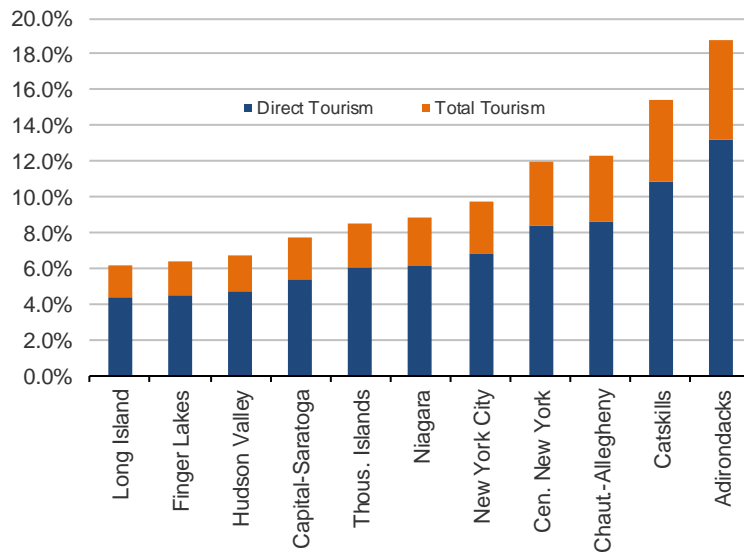
## Upstate Traveler Spending, 2016



- Traveler spending is more evenly distributed across the upstate (excluding NYC and Long Island) regions of New York.

# Reliance on tourism

## Tourism Share of Regional Employment in 2016

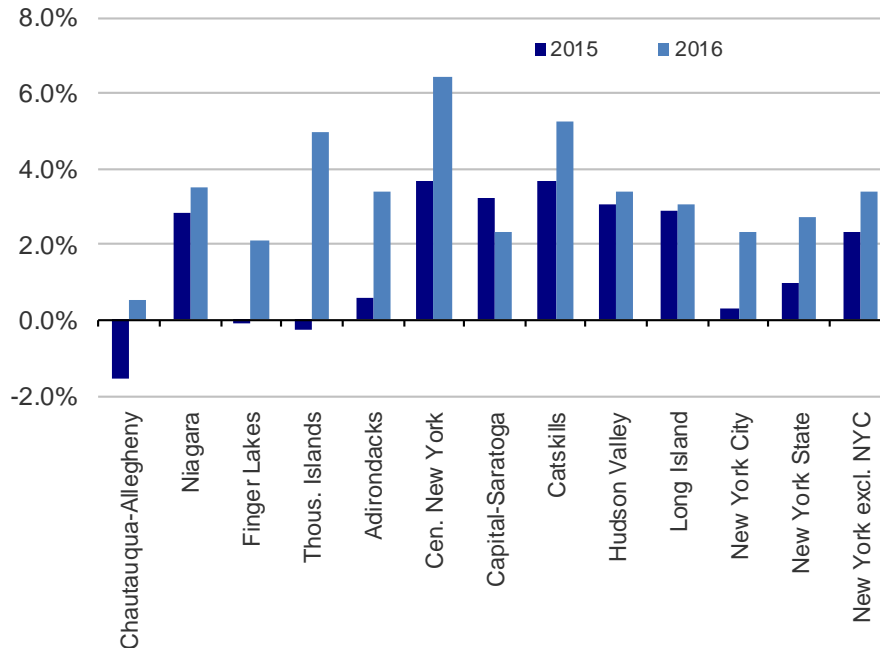


- Tourism is an integral part of every region's economy, generating from 6% to 19% of employment.
- Tourism is most important to the Adirondacks and Catskills, generating 19% and 15% of total employment, respectively.

Note: All regional and county tourism shares are calculated using QCEW (ES-202) employment and wage totals as produced by the NYS Dept. of Labor.

# Traveler spending growth

## Growth in Traveler Spending



- Traveler spending rose across all regions of the state in 2016.
- The strongest gains were experienced by the Central New York, Catskills, and Thousand Islands regions.
- Growth in hotel room revenues, as well as healthy spending in food and beverage and recreation led to widespread growth. However, lower gas prices kept a lid on transportation spending.

# Regional growth

## Traveler Spend Year-Over-Year Comparison

Traveler Spend '000s	2014	2015	2016	2016 / 2015 %
1. Chautauqua-Allegheny	\$ 547,646	\$ 539,075	\$ 541,924	0.5%
2. Greater Niagara	\$ 2,375,014	\$ 2,441,645	\$ 2,527,005	3.5%
3. Finger Lakes	\$ 2,919,091	\$ 2,916,899	\$ 2,977,992	2.1%
4. Thousand Islands	\$ 498,032	\$ 496,885	\$ 521,599	5.0%
5. Adirondacks	\$ 1,295,259	\$ 1,302,981	\$ 1,347,424	3.4%
6. Central New York	\$ 2,015,944	\$ 2,089,682	\$ 2,223,911	6.4%
7. Capital-Saratoga	\$ 1,820,582	\$ 1,879,644	\$ 1,922,968	2.3%
8. Catskills	\$ 1,128,817	\$ 1,170,425	\$ 1,232,096	5.3%
9. Hudson Valley	\$ 3,318,442	\$ 3,419,906	\$ 3,536,433	3.4%
10. Long Island	\$ 5,326,343	\$ 5,479,761	\$ 5,646,539	3.0%
11. New York City	\$ 41,209,799	\$ 41,339,411	\$ 42,308,741	2.3%
TOTAL	\$ 62,454,969	\$ 63,076,313	\$ 64,786,632	2.7%

# Regional tourism summary (2016)

## Tourism Economic Impact Combined Direct, Indirect, and Induced

Tourism Economic Impact	Direct Sales, '000s	Labor Income, '000s	Employment, Persons	Local Taxes, '000s	State Taxes, '000s
1. Chautauqua-Allegheny	\$ 541,924	\$ 242,957	11,352	\$ 37,975	\$ 30,237
2. Greater Niagara	\$ 2,527,005	\$ 1,395,239	51,755	\$ 172,618	\$ 140,995
3. Finger Lakes	\$ 2,977,992	\$ 1,496,354	59,326	\$ 219,073	\$ 166,158
4. Thousand Islands	\$ 521,599	\$ 228,175	9,409	\$ 34,580	\$ 29,103
5. Adirondacks	\$ 1,347,424	\$ 639,040	21,206	\$ 94,220	\$ 75,180
6. Central New York	\$ 2,223,911	\$ 1,207,661	35,609	\$ 142,446	\$ 124,084
7. Capital-Saratoga	\$ 1,922,968	\$ 1,015,773	35,705	\$ 133,070	\$ 107,293
8. Catskills	\$ 1,232,096	\$ 557,719	17,822	\$ 83,067	\$ 68,745
9. Hudson Valley	\$ 3,536,433	\$ 1,973,877	56,348	\$ 236,863	\$ 197,316
10. Long Island	\$ 5,646,539	\$ 3,014,330	78,202	\$ 385,055	\$ 315,050
11. New York City	\$ 42,308,741	\$ 22,853,825	403,613	\$ 3,075,237	\$ 2,360,627
<b>TOTAL</b>	<b>\$ 64,786,632</b>	<b>\$ 34,624,948</b>	<b>780,347</b>	<b>\$ 4,614,204</b>	<b>\$ 3,614,787</b>

# Regional tourism impact distribution (2016)

## Tourism Economic Impact Regional Shares

Tourism Distribution	Sales	Labor Income	Employment	Local Taxes	State Taxes
1. Chautauqua-Allegheny	1%	1%	1%	1%	1%
2. Greater Niagara	4%	4%	7%	4%	4%
3. Finger Lakes	5%	4%	8%	5%	5%
4. Thousand Islands	1%	1%	1%	1%	1%
5. Adirondacks	2%	2%	3%	2%	2%
6. Central New York	3%	3%	5%	3%	3%
7. Capital-Saratoga	3%	3%	5%	3%	3%
8. Catskills	2%	2%	2%	2%	2%
9. Hudson Valley	5%	6%	7%	5%	5%
10. Long Island	9%	9%	10%	8%	9%
11. New York City	65%	66%	52%	67%	65%
TOTAL	100%	100%	100%	100%	100%



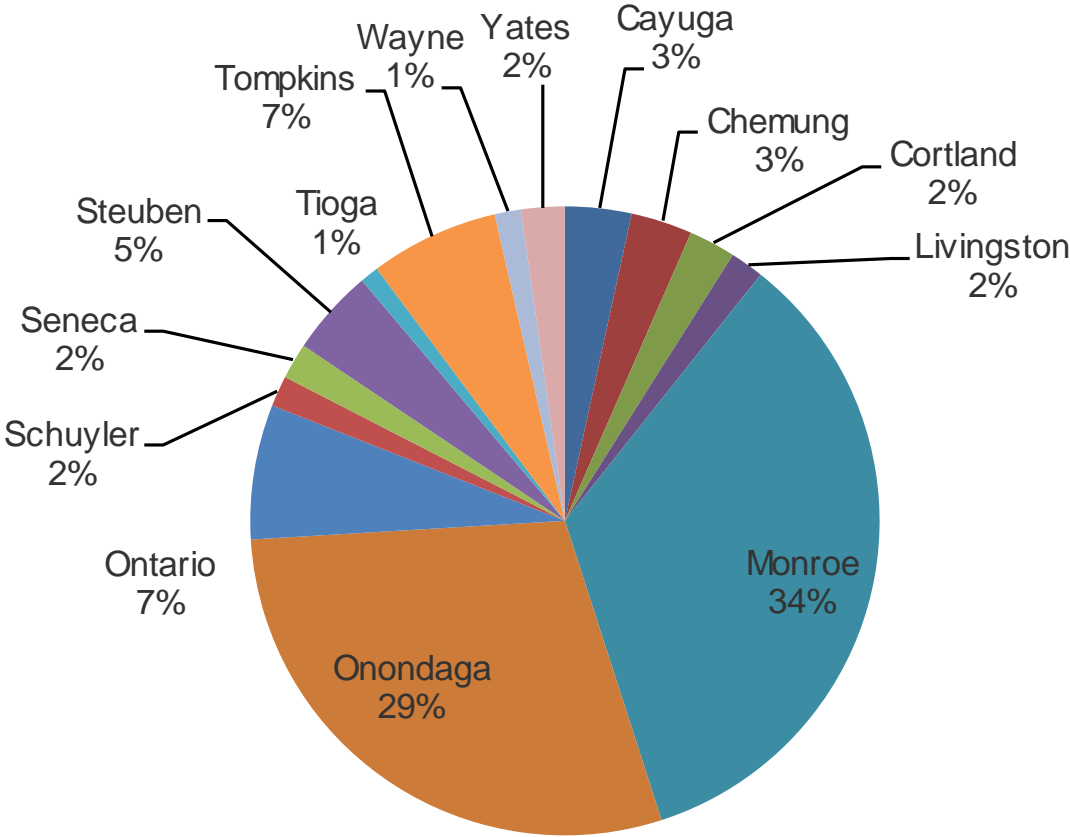
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# Regional Detail for Finger Lakes

# Finger Lakes, county distribution

- Tourism in the Finger Lakes is a \$3 billion industry, supporting 59,326 jobs.
- Monroe County represents 34% of the region's tourism sales with more than \$1 billion in traveler spending.
- Traveler spending in the region grew 2.1% in 2016.

### Traveler Spending



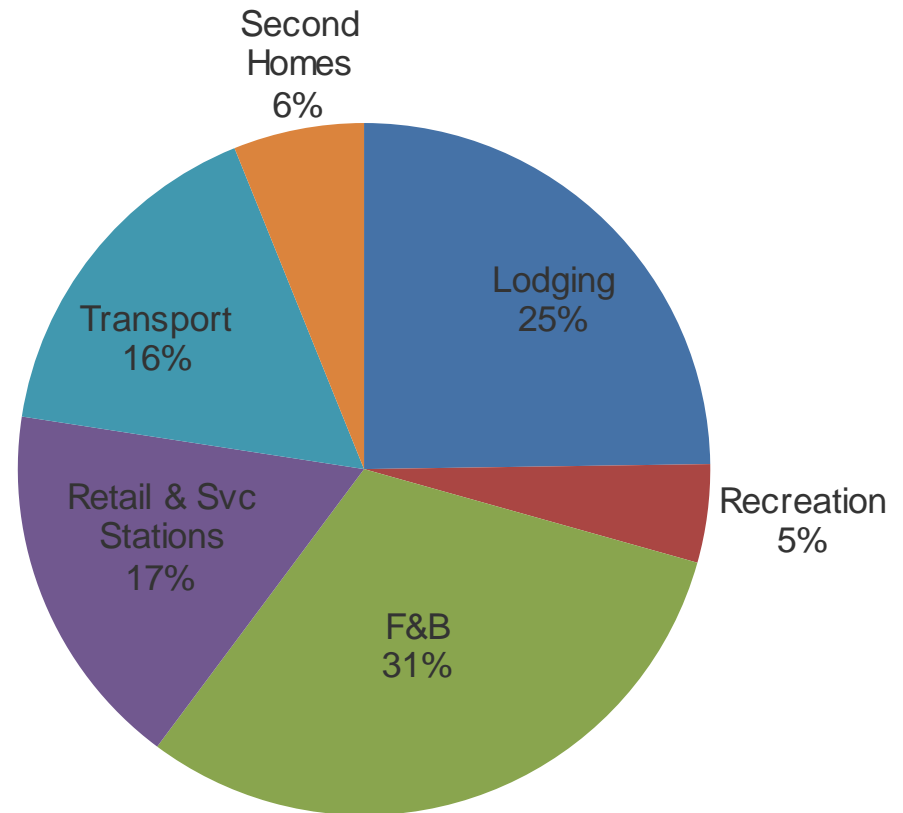
# Finger Lakes, total tourism impact

Total Tourism Impact, 2016	Traveler Spend '000	Labor Income, '000	Employment	Local Taxes '000	State Taxes '000
Cayuga	\$101,477	\$47,868	1,711	\$6,952	\$5,662
Chemung	\$93,959	\$48,372	1,925	\$6,225	\$5,242
Cortland	\$71,396	\$34,219	1,931	\$4,522	\$3,984
Livingston	\$51,398	\$26,848	1,223	\$3,237	\$2,868
Monroe	\$1,024,241	\$555,117	20,149	\$77,972	\$57,148
Onondaga	\$865,810	\$411,694	17,513	\$65,570	\$48,308
Ontario	\$207,212	\$106,146	4,829	\$14,187	\$11,561
Schuyler	\$47,090	\$18,250	760	\$3,557	\$2,627
Seneca	\$54,891	\$27,112	1,040	\$3,669	\$3,063
Steuben	\$132,317	\$60,062	2,301	\$9,310	\$7,383
Tioga	\$28,498	\$12,701	778	\$2,040	\$1,590
Tompkins	\$197,894	\$104,744	3,451	\$14,871	\$11,042
Wayne	\$40,243	\$18,206	964	\$2,418	\$2,245
Yates	\$61,565	\$25,016	751	\$4,544	\$3,435
<b>TOTAL</b>	<b>\$2,977,992</b>	<b>\$1,496,354</b>	<b>59,326</b>	<b>\$219,073</b>	<b>\$166,158</b>

# Finger Lakes, traveler spending

- Travelers spent \$3 billion in the Finger Lakes in 2016 across a diverse range of sectors.
- Spending at restaurants and for lodging comprised 31% and 25% of the total, respectively.

## Traveler Spending



# Finger Lakes, traveler spending

2016 Traveler Spend '000s	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Cayuga	\$30,854	\$3,629	\$22,722	\$14,711	\$12,491	\$17,071	\$101,477
Chemung	\$16,979	\$2,947	\$37,243	\$14,106	\$19,121	\$3,563	\$93,959
Cortland	\$15,144	\$5,529	\$30,930	\$13,228	\$1,350	\$5,216	\$71,396
Livingston	\$9,590	\$1,339	\$22,369	\$9,716	\$2,751	\$5,634	\$51,398
Monroe	\$289,465	\$49,043	\$310,800	\$177,617	\$190,804	\$6,512	\$1,024,241
Onondaga	\$202,169	\$31,957	\$251,855	\$158,698	\$193,074	\$28,056	\$865,810
Ontario	\$39,659	\$10,442	\$83,547	\$36,553	\$19,906	\$17,104	\$207,212
Schuyler	\$12,881	\$3,151	\$11,898	\$7,572	\$0	\$11,587	\$47,090
Seneca	\$11,714	\$1,762	\$19,983	\$9,764	\$870	\$10,798	\$54,891
Steuben	\$28,792	\$9,467	\$30,533	\$19,096	\$7,977	\$36,452	\$132,317
Tioga	\$9,569	\$2,949	\$7,257	\$4,767	\$294	\$3,662	\$28,498
Tompkins	\$54,355	\$11,993	\$56,816	\$33,247	\$35,878	\$5,605	\$197,894
Wayne	\$3,827	\$1,885	\$14,130	\$5,367	\$4,672	\$10,362	\$40,243
Yates	\$12,607	\$634	\$18,099	\$8,819	\$1,226	\$20,179	\$61,565
<b>TOTAL</b>	<b>\$737,607</b>	<b>\$136,727</b>	<b>\$918,181</b>	<b>\$513,262</b>	<b>\$490,414</b>	<b>\$181,801</b>	<b>\$2,977,992</b>

# Finger Lakes, regional growth

## Traveler Spend Year-Over-Year Comparison

Traveler Spend '000s	2014	2015	2016	2016 / 2015 %
Cayuga	\$ 100,952	\$ 97,861	\$ 101,477	3.7%
Chemung	\$ 97,693	\$ 93,626	\$ 93,959	0.4%
Cortland	\$ 70,218	\$ 70,827	\$ 71,396	0.8%
Livingston	\$ 47,796	\$ 48,563	\$ 51,398	5.8%
Monroe	\$ 1,001,235	\$ 1,003,651	\$ 1,024,241	2.1%
Onondaga	\$ 862,494	\$ 853,368	\$ 865,810	1.5%
Ontario	\$ 202,582	\$ 200,701	\$ 207,212	3.2%
Schuyler	\$ 41,284	\$ 45,021	\$ 47,090	4.6%
Seneca	\$ 48,768	\$ 49,077	\$ 54,891	11.8%
Steuben	\$ 130,149	\$ 128,799	\$ 132,317	2.7%
Tioga	\$ 30,059	\$ 29,124	\$ 28,498	-2.2%
Tompkins	\$ 190,421	\$ 194,755	\$ 197,894	1.6%
Wayne	\$ 37,917	\$ 40,755	\$ 40,243	-1.3%
Yates	\$ 57,523	\$ 60,769	\$ 61,565	1.3%
<b>TOTAL</b>	<b>\$ 2,919,091</b>	<b>\$ 2,916,899</b>	<b>\$ 2,977,992</b>	<b>2.1%</b>

# Finger Lakes, regional growth

## Local Taxes Year-Over-Year Comparison

Local Taxes, \$	2014	2015	2016	2016 / 2015 %
Cayuga	6,839,671	6,664,542	6,951,582	4.3%
Chemung	6,414,589	6,174,156	6,224,638	0.8%
Cortland	4,434,931	4,513,667	4,522,261	0.2%
Livingston	2,973,284	3,040,374	3,236,508	6.5%
Monroe	75,152,611	76,039,146	77,971,591	2.5%
Onondaga	64,308,243	64,180,526	65,569,906	2.2%
Ontario	13,931,941	13,673,387	14,186,971	3.8%
Schuyler	3,287,589	3,600,326	3,557,461	-1.2%
Seneca	3,230,388	3,509,091	3,669,214	4.6%
Steuben	9,068,357	9,015,782	9,310,077	3.3%
Tioga	2,100,558	2,073,996	2,039,851	-1.6%
Tompkins	14,054,941	14,489,752	14,870,889	2.6%
Wayne	2,265,262	2,438,967	2,417,993	-0.9%
Yates	4,031,087	4,344,483	4,543,670	4.6%
<b>TOTAL</b>	<b>212,093,453</b>	<b>213,758,194</b>	<b>219,072,613</b>	<b>2.5%</b>

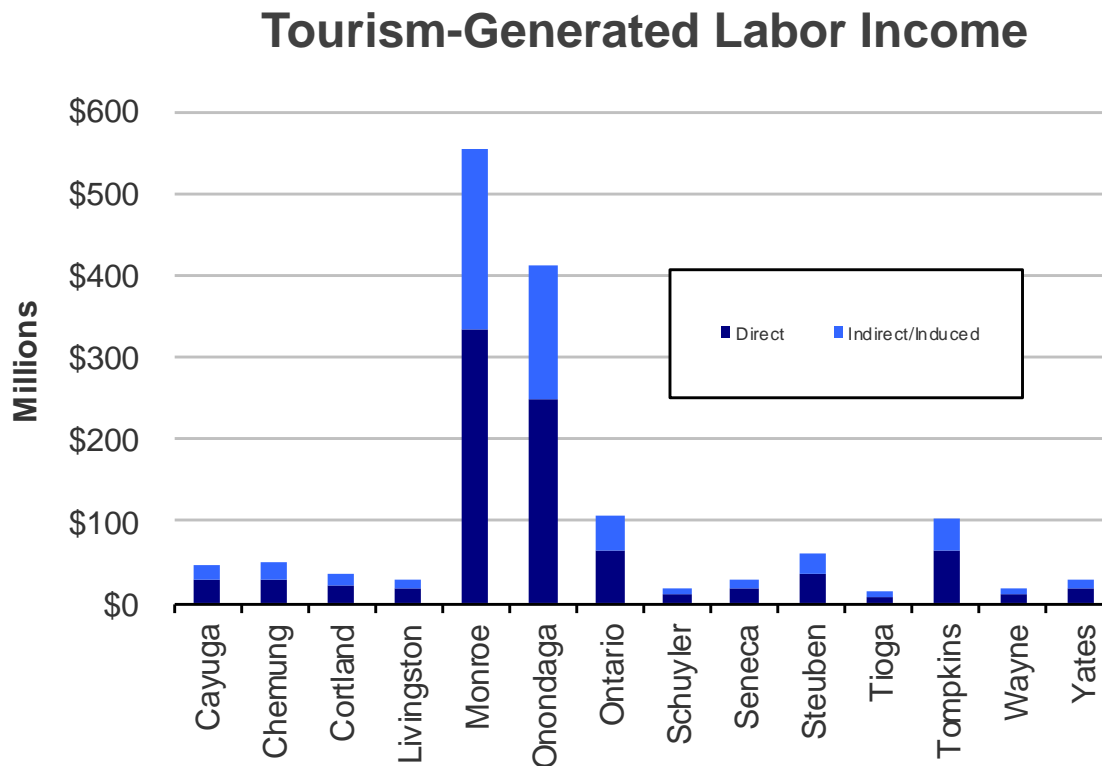
# Finger Lakes, regional growth

## State Taxes Year-Over-Year Comparison

State Taxes, \$	2014	2015	2016	2016 / 2015 %
Cayuga	5,510,807	5,427,046	5,661,962	4.3%
Chemung	5,332,867	5,192,228	5,242,487	1.0%
Cortland	3,833,078	3,927,852	3,983,551	1.4%
Livingston	2,609,094	2,693,172	2,867,785	6.5%
Monroe	54,643,041	55,647,269	57,147,793	2.7%
Onondaga	47,069,393	47,313,075	48,308,088	2.1%
Ontario	11,050,184	11,122,218	11,561,467	3.9%
Schuyler	2,369,662	2,606,284	2,627,373	0.8%
Seneca	2,662,187	2,721,667	3,062,667	12.5%
Steuben	7,104,591	7,142,799	7,382,683	3.4%
Tioga	1,640,895	1,615,150	1,590,058	-1.6%
Tompkins	10,386,297	10,792,512	11,041,523	2.3%
Wayne	2,069,841	2,260,158	2,245,346	-0.7%
Yates	3,066,189	3,300,506	3,435,031	4.1%
<b>TOTAL</b>	<b>159,348,128</b>	<b>161,761,936</b>	<b>166,157,815</b>	<b>2.7%</b>



# Finger Lakes, labor income

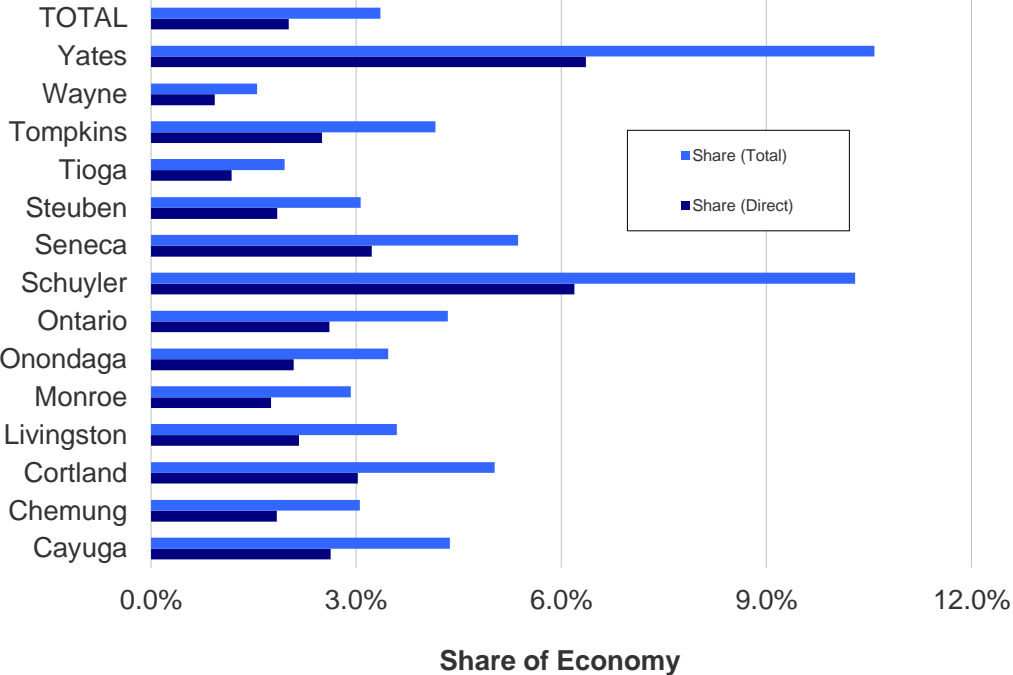


- Tourism in the Finger Lakes generated \$900 million in direct labor income and \$1.5 billion including indirect and induced impacts.

# Finger Lakes, labor income

- 3.4% of all labor income in the Finger Lakes is generated by tourism.
- Yates County is the most dependent upon tourism with 10.6% of all labor income generated by visitors.

### Tourism-Generated Labor Income Share of Economy, 2016



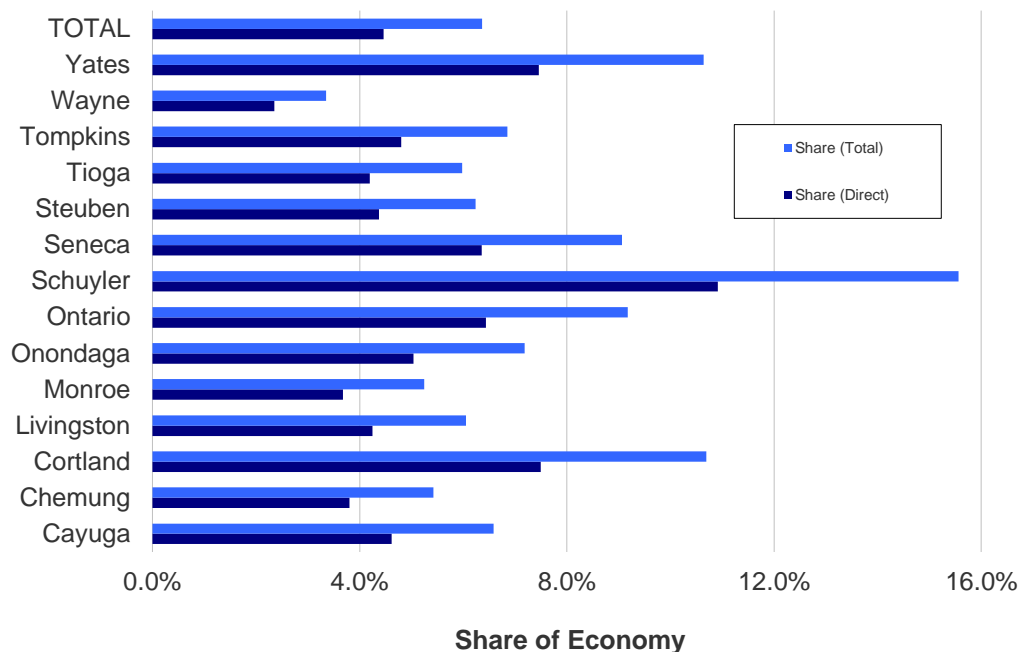
# Finger Lakes, labor income

2016 Tourism Labor Income, '000	Direct	Total (Direct, Indir., Induced)	Share (Direct)	Share (Total)
Cayuga	\$28,787	\$47,868	2.6%	4.4%
Chemung	\$29,090	\$48,372	1.8%	3.1%
Cortland	\$20,578	\$34,219	3.0%	5.0%
Livingston	\$16,146	\$26,848	2.2%	3.6%
Monroe	\$333,836	\$555,117	1.8%	2.9%
Onondaga	\$247,584	\$411,694	2.1%	3.5%
Ontario	\$63,834	\$106,146	2.6%	4.3%
Schuyler	\$10,975	\$18,250	6.2%	10.3%
Seneca	\$16,304	\$27,112	3.2%	5.4%
Steuben	\$36,120	\$60,062	1.8%	3.1%
Tioga	\$7,638	\$12,701	1.2%	2.0%
Tompkins	\$62,991	\$104,744	2.5%	4.2%
Wayne	\$10,949	\$18,206	0.9%	1.6%
Yates	\$15,044	\$25,016	6.4%	10.6%
<b>TOTAL</b>	<b>\$899,876</b>	<b>\$1,496,354</b>	<b>2.0%</b>	<b>3.4%</b>

# Finger Lakes, tourism employment

- 6.4% of all employment in the Finger Lakes is generated by tourism.
- Schuyler County is the most dependent upon tourism with 15.6% of all employment sustained by visitors.

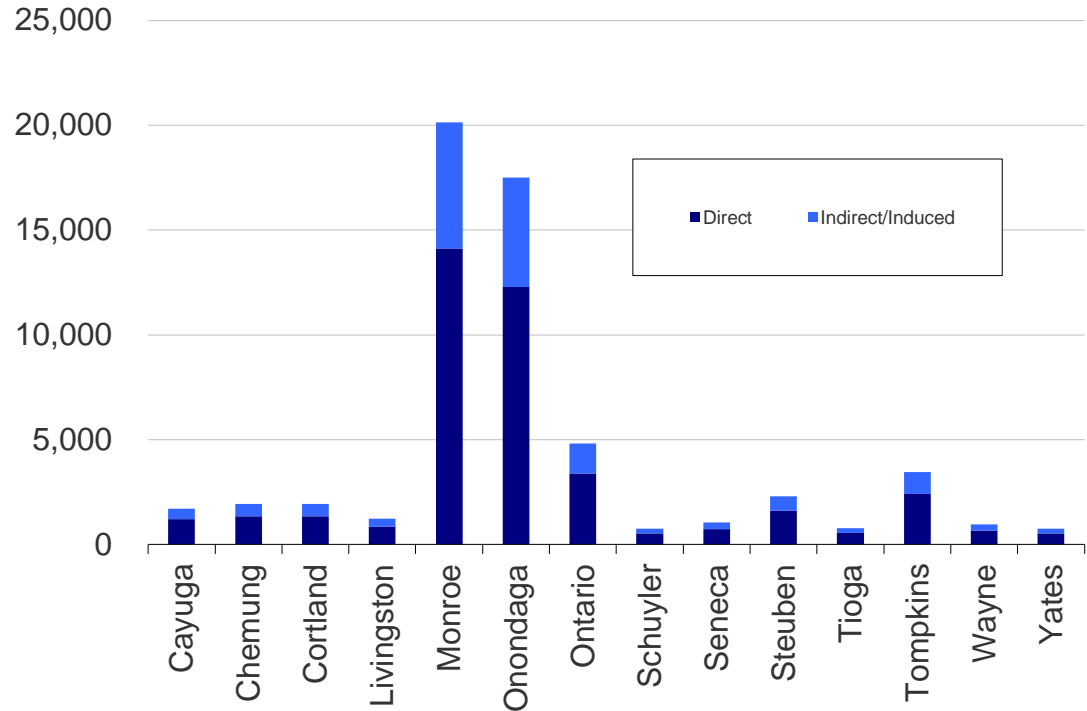
## Tourism-Generated Employment Share of Economy, 2016



# Finger Lakes, tourism employment

## Tourism-Generated Employment, 2016

- Tourism in the Finger Lakes supported 59,326 jobs in 2016.
- Tourism supported 20,149 and 17,513 jobs in Monroe and Onondaga counties, respectively .



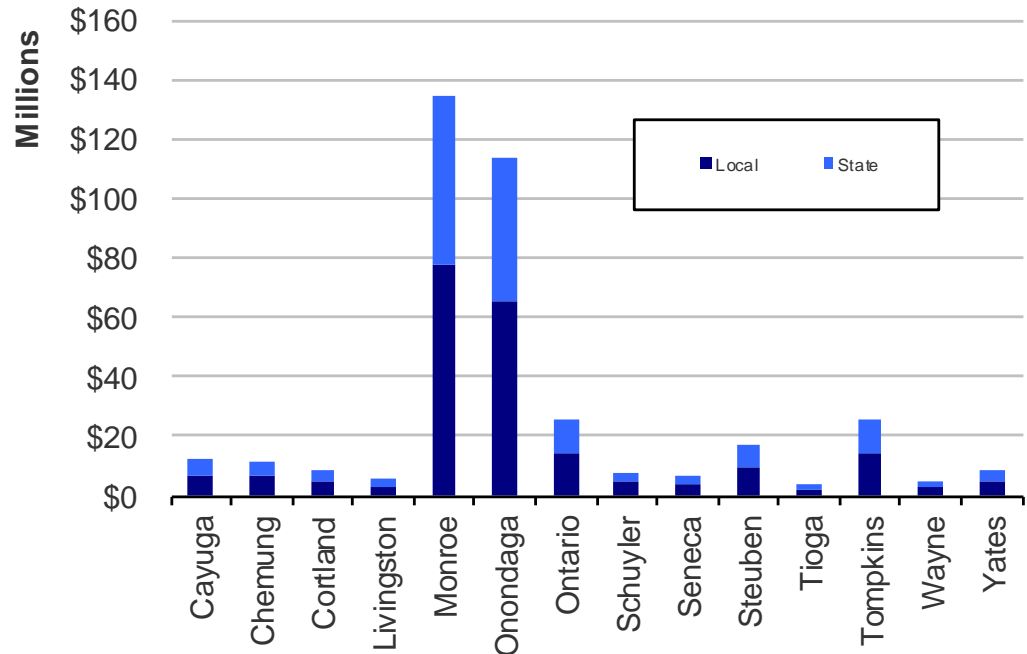
# Finger Lakes, tourism employment

2016 Tourism Employment	Direct	Total (Direct, Ind., Induced)	Share (Direct)	Share (Total)
Cayuga	1,200	1,711	4.6%	6.6%
Chemung	1,350	1,925	3.8%	5.4%
Cortland	1,354	1,931	7.5%	10.7%
Livingston	857	1,223	4.2%	6.1%
Monroe	14,128	20,149	3.7%	5.2%
Onondaga	12,280	17,513	5.0%	7.2%
Ontario	3,386	4,829	6.4%	9.2%
Schuyler	533	760	10.9%	15.6%
Seneca	729	1,040	6.4%	9.1%
Steuben	1,613	2,301	4.4%	6.2%
Tioga	545	778	4.2%	6.0%
Tompkins	2,419	3,451	4.8%	6.8%
Wayne	676	964	2.4%	3.4%
Yates	526	751	7.5%	10.6%
<b>TOTAL</b>	<b>41,596</b>	<b>59,326</b>	<b>4.5%</b>	<b>6.4%</b>

# Finger Lakes, tourism taxes

- Tourism in the Finger Lakes generated \$385 million in state and local taxes in 2016.
- Sales, property, and hotel bed taxes generated \$219 million in local taxes.
- Monroe and Onondaga Counties produce 35.1% and 29.6% of the region's tourism tax base, respectively.

## Tourism-Generated Taxes, 2016



# Finger Lakes, tourism taxes

Tourism-Generated Taxes, 2016	Local Taxes	State Taxes	Total	Region Share	Tax Savings per Household
Cayuga	\$6,951,582	\$5,661,962	12,613,544	3.3%	\$397
Chemung	\$6,224,638	\$5,242,487	11,467,125	3.0%	\$323
Cortland	\$4,522,261	\$3,983,551	8,505,811	2.2%	\$475
Livingston	\$3,236,508	\$2,867,785	6,104,293	1.6%	\$252
Monroe	\$77,971,591	\$57,147,793	135,119,384	35.1%	\$461
Onondaga	\$65,569,906	\$48,308,088	113,877,994	29.6%	\$621
Ontario	\$14,186,971	\$11,561,467	25,748,438	6.7%	\$592
Schuyler	\$3,557,461	\$2,627,373	6,184,835	1.6%	\$813
Seneca	\$3,669,214	\$3,062,667	6,731,882	1.7%	\$508
Steuben	\$9,310,077	\$7,382,683	16,692,760	4.3%	\$406
Tioga	\$2,039,851	\$1,590,058	3,629,909	0.9%	\$177
Tompkins	\$14,870,889	\$11,041,523	25,912,412	6.7%	\$673
Wayne	\$2,417,993	\$2,245,346	4,663,339	1.2%	\$128
Yates	\$4,543,670	\$3,435,031	7,978,700	2.1%	\$835
<b>TOTAL</b>	<b>\$219,072,613</b>	<b>\$166,157,815</b>	<b>385,230,428</b>	<b>100.0%</b>	<b>\$484</b>

- Were it not for tourism-generated state and local taxes, the average household in the region would have to pay an additional \$484 to maintain the same level of government revenue.



# Methods and data sources

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- Household travel surveys from Longwoods International have provided key inputs in establishing traveler spending figures. This is a representative survey with a sample of more than 300,000 trips per year.
- Industry data on lodging, airport activity, Amtrak, and attractions inform year-over-year growth analysis.
- Employment definitions. The basis of our data and modeling is the Regional Economic Information System (REIS), Bureau of Economic Analysis, U.S. Department of Commerce. This is different than the NYS Department of Labor data source (ES202/QCEW). The main definitional difference is that sole-proprietors, which do not require unemployment insurance and are not counted in the ES202 data. For total employment (across all sectors), the difference is 20%.
- International methodology. Our approach is based the estimates on direct survey responses to the Department of Commerce in-flight survey and Statistics Canada data - constrained to BEA international balance of payments data.
- All employment and income results are constrained to known industry measurements for key tourism sectors.

# Methods and data sources

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- Local taxes are a build-up of individual categories (sales, occupancy, property). The model is not equipped to deal with individual exemptions such as Indian gaming.
- Second home expenditures are based on the stock of seasonal second home inventory. Annual average expenditures for housing are pro-rated to the season length to account for various levels of expenditures not accounted in visitor surveys.
- Lodging sector. Our models use survey information and constrains this to the value of the hotel sector in each county. This can vary from certain bed tax estimates of total revenue for several reasons. One is that the bed tax may only be based on room revenue while total sales for the industry may include other revenue sources (room service, phone, etc.). Another is that certain smaller establishments may not fully report or be required to report their revenue.

# Methods and data sources

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- Tourism Economics utilized the IMPLAN input-output model for New York State to track the flow of sales through the economy to the generation of GDP, employment, wages, and taxes.
- The impacts are measured on three levels:
  - Direct impact: The immediate benefit to persons and companies directly providing goods or services to travelers.
  - Indirect impact: The secondary benefit to suppliers of goods and services to the directly-involved companies. For example, a food wholesaler providing goods to a restaurant. The model is careful to exclude imports from the impact calculations.
  - Induced impact: The tertiary benefit to the local economy as incomes in the prior two levels of impact are spent on goods and services. For example, a restaurant employee spends his wages at a grocery store, generating addition economic output.

# About Tourism Economics

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- Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics in order to answer the most important questions facing destinations, developers, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, tourism forecasting models, tourism policy analysis, and economic impact studies. With over four decades of experience of our principal consultants, it is our passion to work as partners with our clients to achieve a destination's full potential.
- Oxford Economics has built a reputation over the past 35 years of impartial, rigorous economic analysis. We employ over 250 full-time staff, including 150 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists. Our worldwide client base comprises over 1,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations.
- For more information: [info@tourismeconomics.com](mailto:info@tourismeconomics.com)



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