



What does **Tourism** mean to New York State?
and why do we say ***It's Everybody's Business!***

***Tourism Affects Every Community
& Every Resident in New York State***



Tourism is a New York State Success Story

Tourism is BIG BUSINESS!

Tourism has grown to be New York's third largest private sector industry, generating a record \$78.65 BILLION in direct sales in 2022, \$122.7 BILLION in overall economic impact, \$39.8 BILLION in payroll supporting 680,000 jobs, and \$9.8 BILLION in New York state and local tax revenues the equivalent of \$1,320 per New York State household.

Source: Empire State Development / Tourism Economics

What did the visitor economy mean to Columbia County in 2022?

\$237,000,000

- \$58,000,000 on LODGING
- \$56,000,000 on FOOD & BEVERAGE
- \$33,000,000 on RETAIL goods and services
- \$21,000,000 on LOCAL TRANSPORTATION
- \$20,000,000 on RECREATION
- \$48,000,000 on VACATION PROPERTY/2nd HOMES

\$13,000,000 in county tax revenue * \$106,000,000 in local employment income

Source: Empire State Development / Tourism Economics

Let's Talk Business – Hudson Development Corporation, Hudson Business Coalition – February 6, 2024



The Tourism Budget is an Investment that Generates Financial Returns

State and local investments in tourism generate real financial returns for New York State, its municipalities and its residents.

- Increased tax revenues for state and local government, reducing the burden on NYS residents.
- Job and payroll growth for NYS residents, supporting local businesses and communities.
- Public and private sector infrastructure improvements that enhance quality of life and pride of place.



Tourism is NOT the goal...
it is the means to an end!

Tourism done right drives responsible, sustainable economic growth

Tourism done right drives local job creation, small business success, community revitalization, increased local and state tax revenues, all resulting in improved standard of living, quality of life and pride of place for New York State communities and residents.

The ultimate customer of tourism is the resident, not the visitor!



Transformational Tourism Stewardship

Shaping the Future vs Waiting for the Future to Shape You

Transformational tourism stewardship calls upon us to lead change for the better by engaging our communities in long term, strategic, visionary planning to shape the future.

The further we look into the future,
the more opportunities to effect change for the better present themselves.

The short-term constraints of sustainability, workforce development, Infrastructure limitations and other considerations will not be resolved by short-term thinking.

Expanded Capacities & Revenue Growth * Sustainability * DEAI * Workforce Development



Sporting Events Destinations

Fastest Growing Travel & Tourism Sector

NEXUS CENTER

170,000 sf Sports Facility

Utica



T♥URISM[®]
It's Everybody's Business!

FILM SCHENECTADY



HBO

SHOWTIME

Developing Film & Media Production Markets

- Landed 2nd season production of Amazon Prime's Modern Love – 3 months – 10k+ room nights
- \$60k Grant to bring Film Schenectady under Discover Schenectady banner and funded it
- Rebranded Schenectady Armory to Armory Studios NY – Largest certified soundstage in the Capital Region

T♥URISM[®]
It's Everybody's Business!

Empire State Trail, the longest multi-use trail in the nation

Erie Canalway Trail – Buffalo Harbor State Park



Image courtesy of OPRHP
Photographer Darren McGee

the strong
NATIONAL MUSEUM OF PLAY

Global Destination



T♥**URISM**[®]
It's Everybody's Business!

NATIONAL COMEDY CENTER

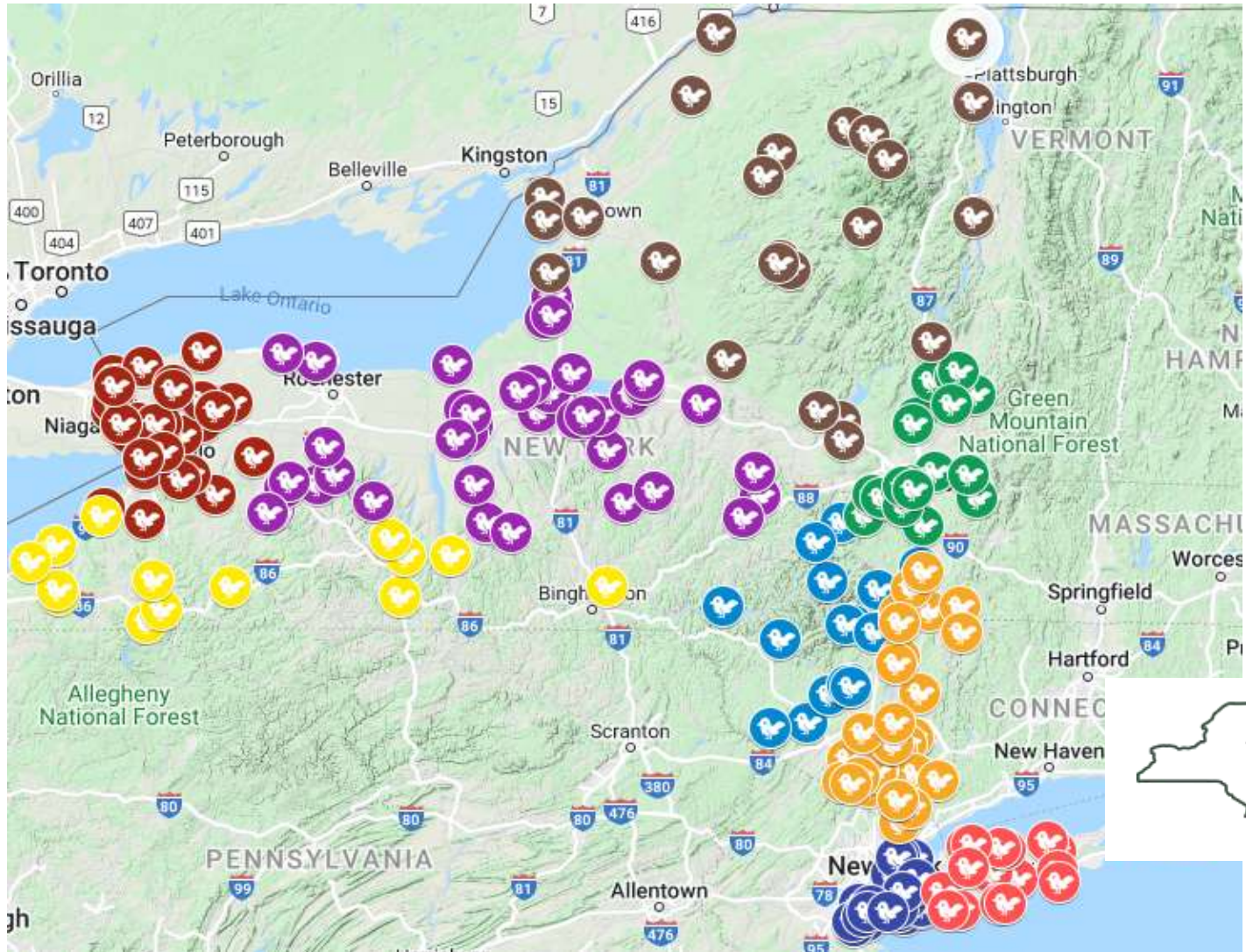


T♥**URISM**[®]
It's Everybody's Business!

- 7 immersive LEGO® themed lands
- #1 Northeast Resort Theme Park
- Key NY State tourism asset
- 250-room LEGOLAND Hotel
- 15,000 LEGO models
- 30 million LEGO bricks

LEGOLAND® New York Resort





**Parks, Recreation
and Historic
Preservation**

**Department of
Environmental
Conservation**





Proposed Lake Ontario National Marine Sanctuary

Resort Expansions & Developments

Expansion and Openings in Every Region



The Cove at Sylvan Beach

*70 Cottages, each with boat, slip
and full amenities
Oneida Indian Nation*

T♥**URISM**[®]
It's Everybody's Business!

Tourism done right happens by DESIGN... Not DEFAULT!

Harnessing the capacity of tourism as a catalyst for positive change requires a shared strategic vision for the future and an informed, proactive leadership.



Will Columbia County be a tourism success story?