

# T♥URISM®

*It's Everybody's Business!*

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**

**On an average day in 2022, visitors to New York State spent \$215,500,000!**

- \$71.3 million on **LODGING**
- \$54.2 million in **FOOD & BEVERAGE**
- \$38.7 million on **RETAIL** goods and services
- \$30.6 million on **LOCAL TRANSPORTATION**
- \$20.6 million on **RECREATION**

These expenditures generated, on average, \$26.8 million daily in state and local tax revenue!

**Tourism is a New York State Success Story - 2022 was our Best Year Ever!**

**Tourism is BIG BUSINESS!** Tourism has grown to be New York's third largest private sector industry, generating **\$78.65 BILLION in Direct Sales**, **\$122.7 BILLION in Total Economic Impact**, and **\$9.8 BILLION in Tax Revenues** for state and local government (approx. \$1,320 per New York State household). Tourism spending created **\$25.4 billion in Direct Labor Income**, supporting **680,000 NYS jobs**.

**State & Local Tourism Budgets are an INVESTMENT in Tax Revenue Growth**

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

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

---

**Tourism is Not the Goal... It is the Means to an End**

**Tourism growth drives economic growth!** The visitor economy drives 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 multitude of ways tourism growth benefits our state, our local communities, businesses, and residents is a great and largely untold story.



Source: Empire State Development, I LOVE NEW YORK & Tourism Economics

© New York State Tourism Industry Association logo. Reg U.S. Pat. & Tm. Off.



## What Does Tourism Mean To Columbia County?

### \$237,000,000 In 2022 Visitor Spending at Local Businesses

- \$58,000,000 spent on Lodging / Accommodations
- \$20,000,000 spent on Recreation / Entertainment
- \$56,000,000 spent on Food & Beverage
- \$33,000,000 spent on Retail Goods and Services
- \$21,000,000 spent on Local Transportation
- \$48,000,000 spent on Vacation Property / Second Homes

Visitor spending enhances our **Standard of Living** in Columbia County, generating:

- **\$24,980,000** in state and local **TAX REVENUE** generated, reducing the tax burden on local households
- **2,412 LOCAL JOBS** supported by visitor spending

**Columbia County residents enjoy many amenities and an enriched quality of life** that simply wouldn't be possible in a community our size without the financial support of visitors. Lively arts and cultural facilities, diverse dining establishments, museums, attractions, and unique retail shopping and recreational opportunities rely on visitor patronage to survive and flourish.



Columbia County

NEW YORK

Contact Ann Cooper ([ann.cooper@columbiacountyny.com](mailto:ann.cooper@columbiacountyny.com)) for additional information about Columbia County Tourism.

Source: Empire State Development, I LOVE NEW YORK & Tourism Economics

© New York State Tourism Industry Association logo. Reg U.S. Pat. & Tm. Off.