

The Status of New York State Tourism

In 2010, the tourism industry saw a positive increase when compared to 2009.

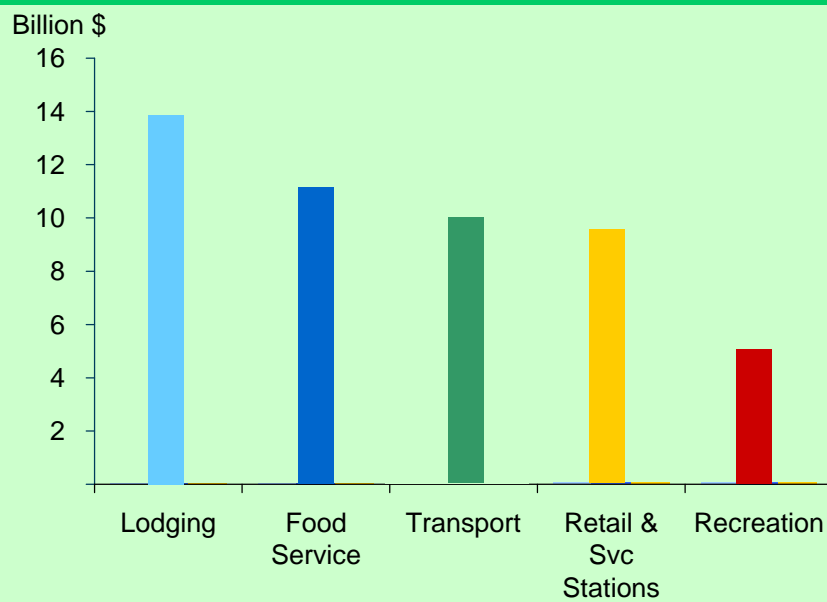
A number of reasons were responsible for the spark in overnight bookings and travel activity spending, including a slowly improving economy, and packaging of over-night stays

with area events (e.g.: weekend getaways, local attractions, and seasonal events).

These results are not sustainable without continued investment to bring the state's sales and marketing programs to a more competitive level.

Visitor Spending

2010 Visitor Spending



◆ For every \$1 spent promoting travel to New York State, **\$7 dollars is returned** to the state in the form of local and state taxes.

◆ Visitors to New York State spent **\$49.8 billion** in 2010.

◆ New York State **tourism** generated **\$6.5 billion** in state and local taxes in 2010.

Visitors and the Economy

- Tourism is the **5th largest private sector employer** in New York State on the basis of direct tourism employment.
- **674,000 jobs** were sustained by visitors to New York State in 2010 with **total income of \$26.5 billion**.
- Approximately **7.9%** (1 in 13 jobs) of all private employment in the state is **sustained by tourism**.



New York State tourism marketing spending compared to other states

Unfortunately, competition for tourist dollars is intense, as New York is consistently outspent by aggressive, well-funded marketing campaigns all seeking to attract visitors.

In fact, in 2010:

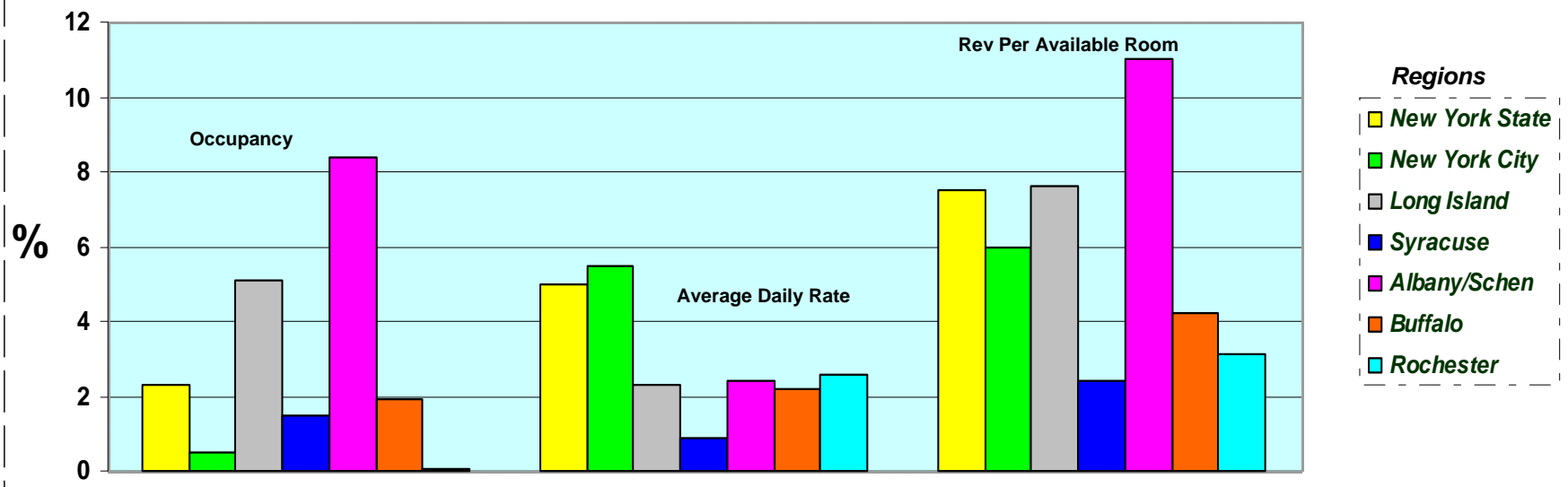
- ◆ **California** spent **\$50 million** on statewide tourism marketing
 - ◆ **Florida** spent **\$35 million**
 - ◆ **Michigan** spent **\$25 million**

Industry Performance

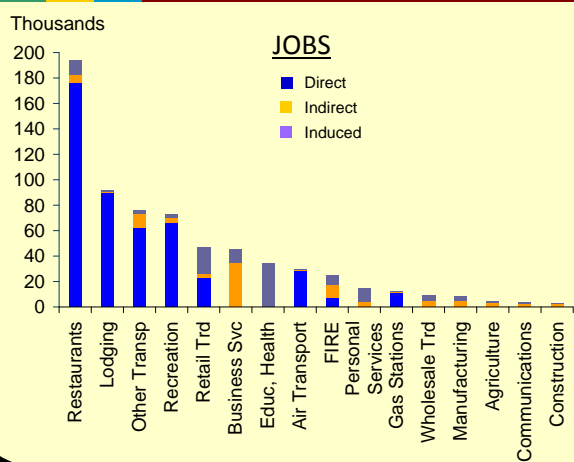
Hotel Industry Performance 2011 compared to 2010

% of Change from YTD December 2010 to December 2011

Occ - ADR - RevPAR



Delivering Results — Jobs



- ◆ **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 additional economic output.

Tourism Saves Taxpayers

In the absence of tourism activity, the average New York household would pay an extra

\$650

a year to cover the gap in state and local taxes.

New York State Tourism in the Spotlight

timesunion.com
Sun, rain -- and spending
SARATOGA SPRINGS -- Sunny weather at the start of the Independence Day weekend lured visitors to area resorts, which pleased hotel operators, and the long queues on Sunday turned them into shoppers, which pleased merchants.

SUNDAY LEADER-HERALD
BETTER THAN EXPECTED
Area tourism seasons exceeded projections

NEW YORK POST
Summer travel heating up: inns
ALBANY — The Memorial Day weekend was a busy one for hotels across the state, and many expect an even better summer.

LEGISLATIVEGAZETTE.COM
Tourism industry has sunny outlook

Data provided by:

- ◆ **Tourism Economics**, an Oxford Economic company dedicated to providing high value, robust and relevant analyses of the tourism sector that reflects the dynamics of local and global economies.
- ◆ **New York State Department of Economic Development.**
- ◆ **STR Global**, a company specializing in tracking supply and demand data for the hotel industry and providing valuable market share analysis.