

2024

Economic Impact of Visitors to New York

Finger Lakes Focus



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Introduction

Visitors are integral to New York's economy, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services.

Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of New York's visitor economy, Tourism Economics developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, personal income, and taxes. At a high level, our approach includes the following stages:

- Compilation of visitor statistics
- Compilation of industry data
- Compilation of government data
- Analysis of visitor spending by category
- Economic impact modeling

Methodology

Methodology Overview

Measuring the visitor economy begins with a comprehensive demand side analysis. A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The study area is defined as the state of New York.

Visitor survey data provide estimates on the volume of visitors by type and their spending in specific categories (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type as well as employment and personal income by industry are used to supplement and confirm demand-side visitor spending calculations.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis (BEA). This is more comprehensive than Bureau of Labor Statistics (BLS QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the QCEW data.

The complete set of data inputs is provided below.

Data Sources

- **Longwoods International:** Consumer survey data, including spending and visitor profile characteristics
- **STR:** Lodging performance data, including room demand and revenue, for hotels
- **BEA/BLS:** Employment and wage data, by industry
- **US Census:** Business sales and employment by industry, and seasonal second homes inventory
- **Tourism Economics:** International arrivals data for visitors to New York



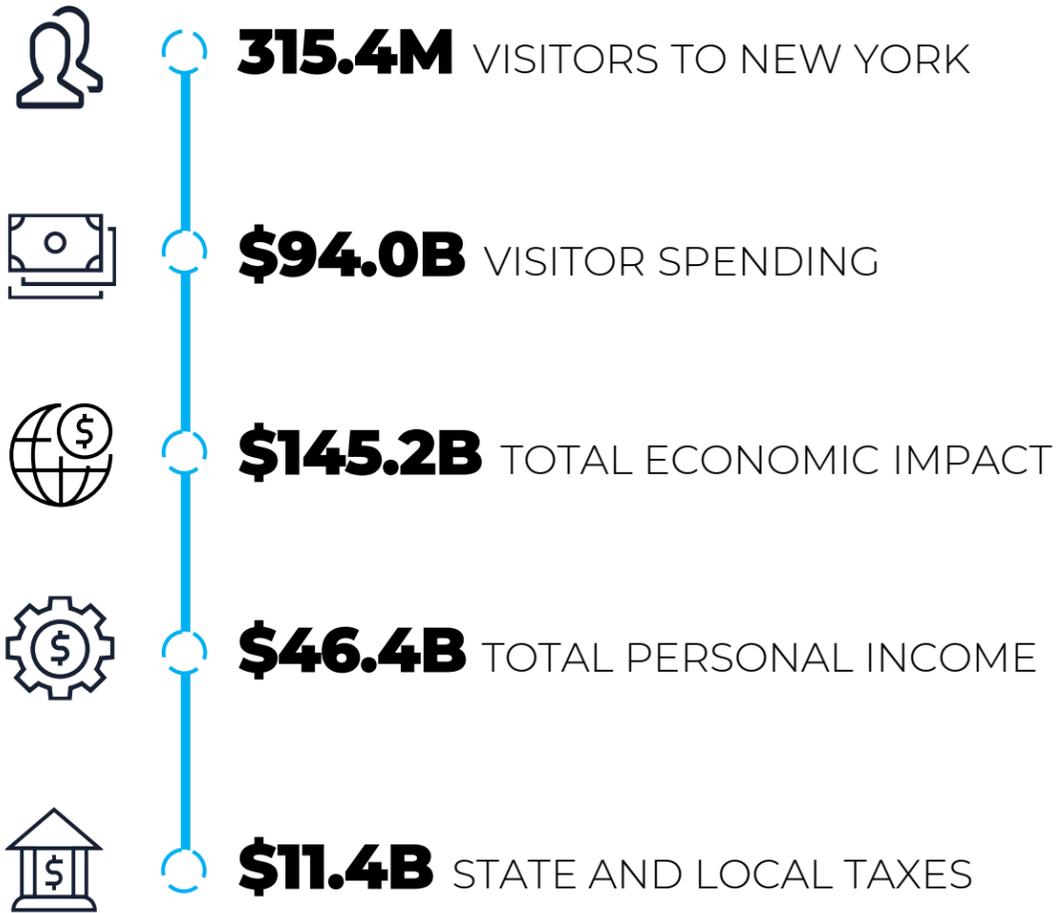
KEY FINDINGS



Key Findings

Visitors Generate Significant Economic Impact

In 2024, **315.4 million visitors** spent **\$94.0 billion** in the New York economy, increases of 3.0% and 6.7%, respectively. Visitor spending generated a total economic impact of **\$145.2 billion**.



Results in Context

The visitor economy is an economic pillar in New York. In 2024, visitor spending supported the following:



\$94.0B VISITOR SPENDING

Visitors spent \$257.5 million per day in New York, on average.



\$46.4B PERSONAL INCOME

This is the equivalent of \$6,106 per resident household, regardless of any connection to the visitor economy.



\$11.4B STATE & LOCAL TAXES

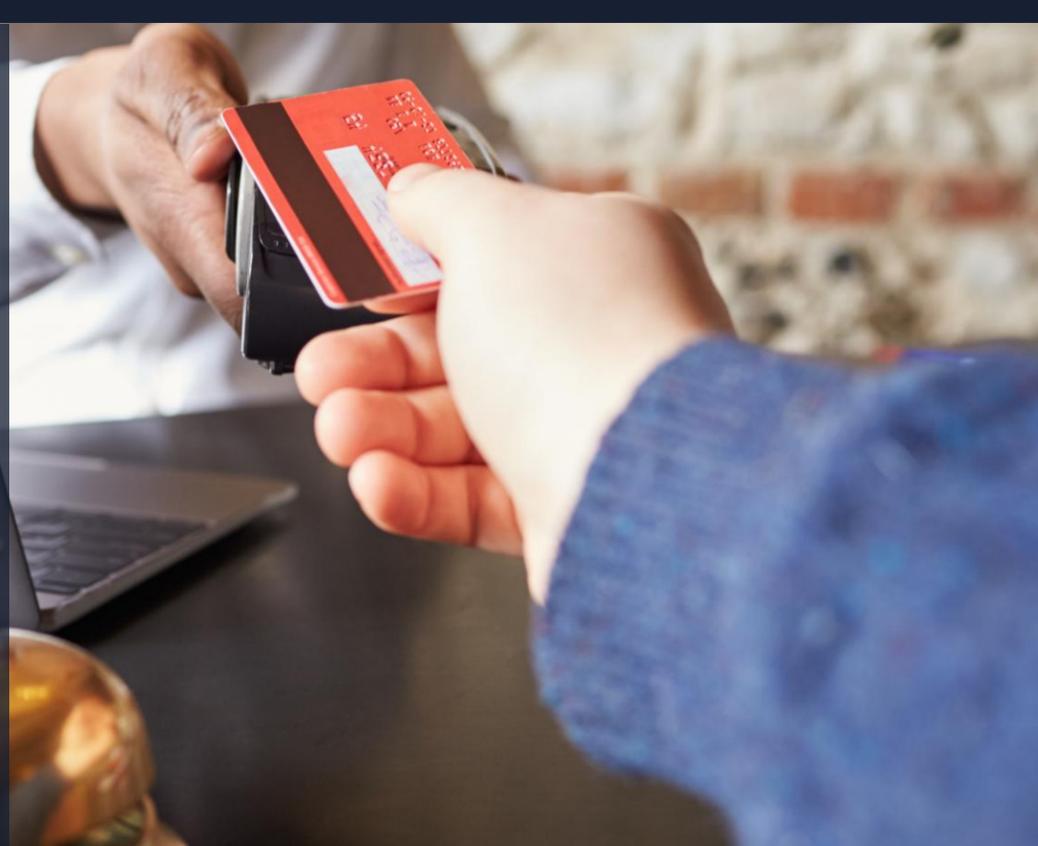
Each household in New York would need to be taxed an additional \$1,490 to replace the visitor-generated taxes received by New York state and local governments in 2024.



VISITOR VOLUME & SPENDING



New York welcomed **315.4 million** visitors who spent **\$94.0 billion** in 2024.



Visitor Spending

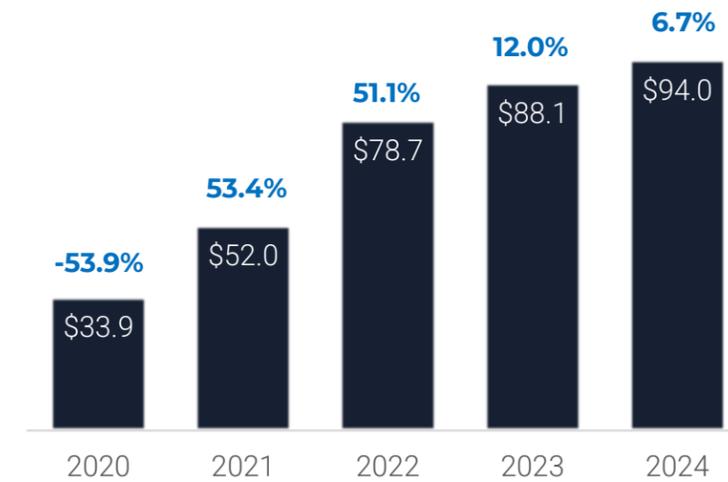
Visitor spending increased 6.7% to \$94.0 billion in 2024.

Of the \$94.0 billion spent, lodging, including hotels, short-term rentals, and the value of second homes, accounted for \$31.0 billion—33% of all visitor spending.

Visitors spent 26% of their budget on food and beverage purchases.

New York Visitor Spending

\$ billions

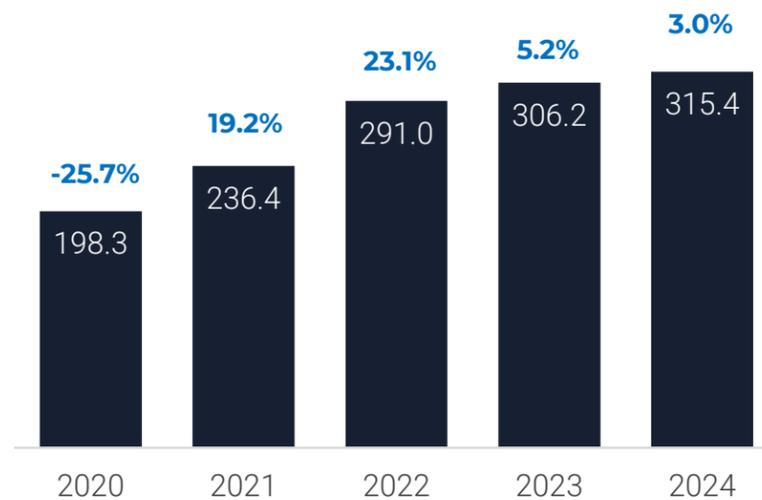


Visitor Volume

In 2024, 315.4 million visitors traveled to New York, a 3.0% increase over the prior year. Both domestic and international arrivals drove growth, increasing 2.9% and 7.9%, respectively.

New York Visitor Volume

millions



Source: Tourism Economics



Source: Tourism Economics

Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.

Visitor Volume and Spending Trends

Visitor spending increased 6.7% in 2024, a result of easing demand coupled with inflation across key spending categories.

Lodging led spending growth in 2024, increasing 8.2% year-over-year as average daily room rates registered 6.0% higher than the prior year. Growth in food and beverage purchases closely followed, increasing 7.9%.

Spending from overseas arrivals increased nearly 20% over the prior year, though this segment has not yet fully recovered to pre-pandemic levels, still registering 5.4% below spending in 2019.

New York Visitor Spending

\$ billions

	2019	2020	2021	2022	2023	2024	2024 Growth	Compared to 2019 %
Total visitor spending	\$73.62	\$33.94	\$52.05	\$78.65	\$88.10	\$93.99	6.7%	27.7%
Lodging	\$21.45	\$9.54	\$15.96	\$25.35	\$28.64	\$31.00	8.2%	44.5%
Food & Beverages	\$17.88	\$9.43	\$14.22	\$20.22	\$22.60	\$24.38	7.9%	36.3%
Retail & Service Stations	\$13.24	\$6.37	\$9.54	\$14.21	\$15.19	\$15.87	4.5%	19.9%
Transportation	\$13.72	\$5.24	\$7.19	\$11.17	\$12.81	\$13.39	4.6%	-2.4%
Recreation & Entertainment	\$7.33	\$3.36	\$5.13	\$7.70	\$8.86	\$9.35	5.5%	27.5%

Source: Tourism Economics

Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.

New York Visitor Spending, by Market

\$ billions

	2019	2020	2021	2022	2023	2024	2024 Growth	Compared to 2019 %
Total visitor spending	\$73.62	\$33.94	\$52.05	\$78.65	\$88.10	\$93.99	6.7%	19.7%
Domestic	\$52.97	\$29.79	\$47.39	\$67.13	\$71.17	\$74.10	4.1%	39.9%
Canada	\$1.42	\$0.40	\$0.73	\$1.06	\$1.76	\$1.70	-3.5%	19.5%
Overseas	\$19.22	\$3.75	\$3.93	\$10.46	\$15.16	\$18.18	19.9%	-5.4%

Source: Tourism Economics

*2024 international spend is considered preliminary



ECONOMIC IMPACT METHODOLOGY



Economic Impact Methodology

The development of visitor economy impact modeling begins with a comprehensive demand side analysis. Visitor survey data provides estimates on the volume of visitors by type and their spending in specific industries (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.

This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitor through the local economy and its effects on businesses, households, and government. The model quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a defined set of sectors. This supports a proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Businesses providing direct services to visitors purchase goods and services, generating additional impacts called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Additional business activity is generated as employees spend incomes locally that are earned due to visitor activity. This is called the induced impact or income effect.

The model calculates these three levels of impact—direct, indirect and induced—for the following metrics:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

Economic Impact Model



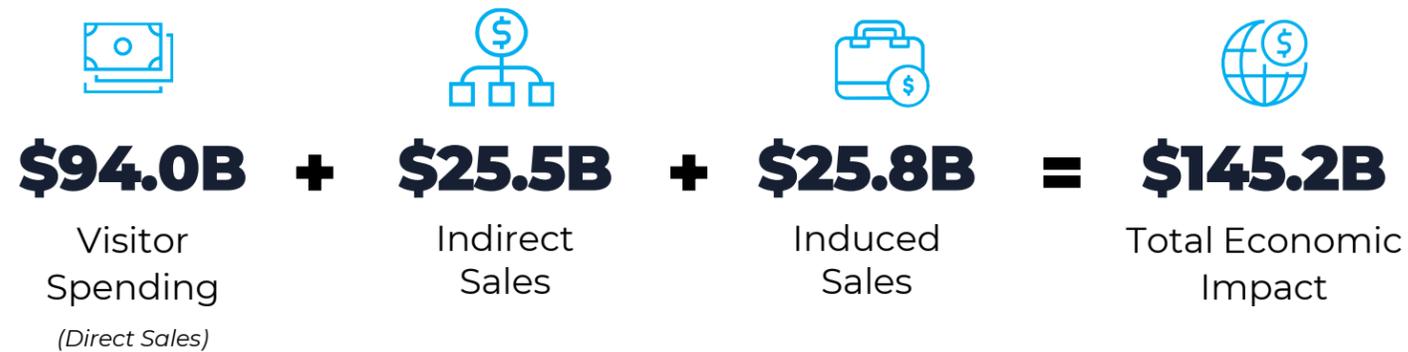
ECONOMIC IMPACT



Business Sales Impacts

Visitors spent \$94.0 billion in New York in 2024. These direct impacts generated an additional \$51.3 billion through supply chain (indirect) and income (induced) effects.

As a result, the total economic impact of visitors reached \$145.2 billion in 2024, 6.3% ahead of the prior year.



Note: Sums may not total due to rounding.

Tourism Business Sales by Industry (2024)

\$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$93,989	\$25,457	\$25,803	\$145,249
Lodging	\$27,405	\$192	\$215	\$27,813
Food & Beverage	\$24,376	\$644	\$1,234	\$26,253
Finance, Insurance and Real Estate	\$3,590	\$5,266	\$4,238	\$13,094
Retail Trade	\$8,782	\$434	\$2,635	\$11,851
Recreation and Entertainment	\$9,349	\$442	\$342	\$10,133
Business Services		\$6,907	\$1,930	\$8,837
Air Transport	\$7,814	\$55	\$69	\$7,939
Other Transport	\$5,580	\$1,666	\$570	\$7,816
Gasoline Stations	\$7,092	\$16	\$93	\$7,202
Manufacturing		\$2,409	\$2,008	\$4,417
Government		\$710	\$3,351	\$4,061
Education and Health Care		\$34	\$4,020	\$4,054
Wholesale Trade		\$1,771	\$1,666	\$3,437
Communications		\$1,967	\$1,125	\$3,091
Construction and Utilities		\$1,802	\$863	\$2,665
Personal Services		\$514	\$1,174	\$1,688
Agriculture, Fishing, Mining		\$629	\$270	\$899

Source: Tourism Economics

Visitor spending generated a total economic impact of **\$145.2 billion.**

Employment Impacts

Visitor spending supported the largest number of jobs in the food & beverage industry (240,456), followed by lodging (98,006).

Tourism Employment by Industry (2024)

jobs

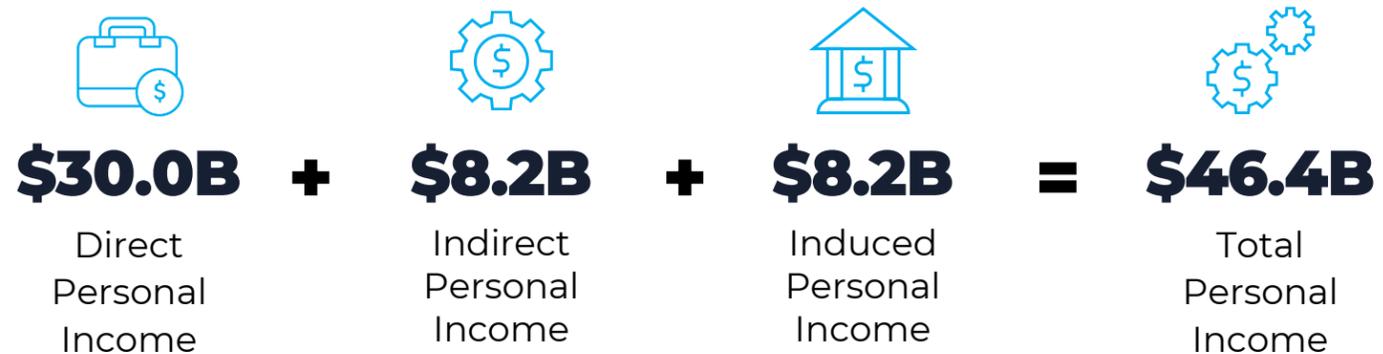
	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Food & Beverage	221,770	6,225	12,461	240,456
Lodging	96,626	624	756	98,006
Recreation and Entertainment	78,027	3,911	2,854	84,792
Other Transport	60,576	11,392	3,455	75,422
Retail Trade	21,556	3,224	20,573	45,354
Business Services		29,515	9,417	38,931
Air Transport	36,226	151	209	36,586
Education and Health Care		246	30,395	30,642
Finance, Insurance and Real Estate	8,850	11,456	8,958	29,264
Personal Services		4,209	11,022	15,231
Gasoline Stations	12,497	137	769	13,403
Wholesale Trade		4,998	4,814	9,812
Manufacturing		4,875	3,613	8,488
Agriculture, Fishing, Mining		3,557	1,591	5,148
Communications		2,993	1,401	4,395
Construction and Utilities		2,730	603	3,333
Government		1,638	951	2,589

Source: Tourism Economics



Personal Income Impacts

Visitor activity generated \$30.0 billion in direct personal income in 2024. Including indirect and induced impacts, employees received \$46.4 billion in personal income. Total visitor-generated income in New York increased 6.1% in 2024.



Note: Sums may not total due to rounding.

Tourism Personal Income by Industry (2024)

\$ millions

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	\$30,004	\$8,199	\$8,231	\$46,434
Lodging	\$10,059	\$44	\$50	\$10,153
Food & Beverage	\$8,731	\$208	\$416	\$9,355
Air Transport	\$4,218	\$15	\$21	\$4,254
Business Services		\$2,932	\$926	\$3,858
Other Transport	\$2,296	\$946	\$264	\$3,506
Recreation and Entertainment	\$2,896	\$199	\$132	\$3,227
Finance, Insurance and Real Estate	\$429	\$1,272	\$1,239	\$2,940
Education and Health Care		\$15	\$2,253	\$2,268
Retail Trade	\$906	\$158	\$1,001	\$2,064
Wholesale Trade		\$589	\$569	\$1,157
Communications		\$552	\$261	\$814
Manufacturing		\$417	\$357	\$774
Construction and Utilities		\$450	\$189	\$639
Personal Services		\$158	\$392	\$550
Gasoline Stations	\$470	\$5	\$28	\$503
Government		\$132	\$74	\$207
Agriculture, Fishing, Mining		\$105	\$60	\$165

Source: Tourism Economics



Tax Impacts

Visitor activity generated \$23.5 billion in government revenues in 2024.

State and local taxes alone reached \$11.4 billion in 2024, with state taxes increasing 6.1% over the prior year.

Local visitor-supported taxes, sustained mainly through property taxes, neared \$6.5 billion in 2024.

Each household in New York would need to be taxed an additional \$1,490 to replace the visitor-generated taxes received by destination state and local governments in 2024.

Tax Impacts (2024)

\$ millions

	Total
Total Tax Revenues	\$23,436
Federal Taxes	\$12,029
Personal Income	\$4,327
Corporate	\$2,099
Indirect Business	\$862
Social Insurance	\$4,740
State and Local Taxes	\$11,407
Sales	\$3,492
Personal Income	\$1,871
Corporate	\$2,166
Social Insurance	\$171
Excise and Fees	\$445
Property	\$3,263

Source: Tourism Economics



The visitor economy generated **\$11.4 billion in state & local government revenue** in 2024.

Tax Impacts (2024)

\$ millions

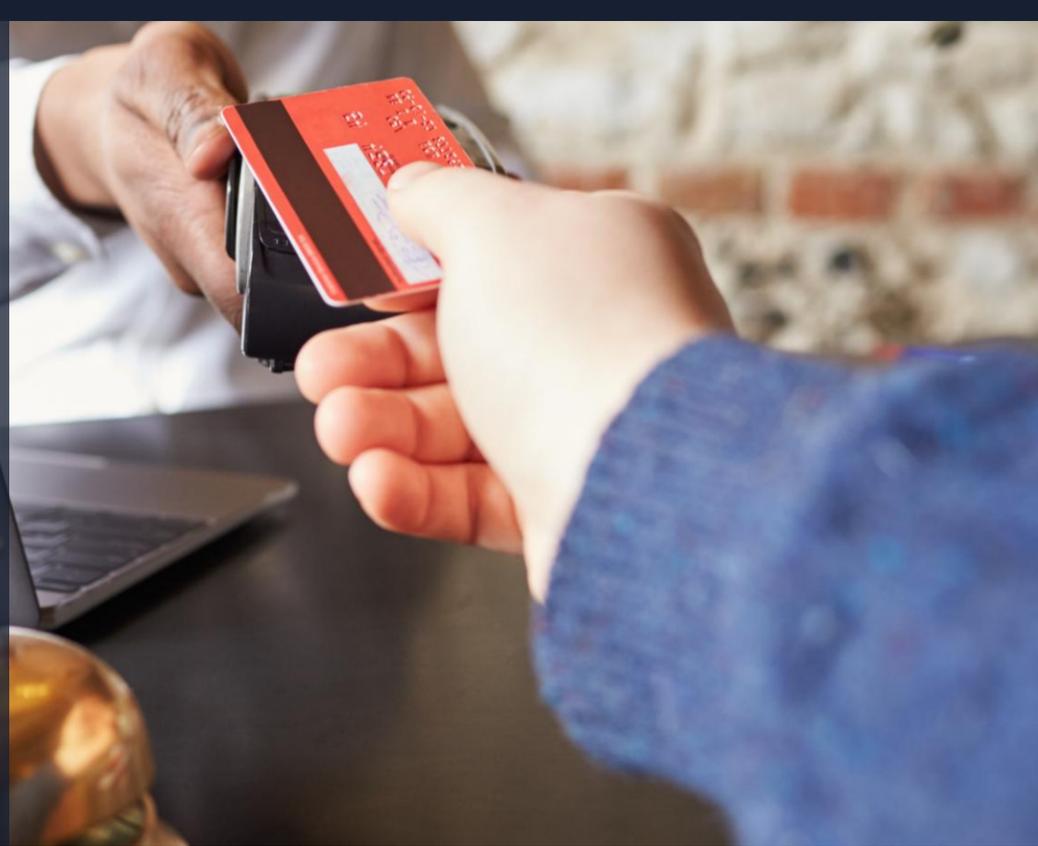
	2020	2021	2022	2023	2024	2024 Growth
Total State & Local Tax Revenues	\$5,862	\$7,457	\$9,796	\$10,816	\$11,407	5.5%
State Taxes	\$2,330	\$3,039	\$4,156	\$4,646	\$4,929	6.1%
Personal Income	\$894	\$1,019	\$1,271	\$1,414	\$1,499	6.1%
Corporate	\$385	\$540	\$774	\$862	\$916	6.2%
Sales	\$824	\$1,193	\$1,731	\$1,950	\$2,072	6.3%
Excise and Fees	\$123	\$168	\$233	\$259	\$271	4.6%
State Unemployment	\$104	\$119	\$146	\$161	\$171	6.1%
Local Taxes	\$3,532	\$4,417	\$5,640	\$6,170	\$6,478	5.0%
Personal Income	\$222	\$253	\$315	\$351	\$372	6.1%
Corporate	\$524	\$736	\$1,056	\$1,176	\$1,250	6.2%
Sales	\$565	\$818	\$1,186	\$1,336	\$1,420	6.3%
Property	\$2,142	\$2,503	\$2,932	\$3,141	\$3,263	3.9%
Excise and Fees	\$79	\$108	\$150	\$166	\$174	4.6%

Source: Tourism Economics

REGIONAL SUMMARY



New York State is divided into **11 vacation regions.**



Visitor Spending, by Region

\$ millions

	2020	2021	2022	2023	2024	2024 Growth
State Total	\$33,941	\$52,049	\$78,654	\$88,098	\$93,989	6.7%
1. Chautauqua-Allegheny	\$439	\$666	\$746	\$792	\$829	4.7%
2. Greater Niagara	\$1,584	\$2,828	\$3,449	\$3,824	\$4,076	6.6%
3. Finger Lakes	\$2,016	\$3,275	\$4,091	\$4,492	\$4,587	2.1%
4. Thousand Islands	\$424	\$576	\$693	\$725	\$766	5.6%
5. Adirondacks	\$1,343	\$1,991	\$2,236	\$2,386	\$2,493	4.5%
6. Central New York	\$1,555	\$2,427	\$3,035	\$3,266	\$3,464	6.1%
7. Capital-Saratoga	\$1,302	\$2,013	\$2,553	\$2,793	\$2,848	2.0%
8. Catskills	\$1,181	\$1,937	\$2,296	\$2,454	\$2,628	7.1%
9. Hudson Valley	\$2,600	\$3,920	\$4,710	\$5,130	\$5,450	6.2%
10. Long Island	\$4,055	\$5,939	\$6,768	\$7,612	\$7,903	3.8%
11. New York City	\$17,442	\$26,477	\$48,077	\$54,625	\$58,945	7.9%

Source: Tourism Economics

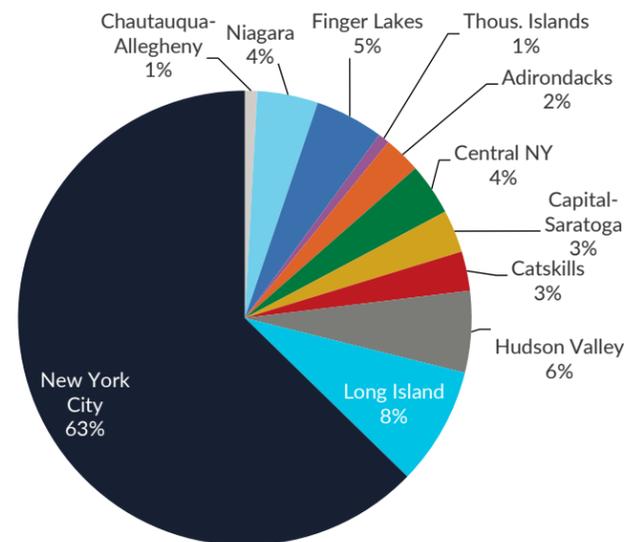
Visitor Spending By Region

In 2024, each region displayed gains relative to the prior year as statewide visitor spending growth moderated to 6.7%.

The New York City tourism region remains the largest by visitor spending at 63% of the state total, having witnessed the biggest year-over-year increase by region (+7.9%) in 2024.

Visitor Spending, by Region (2024)

percent of New York State visitor spend



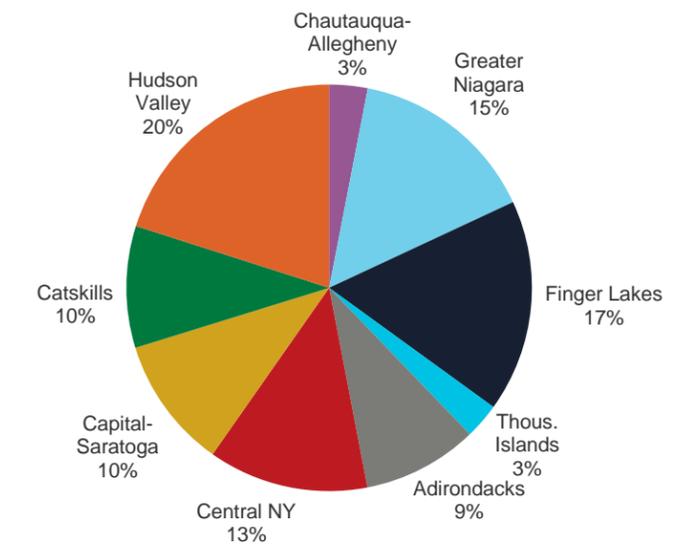
Source: Tourism Economics

Visitor spending across the upstate regions of New York, excluding New York City and Long Island, is more evenly distributed.

In Upstate New York, visitor spending was largest in the Hudson Valley (20%), followed by the Finger Lakes (17%) and Greater Niagara (15%).

Upstate Visitor Spending, by Region (2024)

percent of Upstate New York visitor spend



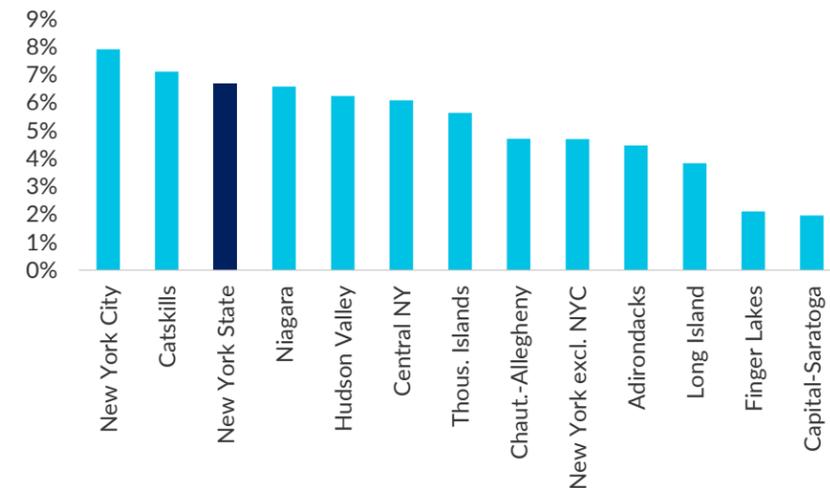
Source: Tourism Economics

Visitor Spending Growth

In 2024, all regions recorded positive growth versus 2023. Increases were most significant in New York City (7.9%), followed by the Catskills (7.1%).

Visitor Spending Growth, by Region (2024)

% year-over-year growth



Source: Tourism Economics

Employment Intensity

Tourism is an integral part of each region's economy, generating from 6% to 19% of total employment. The tourism industry is a very significant contributor to the economy of the Adirondacks and Catskills, encompassing 19% and 16% of all jobs, respectively.

Tourism Employment Intensity, by Region (2024)

share of total industry employment



Source: Tourism Economics, BLS

Note: Employment intensity is the number of jobs supported by tourism as a share of all jobs within the county.

Tourism Economic Impact, by Region (2024)

\$ millions and jobs

	Direct Sales	Personal Income	Employment	Local Taxes	State Taxes
State Total	\$93,989	\$46,434	741,852	\$6,478	\$4,929
1. Chautauqua-Allegheny	\$829	\$336	10,886	\$57	\$48
2. Greater Niagara	\$4,076	\$2,028	49,174	\$231	\$199
3. Finger Lakes	\$4,587	\$2,099	55,418	\$301	\$252
4. Thousand Islands	\$766	\$309	8,956	\$49	\$40
5. Adirondacks	\$2,493	\$946	20,365	\$154	\$136
6. Central New York	\$3,464	\$1,568	31,871	\$167	\$184
7. Capital-Saratoga	\$2,848	\$1,453	35,897	\$184	\$162
8. Catskills	\$2,628	\$931	18,552	\$141	\$142
9. Hudson Valley	\$5,450	\$2,673	57,033	\$367	\$290
10. Long Island	\$7,903	\$4,107	78,418	\$523	\$421
11. New York City	\$58,945	\$29,983	375,281	\$4,304	\$3,055

Source: Tourism Economics

Note: Incomes, jobs, and taxes include direct, indirect, and induced impacts.

Tourism Economic Impact, by Region (2024)

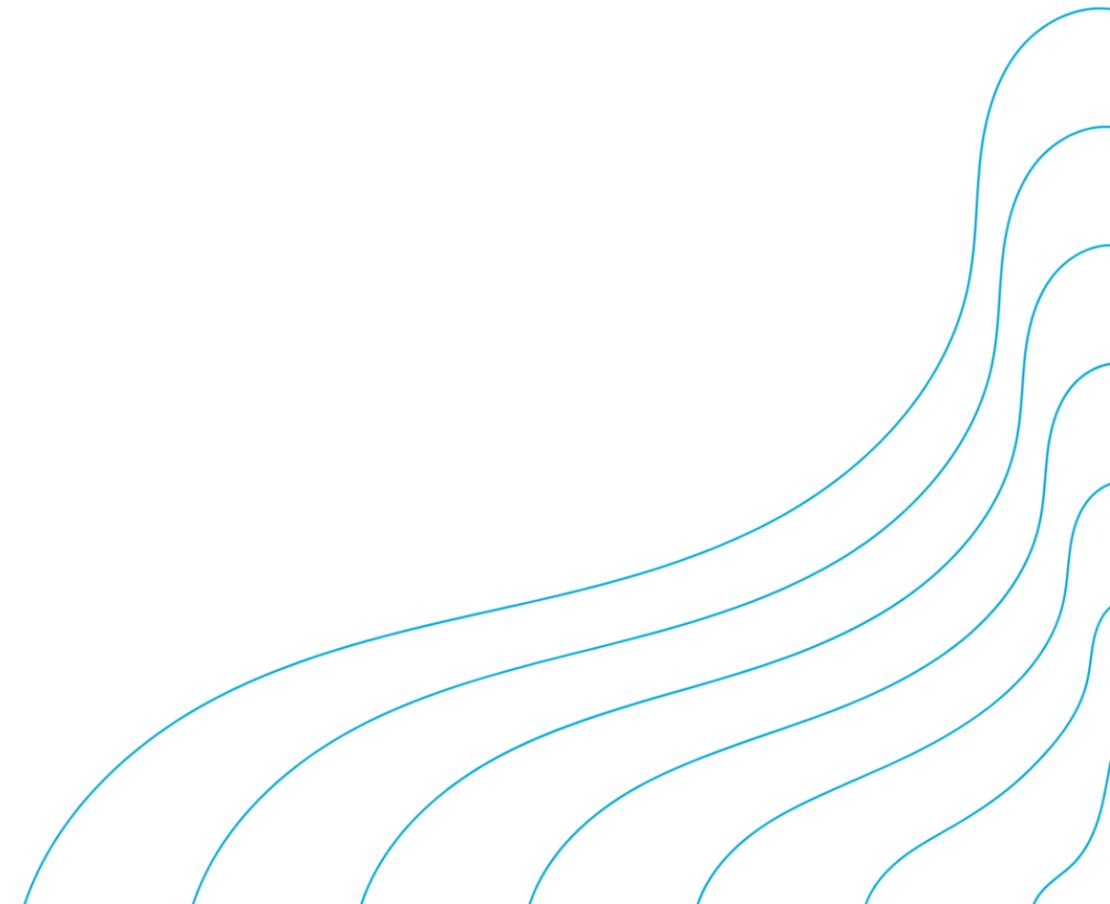
regional shares

	Direct Sales	Personal Income	Employment	Local Taxes	State Taxes
State Total	100%	100%	100%	100%	100%
1. Chautauqua-Allegheny	1%	1%	1%	1%	1%
2. Greater Niagara	4%	4%	7%	4%	4%
3. Finger Lakes	5%	5%	7%	5%	5%
4. Thousand Islands	1%	1%	1%	1%	1%
5. Adirondacks	3%	2%	3%	2%	3%
6. Central New York	4%	3%	4%	3%	4%
7. Capital-Saratoga	3%	3%	5%	3%	3%
8. Catskills	3%	2%	3%	2%	3%
9. Hudson Valley	6%	6%	8%	6%	6%
10. Long Island	8%	9%	11%	8%	9%
11. New York City	63%	65%	51%	66%	62%

Source: Tourism Economics

Note: Incomes, jobs, and taxes include direct, indirect, and induced impacts.

REGIONAL DETAIL: FINGER LAKES



Visitors to the Finger Lakes spent \$4.6 billion in 2024.

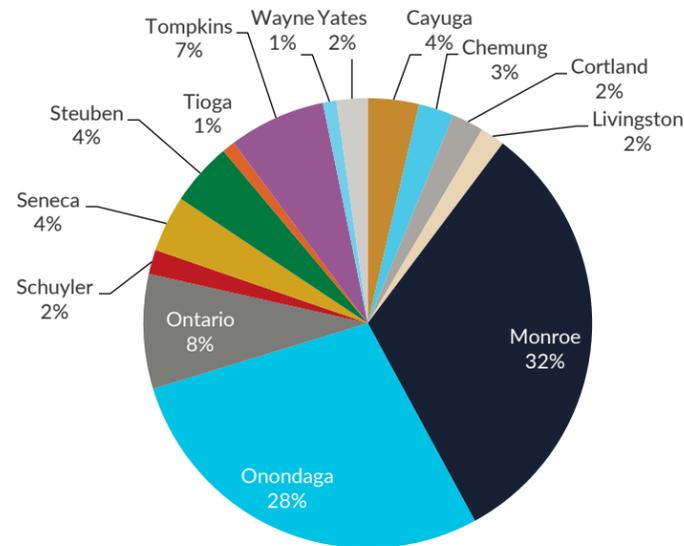


County Distribution

In 2024, visitor spending and tourism-related employment grew to \$4.6 billion and 55,418 jobs, respectively.

Visitor Spending, by County (2024)

percent of region visitor spend



Source: Tourism Economics

Visitor Spending

Visitor spending in the Finger Lakes region increased 2.1% relative to 2023, with the strongest growth observed in Steuben County (10.6%).

Monroe County represents 32% (\$1.5 billion) of the region's tourism sales, followed by Onondaga County at 28% (\$1.3 billion).

Visitor Spending, by County (2024)

\$ millions

	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Regional Total	\$1,501.5	\$206.3	\$1,546.8	\$671.0	\$404.9	\$256.1	\$4,586.5
Monroe	\$467.5	\$64.7	\$515.2	\$249.9	\$152.2	\$9.0	\$1,458.5
Onondaga	\$428.9	\$45.5	\$426.9	\$190.3	\$161.2	\$41.2	\$1,294.0
Ontario	\$104.9	\$33.2	\$148.0	\$45.8	\$20.7	\$25.0	\$377.7
Tompkins	\$118.4	\$18.1	\$100.1	\$43.7	\$31.4	\$8.6	\$320.2
Steuben	\$52.8	\$13.3	\$55.6	\$28.4	\$6.6	\$51.7	\$208.4
Seneca	\$117.8	\$2.6	\$35.9	\$13.2	\$0.7	\$15.7	\$186.0
Cayuga	\$67.0	\$5.6	\$39.6	\$20.9	\$11.8	\$23.7	\$168.6
Chemung	\$25.0	\$3.4	\$54.6	\$16.3	\$13.1	\$4.4	\$116.6
Cortland	\$23.6	\$6.9	\$50.2	\$16.4	\$1.0	\$6.7	\$104.8
Yates	\$27.3	\$1.0	\$33.9	\$11.1	\$1.1	\$28.2	\$102.6
Livingston	\$19.4	\$2.1	\$36.3	\$13.6	\$2.1	\$7.7	\$81.1
Schuyler	\$28.4	\$4.3	\$19.6	\$11.1	\$0.0	\$17.0	\$80.6
Wayne	\$4.9	\$2.1	\$18.5	\$4.6	\$2.8	\$11.7	\$44.7
Tioga	\$15.5	\$3.7	\$12.2	\$5.8	\$0.2	\$5.3	\$42.8

Source: Tourism Economics

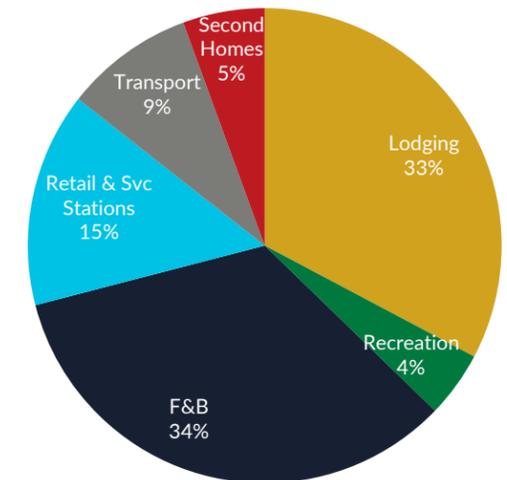
Visitors spent \$4.6 billion in the Finger Lakes in 2024 across a diverse range of sectors.

Spending on food & beverage and lodging comprised 34% and 33% of total, respectively.

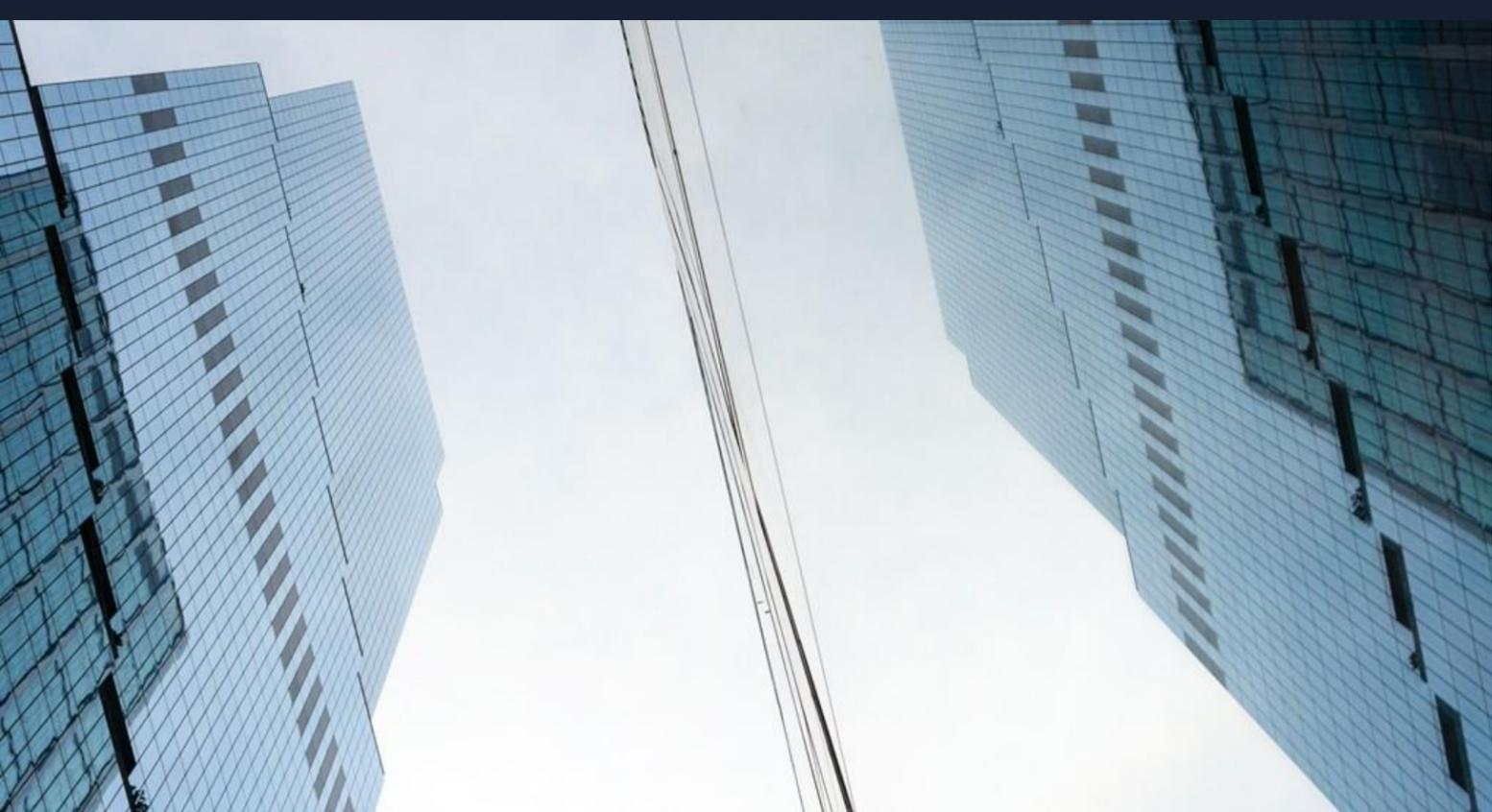
Retail and service stations generated significant economic activity in the region, tallying \$671 million (15% of total).

Visitor Spending, by Category (2024)

percent of region visitor spend



Source: Tourism Economics



Economic Impacts

Tourism Economic Impact, by County (2024)

\$ millions and jobs

	Direct Sales	Personal Income	Employment	Local Taxes	State Taxes
Regional Total	\$4,586.5	\$2,098.7	55,418	\$300.7	\$252.4
Monroe	\$1,458.5	\$758.0	18,191	\$99.1	\$81.0
Onondaga	\$1,294.0	\$555.2	15,697	\$86.7	\$69.0
Ontario	\$377.7	\$171.0	5,150	\$22.7	\$22.2
Tompkins	\$320.2	\$156.3	3,135	\$21.1	\$15.7
Steuben	\$208.4	\$81.9	2,327	\$12.9	\$10.7
Seneca	\$186.0	\$77.2	1,563	\$11.0	\$10.7
Cayuga	\$168.6	\$68.9	1,591	\$9.9	\$9.9
Chemung	\$116.6	\$55.4	1,641	\$7.8	\$6.7
Cortland	\$104.8	\$39.8	1,554	\$5.9	\$5.7
Yates	\$102.6	\$38.8	833	\$6.9	\$6.2
Livingston	\$81.1	\$36.5	1,395	\$4.8	\$4.6
Schuyler	\$80.6	\$22.0	707	\$5.7	\$4.6
Wayne	\$44.7	\$21.9	889	\$3.3	\$3.0
Tioga	\$42.8	\$15.7	743	\$3.0	\$2.5

Source: Tourism Economics

Note: Incomes, jobs, and taxes include direct, indirect, and induced impacts.

Regional Growth, by County

\$ millions

Visitor Spend	2020	2021	2022	2023	2024	2024 Growth
Regional Total	\$2,016.5	\$3,275.1	\$4,091.3	\$4,492.3	\$4,586.5	2.1%
Monroe	\$620.6	\$994.2	\$1,271.5	\$1,491.5	\$1,458.5	-2.2%
Onondaga	\$504.9	\$908.4	\$1,175.5	\$1,255.9	\$1,294.0	3.0%
Ontario	\$168.9	\$281.9	\$326.4	\$364.3	\$377.7	3.7%
Tompkins	\$124.2	\$224.6	\$293.8	\$300.9	\$320.2	6.4%
Steuben	\$95.8	\$144.4	\$177.3	\$188.4	\$208.4	10.6%
Seneca	\$96.1	\$135.1	\$172.1	\$172.3	\$186.0	7.9%
Cayuga	\$87.1	\$131.4	\$144.3	\$156.7	\$168.6	7.6%
Chemung	\$60.7	\$95.3	\$110.5	\$113.2	\$116.6	3.1%
Cortland	\$51.3	\$78.0	\$97.2	\$104.1	\$104.8	0.6%
Yates	\$61.8	\$83.0	\$96.3	\$103.9	\$102.6	-1.2%
Livingston	\$41.4	\$58.3	\$70.7	\$77.4	\$81.1	4.9%
Schuyler	\$49.5	\$66.8	\$74.5	\$76.5	\$80.6	5.3%
Wayne	\$34.4	\$42.0	\$42.1	\$44.9	\$44.7	-0.4%
Tioga	\$19.8	\$31.8	\$39.1	\$42.5	\$42.8	0.7%

State Taxes	2020	2021	2022	2023	2024	2024 Growth
Regional Total	\$124.5	\$179.1	\$221.3	\$242.2	\$252.4	4.2%
Monroe	\$38.2	\$53.1	\$67.2	\$78.7	\$81.0	3.0%
Onondaga	\$31.0	\$48.0	\$62.1	\$66.2	\$69.0	4.2%
Ontario	\$10.3	\$16.2	\$19.3	\$21.2	\$22.2	4.6%
Tompkins	\$7.6	\$11.1	\$14.5	\$14.9	\$15.7	5.4%
Steuben	\$5.9	\$8.4	\$9.4	\$9.9	\$10.7	7.6%
Seneca	\$6.5	\$8.0	\$9.9	\$10.1	\$10.7	6.0%
Cayuga	\$5.4	\$7.7	\$8.6	\$9.3	\$9.9	6.5%
Chemung	\$3.7	\$5.6	\$6.3	\$6.5	\$6.7	4.1%
Cortland	\$3.2	\$4.6	\$5.1	\$5.5	\$5.7	3.7%
Yates	\$3.8	\$4.8	\$5.6	\$6.0	\$6.2	3.5%
Livingston	\$2.5	\$3.4	\$4.0	\$4.4	\$4.6	5.9%
Schuyler	\$3.0	\$3.9	\$4.2	\$4.3	\$4.6	5.0%
Wayne	\$2.1	\$2.5	\$2.7	\$2.9	\$3.0	3.6%
Tioga	\$1.2	\$1.9	\$2.3	\$2.4	\$2.5	3.3%

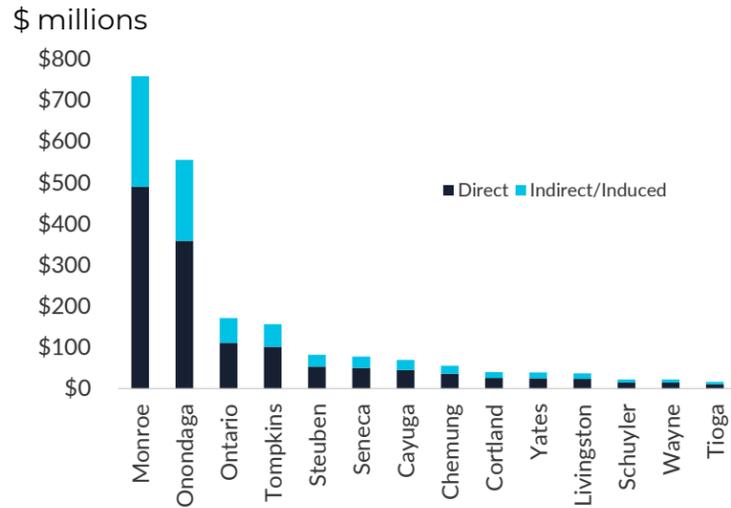
Local Taxes	2020	2021	2022	2023	2024	2024 Growth
Regional Total	\$192.1	\$249.1	\$276.4	\$296.8	\$300.7	1.3%
Monroe	\$64.1	\$81.5	\$88.3	\$100.9	\$99.1	-1.8%
Onondaga	\$52.7	\$69.4	\$81.1	\$84.8	\$86.7	2.2%
Ontario	\$14.1	\$18.5	\$20.4	\$22.2	\$22.7	2.2%
Tompkins	\$12.5	\$16.9	\$20.1	\$20.1	\$21.1	4.8%
Steuben	\$8.5	\$11.0	\$11.4	\$11.9	\$12.9	8.5%
Seneca	\$7.8	\$9.9	\$10.4	\$10.4	\$11.0	5.6%
Cayuga	\$6.6	\$8.6	\$8.8	\$9.4	\$9.9	4.9%
Chemung	\$5.5	\$7.1	\$7.6	\$7.6	\$7.8	1.8%
Cortland	\$4.0	\$5.2	\$5.6	\$5.9	\$5.9	0.1%
Yates	\$4.9	\$6.4	\$6.6	\$7.0	\$6.9	-0.6%
Livingston	\$3.2	\$4.1	\$4.3	\$4.6	\$4.8	3.4%
Schuyler	\$3.9	\$5.1	\$5.5	\$5.6	\$5.7	2.2%
Wayne	\$2.4	\$3.0	\$3.2	\$3.3	\$3.3	-1.1%
Tioga	\$2.0	\$2.5	\$2.9	\$3.0	\$3.0	0.4%

Source: Tourism Economics

Personal Income Impacts

Tourism in the Finger Lakes region generated \$1.4 billion in direct personal income and \$2.1 billion including indirect and induced impacts. Total personal income including indirect and induced impacts was the most significant in Monroe County at \$758 billion.

Personal Income, by County (2024)



Source: Tourism Economics

Personal Income, by County (2024)

\$ millions and share of total economy

	Direct	Total	Share (Direct)	Share (Total)
Regional Total	\$1,356.1	\$2,098.7	2.2%	3.4%
Monroe	\$489.8	\$758.0	1.9%	3.0%
Onondaga	\$358.8	\$555.2	2.1%	3.3%
Ontario	\$110.5	\$171.0	3.2%	5.0%
Tompkins	\$101.0	\$156.3	3.0%	4.7%
Steuben	\$52.9	\$81.9	2.1%	3.3%
Seneca	\$49.9	\$77.2	7.7%	11.9%
Cayuga	\$44.6	\$68.9	2.9%	4.5%
Chemung	\$35.8	\$55.4	1.7%	2.7%
Cortland	\$25.7	\$39.8	2.7%	4.2%
Yates	\$25.1	\$38.8	7.2%	11.2%
Livingston	\$23.6	\$36.5	2.1%	3.3%
Schuyler	\$14.2	\$22.0	5.5%	8.4%
Wayne	\$14.1	\$21.9	0.9%	1.4%
Tioga	\$10.1	\$15.7	1.2%	1.8%

Source: Tourism Economics, BLS

Note: The share, or income intensity, is the income supported by tourism as a share of all income generated within the county.



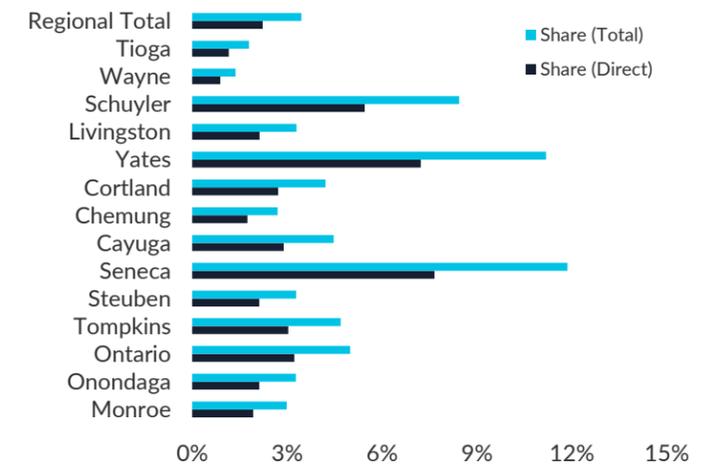
In 2024, 3.4% of all personal income in the Finger Lakes region was generated by tourism.

The tourism industry generates an important portion of income in Seneca County (11.9%).

Tourism in Yates County accounted for 11.2% of all labor income in 2024.

Personal Income Intensity, by County (2024)

share of total economy



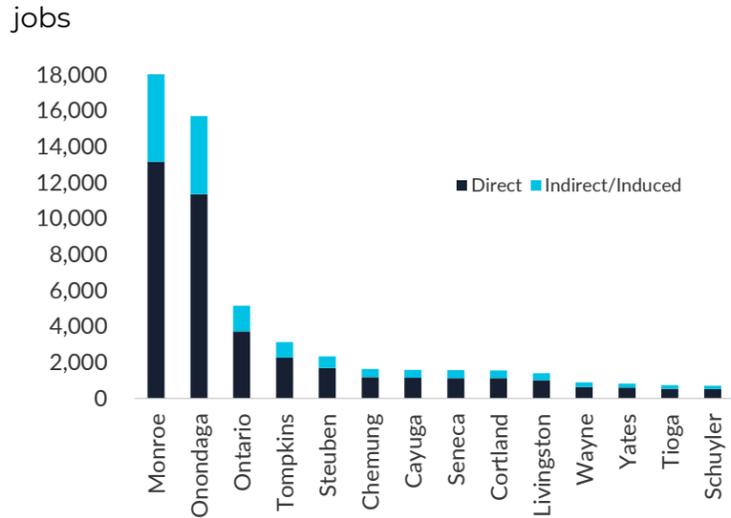
Source: Tourism Economics, BLS

Note: Income intensity is the income supported by tourism as a share of all income generated within the county.

Employment Impacts

In 2024, total tourism-generated employment registered 55,418 jobs, 6.1% of all jobs within the region. Direct employment in tourism accounted for 4.4% of all jobs.

Employment, by County (2024)



Source: Tourism Economics

Employment, by County (2024)

jobs and share of total economy

	Direct	Total	Share (Direct)	Share (Total)
Regional Total	40,050	55,418	4.4%	6.1%
Monroe	13,147	18,191	3.5%	4.8%
Onondaga	11,344	15,697	4.7%	6.5%
Ontario	3,722	5,150	7.0%	9.6%
Tompkins	2,266	3,135	4.8%	6.6%
Steuben	1,682	2,327	4.9%	6.7%
Chemung	1,186	1,641	3.5%	4.9%
Cayuga	1,150	1,591	4.7%	6.5%
Seneca	1,130	1,563	11.0%	15.2%
Cortland	1,123	1,554	6.6%	9.2%
Livingston	1,008	1,395	5.2%	7.2%
Wayne	643	889	2.3%	3.2%
Yates	602	833	8.6%	11.8%
Tioga	537	743	4.1%	5.7%
Schuyler	511	707	10.1%	14.0%

Source: Tourism Economics, BLS

Note: The share, or employment intensity, is the number of jobs supported by tourism as a share of all jobs within the county.

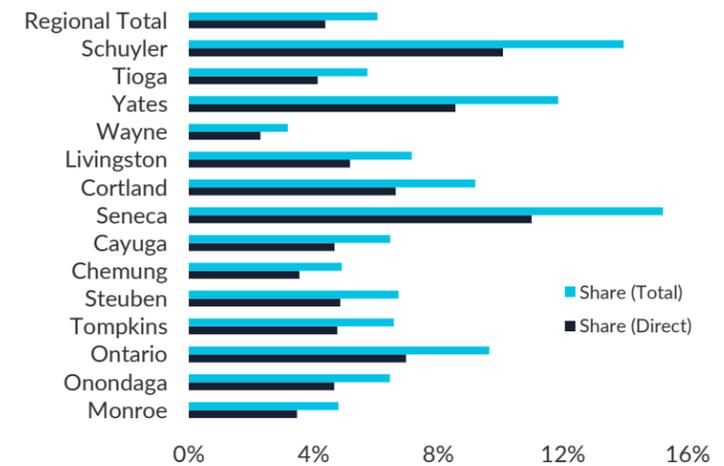


The tourism industry generates an important portion of employment in Seneca County (15.2%).

Monroe County supports the most tourism-related jobs in the Finger Lakes region (18,191 jobs).

Employment Intensity, by County (2024)

share of total economy



Source: Tourism Economics, BLS

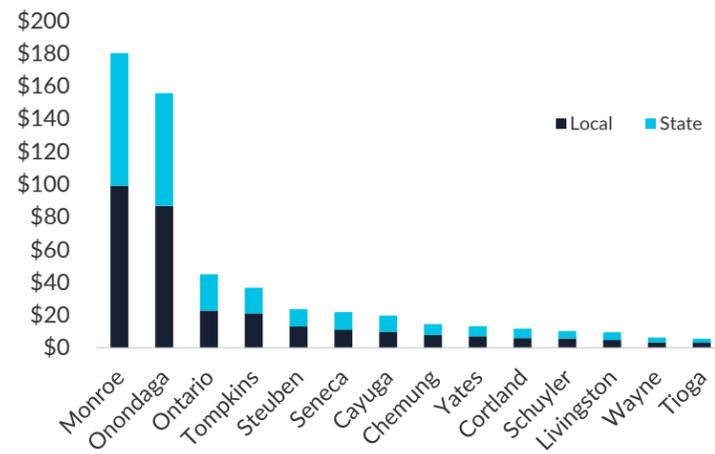
Note: Employment intensity is the number of jobs supported by tourism as a share of all jobs within the county.

Tax Impacts

Tourism in the Finger Lakes generated \$553 million in state and local taxes in 2024. Sales, property, and hotel bed taxes contributed \$301 million in local taxes. Monroe County constituted 33% of the region's tourism tax base.

Tax Impacts, by County (2024)

\$ millions



Source: Tourism Economics

Were it not for tourism-generated state and local taxes, the average household in the region would have to pay an additional \$659 to maintain the same level of government revenue.

Employment, by County (2024)

jobs and share of total economy

	Local Taxes	State Taxes	Total	Regional Share	Tax Savings per Household
Regional Total	\$300.7	\$252.4	\$553.1	100.0%	\$659
Monroe	\$99.1	\$81.0	\$180.2	32.6%	\$569
Onondaga	\$86.7	\$69.0	\$155.7	28.1%	\$799
Ontario	\$22.7	\$22.2	\$44.9	8.1%	\$942
Tompkins	\$21.1	\$15.7	\$36.7	6.6%	\$849
Steuben	\$12.9	\$10.7	\$23.5	4.3%	\$605
Seneca	\$11.0	\$10.7	\$21.7	3.9%	\$1,589
Cayuga	\$9.9	\$9.9	\$19.7	3.6%	\$629
Chemung	\$7.8	\$6.7	\$14.5	2.6%	\$415
Yates	\$6.9	\$6.2	\$13.1	2.4%	\$1,440
Cortland	\$5.9	\$5.7	\$11.6	2.1%	\$616
Schuyler	\$5.7	\$4.6	\$10.2	1.8%	\$1,382
Livingston	\$4.8	\$4.6	\$9.4	1.7%	\$387
Wayne	\$3.3	\$3.0	\$6.3	1.1%	\$164
Tioga	\$3.0	\$2.5	\$5.5	1.0%	\$274

Source: Tourism Economics



APPENDIX



Glossary

SPENDING DEFINITIONS

LODGING	<i>All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.</i>
FOOD & BEVERAGE	<i>Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.</i>
RECREATION	<i>Includes visitors spending within the arts, entertainment and recreation sector.</i>
RETAIL	<i>Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.</i>
LOCAL TRANSPORT	<i>Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.</i>
AIR TRANSPORT	<i>Where applicable, the local share of air transportation spending.</i>
SECOND HOMES	<i>Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.</i>

ECONOMIC IMPACT DEFINITIONS

DIRECT IMPACT	<i>Impacts (business sales, jobs, income, and taxes) related to businesses where visitors spend dollars (e.g. recreation, transportation, lodging).</i>
INDIRECT IMPACT	<i>Impacts created from the purchase of goods and services as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected sectors (i.e. business-to-business purchases).</i>
INDUCED IMPACT	<i>Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor activity.</i>
EMPLOYMENT	<i>Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.</i>
PERSONAL INCOME	<i>Income (wages, salaries, proprietor income and benefits) supported by visitor spending.</i>
LOCAL TAXES	<i>City and County taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.</i>
STATE TAXES	<i>State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees and other assessments of state governments.</i>



About the Research Team

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

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