

The Economic Impact of Tourism in New York

2010 Calendar Year



TOURISM
ECONOMICS

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Key themes in 2010

- The New York State visitor economy rebounded in 2010, recovering 94% of the losses experienced during the recession.
 - Room demand surged, growing 8.5% in 2010. And room rates also began to recover with 6.1% growth.
 - Air passenger activity increased 3.7% for JFK and LGA combined.
 - A combination of higher fuel prices and additional drive visitors pushed spending at gasoline stations up 14%.
- All told, visitor spending grew 8.7% in 2010.
- Tourism employment grew more modestly at 2.1% as businesses remained cautious in hiring and increased hours of current employees in some cases. Thus, personal income generated by visitors grew 4.4%.

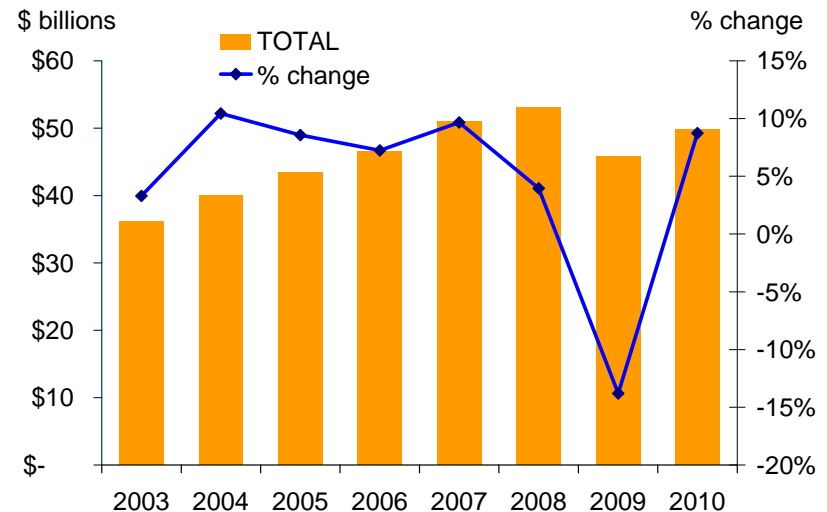
Headline results

- Travel & tourism remains is a vital and growing component of the New York State economy.
- Spending by visitors to New York grew 8.7% in 2010 to \$49.8 billion.
- This spending generated \$81 billion in total business sales including indirect and induced impacts.
- Nearly 674,000 jobs were sustained by tourism activity last year with total income of \$26.5 billion.
- 7.9% (1 in 13) of all New York state employment is sustained by tourism, either directly or indirectly.
- New York State tourism generated \$6.5 billion in state and local taxes in 2010.

Traveler spending growth

- Traveler spending rebounded from its 2009 depths growing 8.7% in 2010.
- With the stronger growth in the higher spending overnight visitor, spending growth outpaced visitation.
- Spending recovered 94% of the losses experienced during the recession.
- Traveler spending growth has averaged 4.6% per year from 2003-2010.

New York Traveler Spending

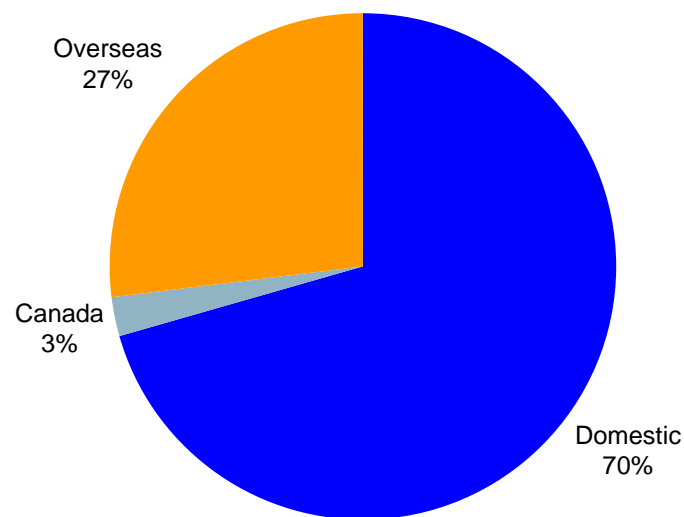


Source: Tourism Economics

New York State tourism markets

- US domestic markets supplied 70% (\$35 bn) of the New York State's traveler spending base in 2010.
- International markets represented 30% (\$15 bn) of the spending base.
- This share increased in 2010 as international visitation outpaced domestic visitation.

Traveler Spending by Market

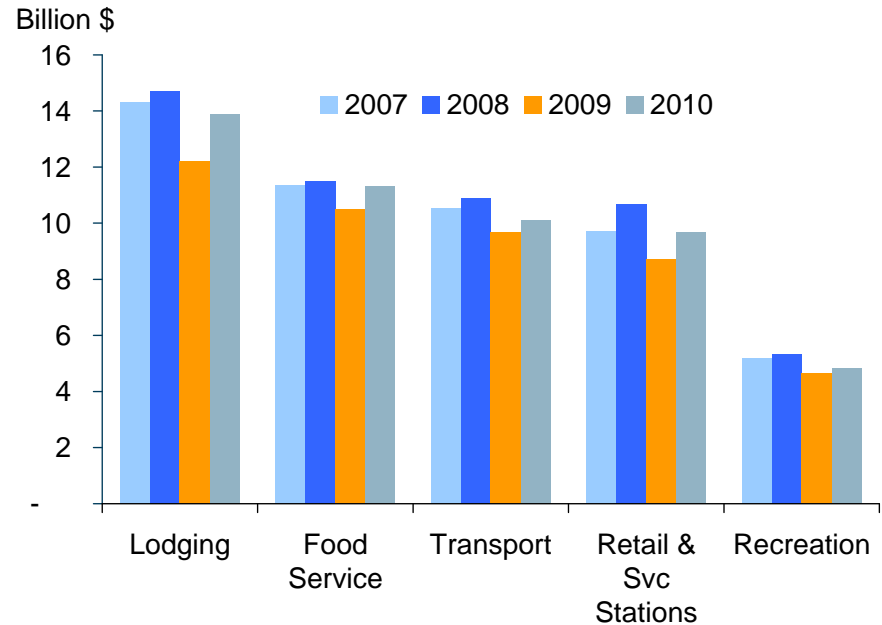


Source: Tourism Economics

All sectors grew in 2010

- Travelers increased their spending across all sectors in 2010
- Spending in the lodging sector expanded 14% in 2010—more than in any other

Traveler Spending By Sector

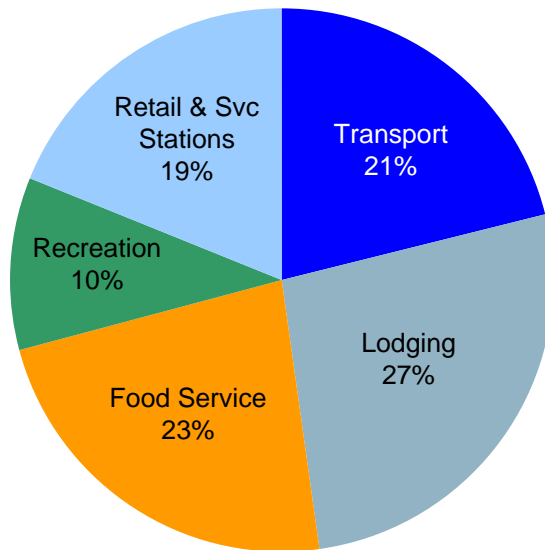


Source: Tourism Economics

Traveler spending distribution

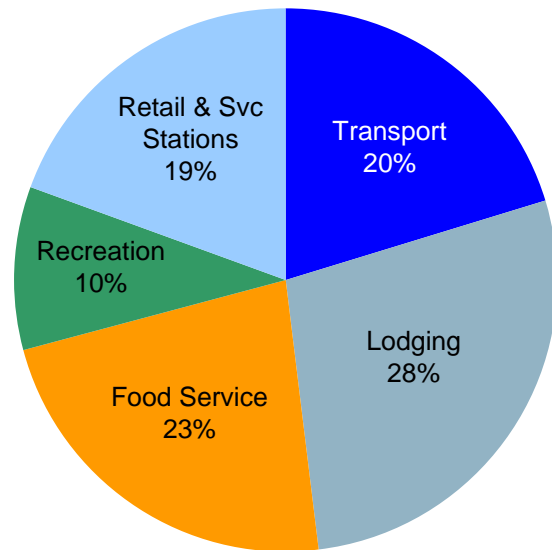
- Lodging gained share in 2010, while spending in transport sectors lost share of the New York State tourism dollar.
- Restaurants and bars received 23% of traveler spending
- Transport sectors, including aviation, taxis, limos, and site-seeing tours, represented 20% of all visitor spending.

Traveler Spending by Sector, 2009



Source: Tourism Economics

Traveler Spending by Sector, 2010



Source: Tourism Economics

Historic traveler spending by sector

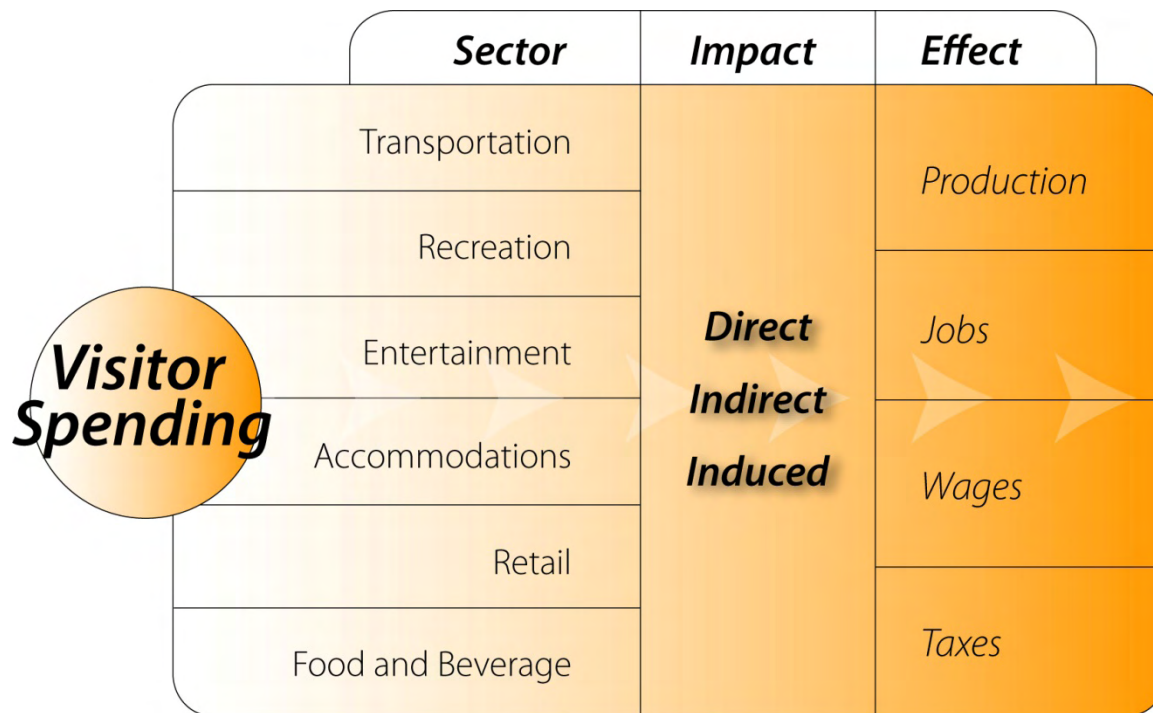
Visitor Spending							
	Transport	Lodging	Food Service	Recreation	Retail & Svc Stations	TOTAL	% change
2003	\$ 8,154	\$ 9,200	\$ 8,035	\$ 3,540	\$ 7,294	\$ 36,223	3.3%
2004	\$ 8,790	\$ 10,299	\$ 8,715	\$ 4,020	\$ 8,182	\$ 40,006	10.4%
2005	\$ 9,219	\$ 11,575	\$ 9,663	\$ 4,259	\$ 8,714	\$ 43,431	8.6%
2006	\$ 9,410	\$ 12,832	\$ 10,565	\$ 4,668	\$ 9,100	\$ 46,574	7.2%
2007	\$ 10,515	\$ 14,301	\$ 11,357	\$ 5,191	\$ 9,717	\$ 51,081	9.7%
2008	\$ 10,881	\$ 14,710	\$ 11,492	\$ 5,336	\$ 10,689	\$ 53,108	4.0%
2009	\$ 9,681	\$ 12,208	\$ 10,511	\$ 4,668	\$ 8,710	\$ 45,777	-13.8%
2010	\$ 10,108	\$ 13,873	\$ 11,313	\$ 4,817	\$ 9,664	\$ 49,775	8.7%
2010 % change	4.4%	13.6%	7.6%	3.2%	11.0%	8.7%	

Traveler spending by market

Tourism Direct Sales					
	Domestic	Canada	Overseas	Total	
2004	\$ 30,140	\$ 732	\$ 9,768	\$ 40,006	
2005	\$ 31,287	\$ 816	\$ 10,384	\$ 43,431	
2006	\$ 34,057	\$ 1,021	\$ 11,496	\$ 46,574	
2007	\$ 36,724	\$ 1,287	\$ 13,070	\$ 51,081	
2008	\$ 38,259	\$ 1,340	\$ 13,508	\$ 53,108	
2009	\$ 33,163	\$ 1,132	\$ 11,482	\$ 45,777	
2010	\$ 35,075	\$ 1,304	\$ 13,396	\$ 49,775	
2009 Growth	-13.3%	-15.5%	-15.0%	-13.8%	
2010 Growth	5.8%	15.2%	16.7%	8.7%	

How traveler spending generates impact

- Travelers create direct economic value within a discrete 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.

Tourism sales

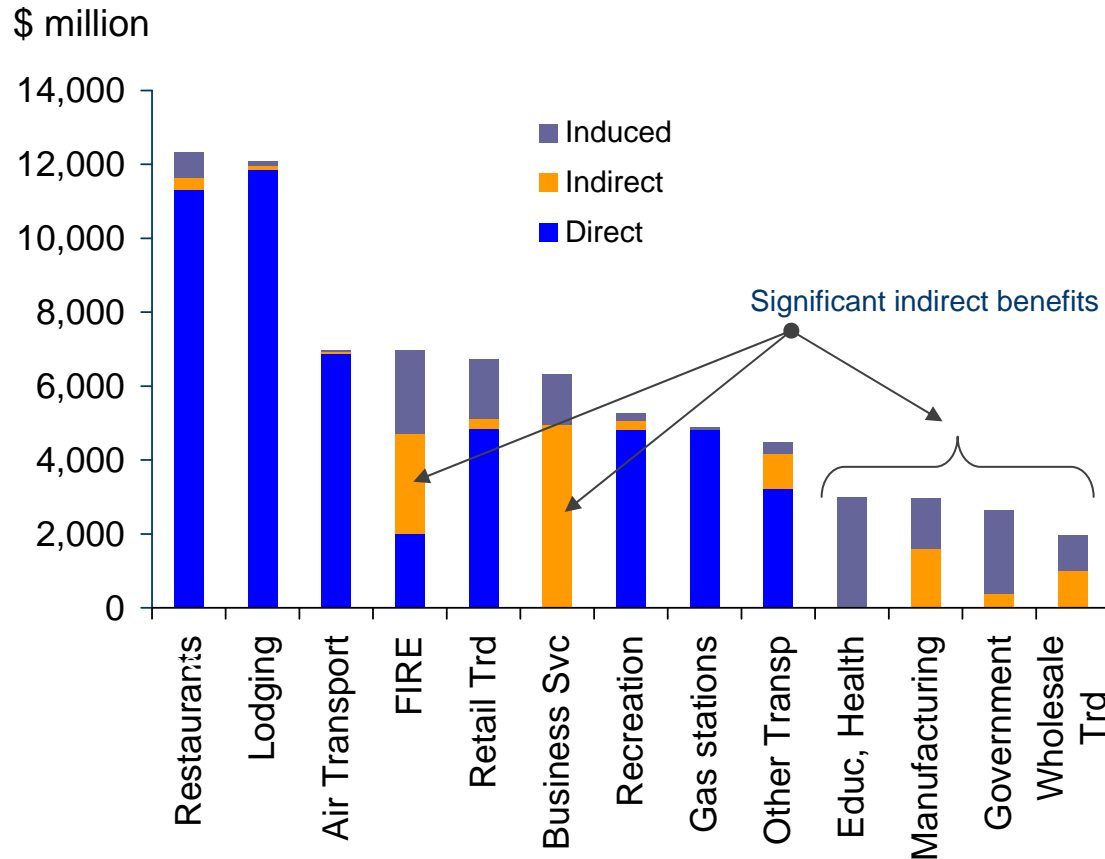
- Including the indirect and induced impacts, tourism generated \$81 billion in business sales in 2010, up 8%.

Tourism Sales (Output)					
(US\$ Million, 2010)					
	Direct*	Indirect	Induced	Total	% change
Agriculture, Fishing, Mining	-	331.8	146.0	477.8	6.9%
Construction and Utilities	-	958.6	470.4	1,429.0	6.8%
Manufacturing	-	1,595.2	1,362.1	2,957.4	6.8%
Wholesale Trade	-	996.9	960.9	1,957.8	6.8%
Air Transport	6,874.8	40.9	53.9	6,969.5	3.8%
Other Transport	3,233.3	924.8	328.9	4,487.0	6.1%
Retail Trade	4,842.2	253.7	1,622.4	6,718.3	7.8%
Gasoline Stations	4,821.8	9.6	56.2	4,887.5	13.7%
Communications	-	1,023.6	599.6	1,623.3	6.8%
Finance, Insurance and Real Estate	2,006.3	2,687.1	2,269.0	6,962.3	6.6%
Business Services	-	4,966.5	1,367.7	6,334.2	6.9%
Education and Health Care	-	17.7	2,955.6	2,973.3	6.6%
Recreation and Entertainment	4,816.6	246.1	204.0	5,266.8	3.5%
Lodging	11,866.6	89.2	108.9	12,064.6	14.9%
Food & Beverage	11,313.4	335.8	679.3	12,328.5	7.6%
Personal Services	-	274.8	643.3	918.0	6.7%
Government	-	381.0	2,266.4	2,647.4	6.6%
TOTAL	49,775.0	15,133.3	16,094.5	81,002.9	8.0%
% change	8.7%	7.0%	6.6%	8.0%	

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

Tourism 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

Tourism employment

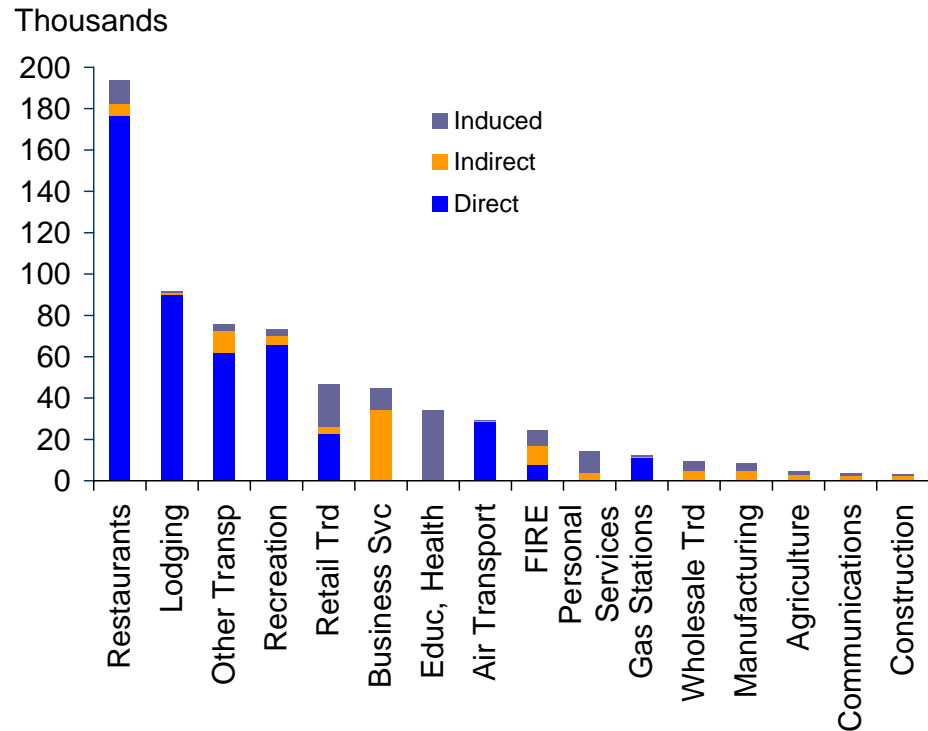
Tourism Employment					
2010					
	Direct	Indirect	Induced	Total	% change
Agriculture, Fishing, Mining		3,316	1,462	4,778	1.7%
Construction and Utilities		2,584	563	3,146	1.7%
Manufacturing		4,811	3,521	8,332	1.7%
Wholesale Trade		4,853	4,610	9,463	1.7%
Air Transport	28,838	172	224	29,234	-3.1%
Other Transport	61,903	10,841	3,262	76,006	-0.2%
Retail Trade	22,806	3,265	20,743	46,813	1.7%
Gasoline Stations	11,378	119	691	12,188	4.6%
Communications		2,650	1,236	3,886	1.7%
Finance, Insurance and Real Estate	7,390	9,763	7,630	24,783	1.2%
Business Services		34,455	10,478	44,933	1.7%
Education and Health Care		257	33,975	34,232	1.6%
Recreation and Entertainment	65,950	4,293	3,185	73,429	1.1%
Lodging	89,891	739	901	91,531	2.9%
Food & Beverage	176,620	5,788	11,539	193,947	3.6%
Personal Services		4,046	10,436	14,482	1.7%
Government		1,578	965	2,543	1.7%
TOTAL	464,777	93,528	115,421	673,726	1.9%
% change	2.1%	1.7%	1.6%	1.9%	

- The tourism sector supported 7.9% of payroll employment (1-in-13 jobs) in New York State last year.

Tourism employment

- As a labor intensive collection of services, tourism-related sectors represent significant employment to New York State.
- The more than 670,000 jobs sustained by traveler activity span every sector of the economy, either directly or indirectly.

Traveler-Generated Employment by Industry



Tourism employment ranking

Employment Ranking		
000s		
Rank	Industry	2010 BLS
1	Health care and social assistance	1,306
2	Professional and business services	1,100
3	Retail trade	873
4	Finance and insurance	490
5	Tourism	465
6	Manufacturing	457
7	Administrative and waste services	415
8	Educational services	397
9	Food services and drinking places*	336
10	Wholesale trade	325
11	Construction	306
12	Transportation and utilities	258
13	Information	252
14	Real estate and rental and leasing	176

* net of direct tourism-generated employment

- Tourism is the 5th 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

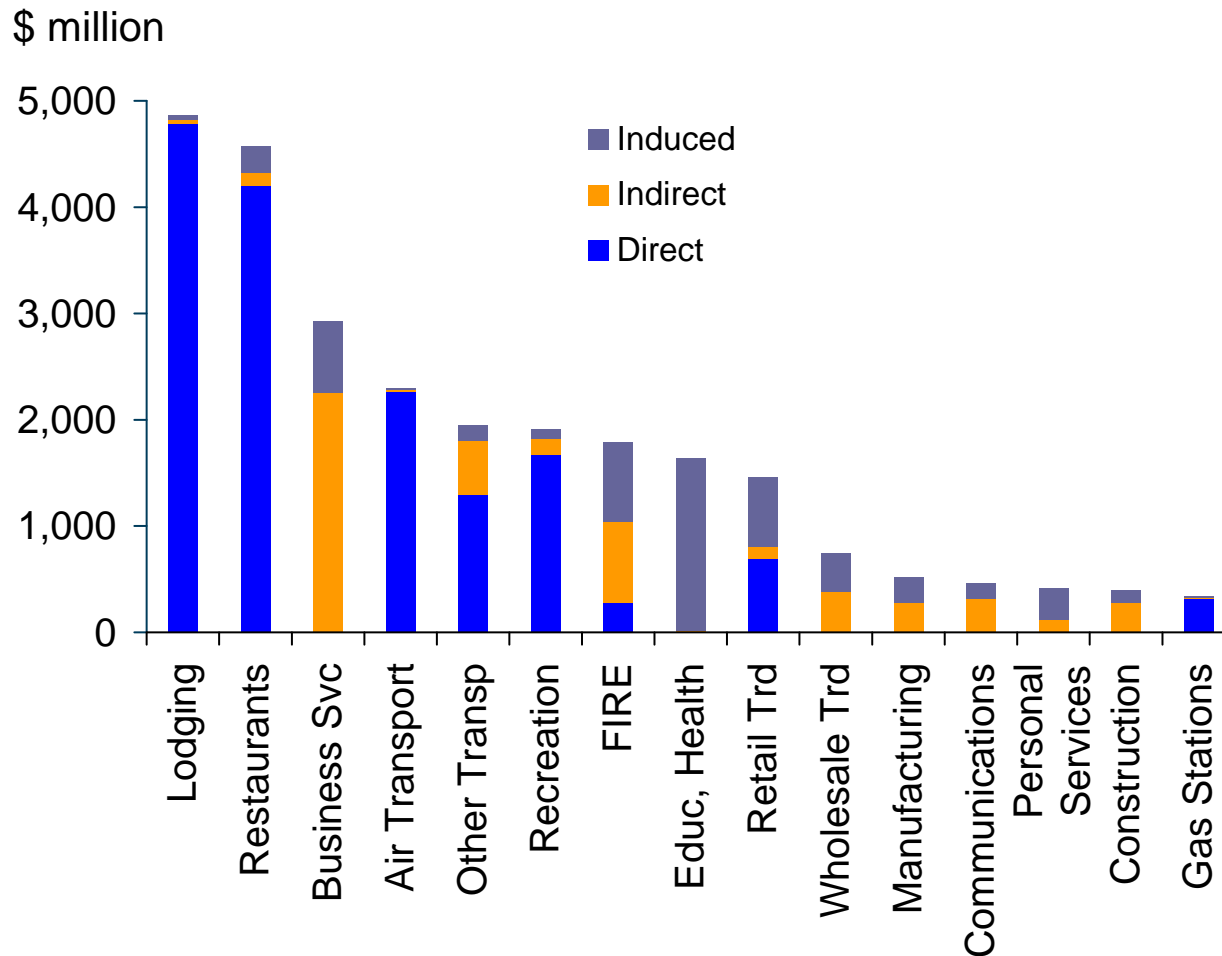
Tourism income

Tourism Income (Compensation)					
(US\$ Million)					
	Direct	Indirect	Induced	Total	% change
Agriculture, Fishing, Mining		64	36	100	3.7%
Construction and Utilities		282	116	398	3.8%
Manufacturing		280	236	516	3.7%
Wholesale Trade		381	362	742	3.7%
Air Transport	2,267	13	17	2,297	3.8%
Other Transport	1,297	513	142	1,952	1.3%
Retail Trade	698	105	659	1,461	2.9%
Gasoline Stations	318	3	17	338	0.9%
Communications		318	149	468	3.7%
Finance, Insurance and Real Estate	278	761	742	1,781	3.1%
Business Services		2,253	676	2,929	3.8%
Education and Health Care		10	1,626	1,636	3.7%
Recreation and Entertainment	1,676	140	95	1,910	1.6%
Lodging	4,787	34	39	4,859	7.5%
Food & Beverage	4,199	125	250	4,574	4.8%
Personal Services		120	294	415	3.7%
Government	-	102	60	162	3.7%
TOTAL	15,519	5,504	5,517	26,540	4.1%
% change	4.4%	3.8%	3.7%	4.1%	

- Tourism-generated income grew 4.1% with increased employment and longer hours from tourism workers.

Tourism income

Traveler-Generated Income by Industry



Tourism tax generation

Tourism-Generated Taxes (US\$ Million)	
	Total
Federal Taxes	6,790.8
Corporate	1,170.7
Indirect Business	525.7
Personal Income	2,424.6
Social Security	2,669.8
State and Local Taxes	6,495.2
Corporate	1,246.8
Personal Income	1,048.4
Sales	1,905.1
Property	1,949.2
Excise and Fees	247.8
State Unemployment	97.8
TOTAL	13,286.0
% change	4.9%

- Tourism generated \$13.3 billion in taxes in 2010.
- Total state and local tax proceeds of \$6.5 billion saved the state's households an average of \$814 in tax burden.

Methods and data sources

- Household surveys from the US Travel Association and Longwoods International have provided key inputs in establishing traveler spending figures by
- 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. BEA data shows (for example) state accommodations employment at 89,124, compared with QCEW at 82,190. For total employment (across all sectors), the difference is 20%.
- International methodology. Our approach (through Travel Industry Association calculations) 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. The NY data are consistent with TIA's state-by-state distribution which ensures against overestimation.
- Bottom-up vs. top-down. We have based our research on tourism expenditure analysis from surveys and controls to known industry measurements for key tourism sectors.

Methods and data sources

- 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

- 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

- Tourism Economics, headquartered in Philadelphia, is an Oxford Economics company dedicated to providing high value, robust, and relevant analyses of the tourism sector that reflects the dynamics of local and global economies. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, project feasibility analysis, tourism forecasting models, tourism policy analysis, and economic impact studies.
- Our staff have worked with over 100 destinations to quantify the economic value of tourism, forecast demand, guide strategy, or evaluate tourism policies.
- Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics is founded on a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of 40 highly-experienced professional economists; a dedicated data analysis team; global modeling tools; close links with Oxford University, and a range of partner institutions in Europe, the US and in the United Nations Project Link.
- For more information: info@tourismeconomics.com.



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AN OXFORD ECONOMICS COMPANY

For more information:

+1.610.995.9600, info@tourismeconomics.com