



The Economic Impact of Tourism in New York

2018 Calendar Year

Finger Lakes Focus



TOURISM
ECONOMICS

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State Summary

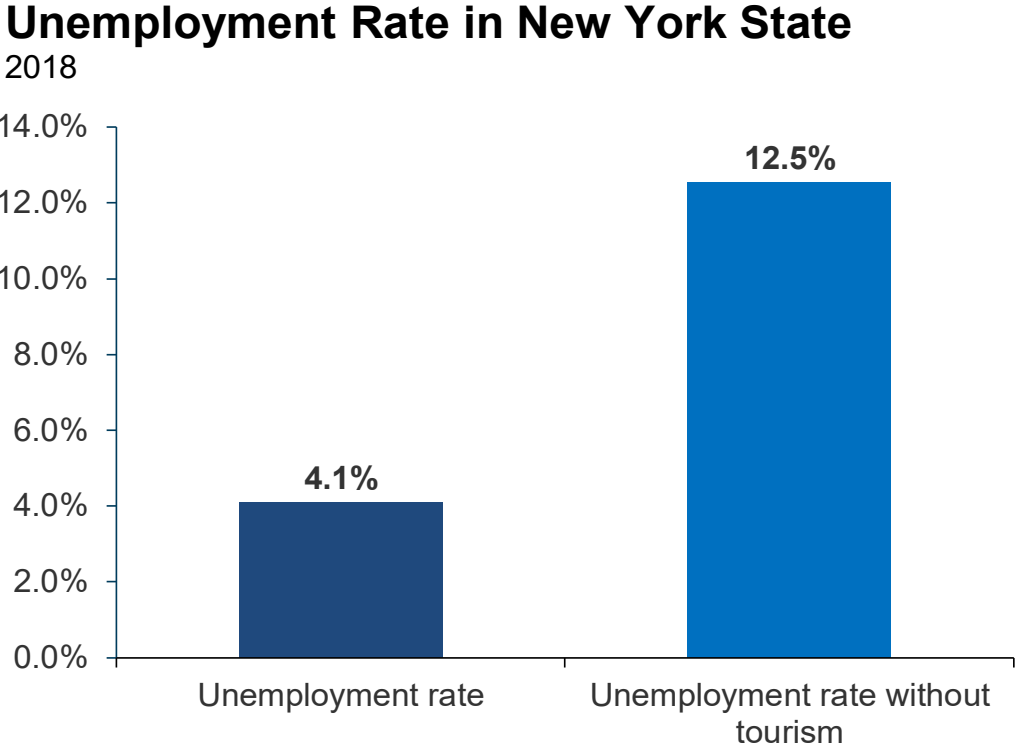
Key trends in 2018

- New York State's tourism economy expanded in 2018 with 6.2% growth in traveler spending, reaching a new high of \$71.8 billion—35% above the state's pre-recession peak set in 2008.
- Key data illustrate the industry's performance:
 - Room demand expanded 4.1% in 2018. A 2.3% increase in average daily room rates, coupled with strong room demand, led to a total hotel revenue increase of 6.6% according to STR.
 - Passenger counts at all NYS airports increased 4.5% in 2018, and associated ticket revenue ticked up modestly (+0.7%), following three consecutive years of declines.
- Personal income climbed 4.9% over the prior year, outpacing the general economy.

Headline results

- Travel & tourism is a substantial and growing component of the New York State economy.
- Direct spending of \$71.8 billion generated nearly \$115 billion in total business sales including indirect and induced impacts.
- Total income of \$38.2 billion was sustained by tourism activity in 2017.
- New York State tourism generated \$8.9 billion in state and local taxes in 2018, saving each NYS household an average of \$1,221 in taxes.

Tourism is vital to the NYS labor market



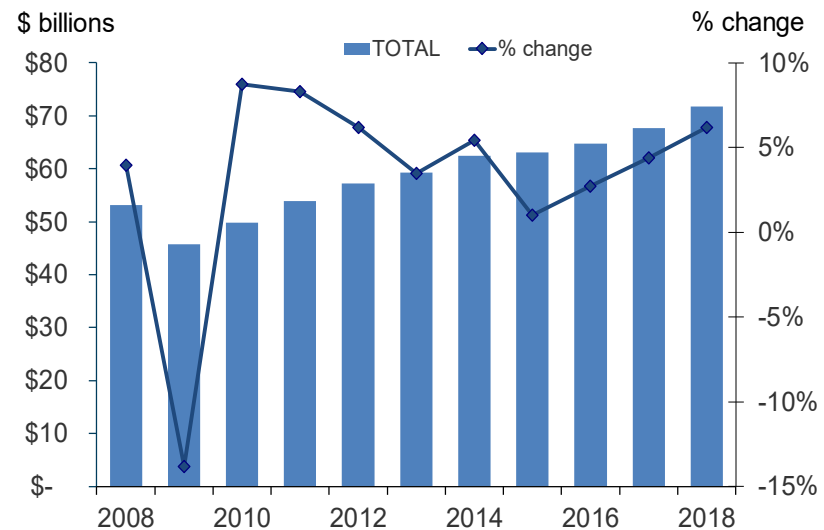
Source: BLS, Tourism Economics

- The unemployment rate in New York State was 4.1% in 2018. If the jobs sustained by travelers were eliminated, the unemployment rate would rise to 12.5%.

Traveler spending growth

- Traveler spending continued to expand in 2018, growing 6.2%. Excluding purchases of gasoline, traveler spending expanded 5.4% last year.
- As a result, the tourism economy reached another high in 2018, with \$71.8 billion in traveler spending.
- Traveler spending growth has averaged 4.7% per year since the recovery began in 2010 (compound annual growth).

New York Traveler Spending

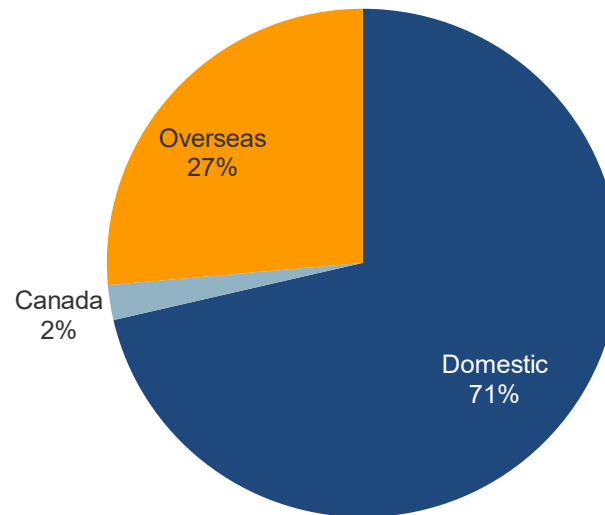


Source: Tourism Economics

New York State tourism markets

- US domestic markets supplied 71% (\$51.3 bn) of the New York State's traveler spending base in 2018.
- International markets represented 29% (\$20.6 bn) of the spending base.

Traveler Spending by Market, 2018

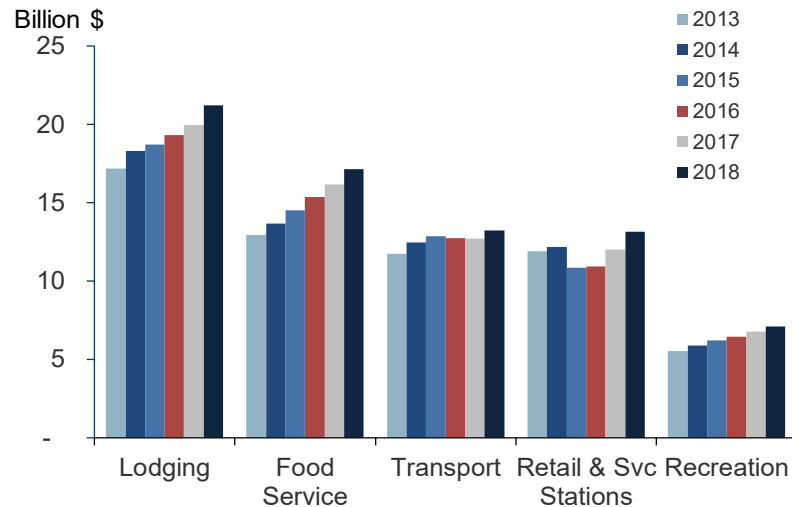


Source: Tourism Economics

Broad-based growth

- Travelers increased their spending across all sectors in 2018. Higher prices for fuel factored into the increase in traveler spending.
- Spending increased the most in retail and service stations, as gas prices once again rose significantly over the prior year.
- Growth was also strong in the lodging and food service sectors, increasing 6.3% and 6.0%, respectively, over 2017.

Traveler Spending By Sector

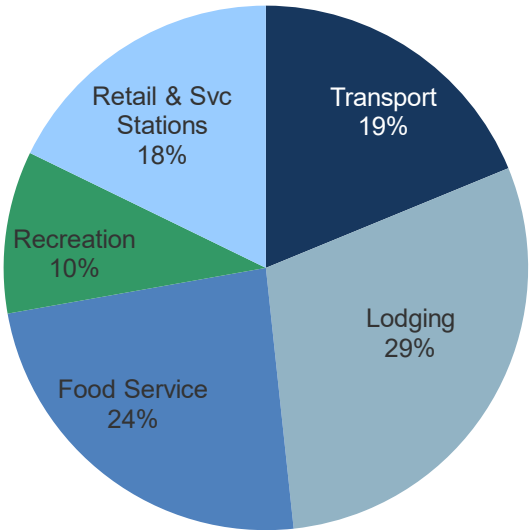


Source: Tourism Economics

Traveler spending distribution

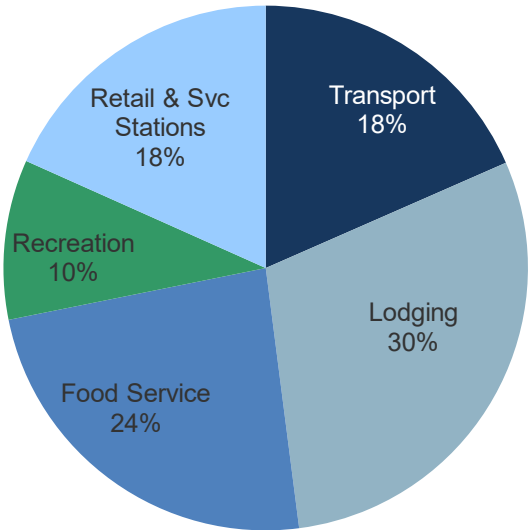
- Traveler spending is diverse and well-distributed across multiple sectors of the economy.
- While spending shares remained similar to 2017, an increase in average daily room rates led to a higher share of the visitor dollar spent on lodging.

Traveler Spending by Sector, 2017



Source: Tourism Economics

Traveler Spending by Sector, 2018



Source: Tourism Economics

Historic traveler spending by sector

NYS Traveler Spending, millions							
	Transport	Lodging	Food Service	Recreation	Retail & Svc Stations	TOTAL	% change
2005	\$ 6,453	\$ 11,575	\$ 9,663	\$ 4,259	\$ 4,615	\$ 43,431	8.6%
2006	\$ 6,587	\$ 12,832	\$ 10,565	\$ 4,668	\$ 4,950	\$ 46,574	7.2%
2007	\$ 7,361	\$ 14,301	\$ 11,357	\$ 5,191	\$ 5,360	\$ 51,081	9.7%
2008	\$ 7,610	\$ 14,710	\$ 11,492	\$ 5,336	\$ 5,462	\$ 53,108	4.0%
2009	\$ 6,626	\$ 12,208	\$ 10,511	\$ 4,668	\$ 4,471	\$ 45,777	-13.8%
2010	\$ 10,108	\$ 13,873	\$ 11,313	\$ 4,817	\$ 9,664	\$ 49,775	8.7%
2011	\$ 10,875	\$ 15,155	\$ 11,806	\$ 5,019	\$ 11,055	\$ 53,910	8.3%
2012	\$ 11,504	\$ 16,267	\$ 12,379	\$ 5,332	\$ 11,775	\$ 57,257	6.2%
2013	\$ 11,740	\$ 17,180	\$ 12,953	\$ 5,498	\$ 11,874	\$ 59,245	3.5%
2014	\$ 12,473	\$ 18,292	\$ 13,676	\$ 5,863	\$ 12,152	\$ 62,456	5.4%
2015	\$ 12,853	\$ 18,714	\$ 14,502	\$ 6,183	\$ 10,825	\$ 63,077	1.0%
2016	\$ 12,719	\$ 19,327	\$ 15,375	\$ 6,454	\$ 10,912	\$ 64,787	2.7%
2017	\$ 12,712	\$ 19,958	\$ 16,166	\$ 6,767	\$ 12,030	\$ 67,633	4.4%
2018	\$ 13,236	\$ 21,207	\$ 17,144	\$ 7,081	\$ 13,150	\$ 71,819	6.2%
2018 % change	4.1%	6.3%	6.0%	4.6%	9.3%	6.2%	

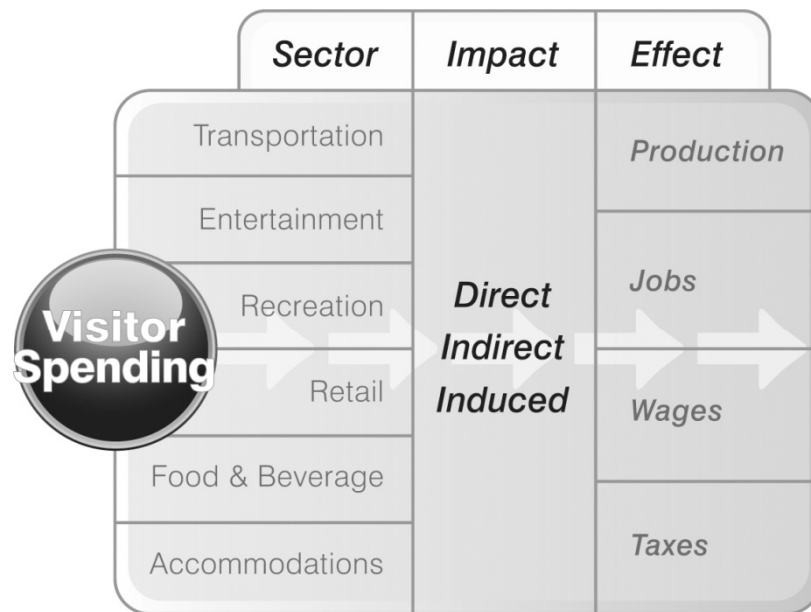
Traveler spending by market

NYS Traveler Spending by Market				
	Domestic	Canada	Overseas	Total
2010	\$ 35,075	\$ 1,304	\$ 13,396	\$ 49,775
2011	\$ 37,579	\$ 1,395	\$ 14,937	\$ 53,910
2012	\$ 40,050	\$ 1,495	\$ 15,711	\$ 57,257
2013	\$ 41,030	\$ 1,554	\$ 16,661	\$ 59,245
2014	\$ 43,533	\$ 1,638	\$ 17,285	\$ 62,456
2015	\$ 44,045	\$ 1,540	\$ 17,493	\$ 63,077
2016	\$ 45,570	\$ 1,461	\$ 17,755	\$ 64,787
2017	\$ 47,219	\$ 1,556	\$ 18,858	\$ 67,633
2018	\$ 51,268	\$ 1,598	\$ 18,953	\$ 71,819
2010 Growth	5.8%	15.2%	16.7%	8.7%
2011 Growth	7.1%	7.0%	11.5%	8.3%
2012 Growth	6.6%	7.2%	5.2%	6.2%
2013 Growth	2.4%	3.9%	6.0%	6.2%
2014 Growth	6.1%	5.4%	3.7%	5.4%
2015 Growth	1.2%	-6.0%	1.2%	1.0%
2016 Growth	3.5%	-5.1%	1.5%	2.7%
2017 Growth	3.6%	6.5%	6.2%	4.4%
2018 Growth	8.6%	2.7%	0.5%	6.2%

- Spending from all market segments increased, led by domestic travelers. Despite healthy increases in visitation from both overseas and Canadian visitors, spending slowed. Domestic spend remains the highest in terms of levels amongst all visitors.

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.

Traveler-generated sales

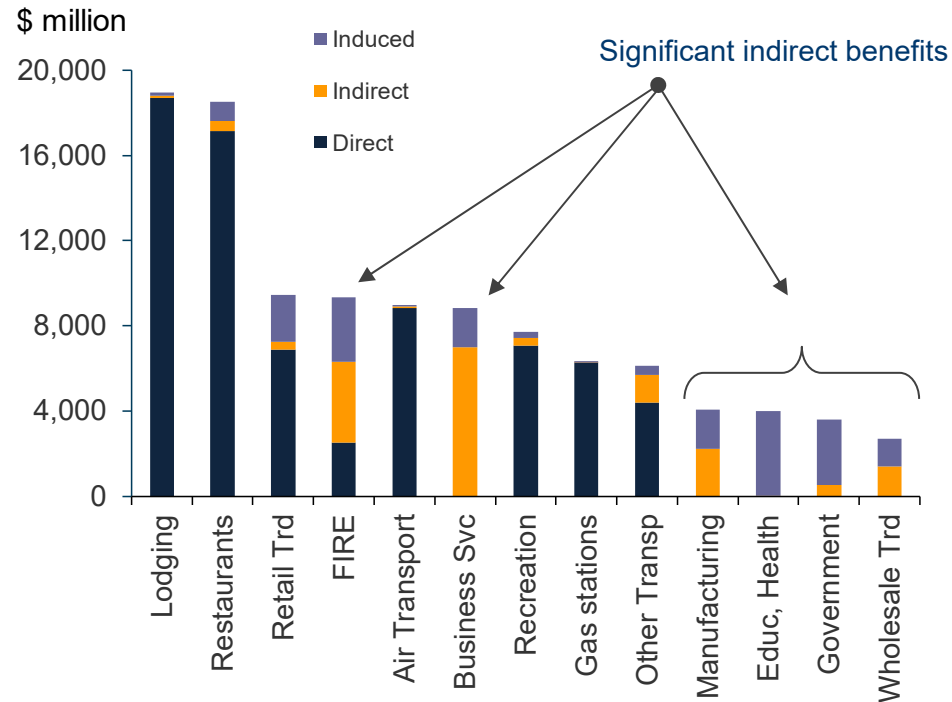
- Including the indirect and induced impacts, traveler spending generated nearly \$115 billion in business sales in 2018, increasing 5.6%.

Tourism Sales (Output)					
(US\$ Million, 2018)					
	Direct*	Indirect	Induced	Total	% change
Agriculture, Fishing, Mining		466	197	663	4.7%
Construction and Utilities		1,347	635	1,982	4.7%
Manufacturing		2,241	1,838	4,080	4.6%
Wholesale Trade		1,401	1,297	2,697	4.6%
Air Transport	8,848	57	73	8,978	5.2%
Other Transport	4,388	1,299	444	6,131	2.7%
Retail Trade	6,893	356	2,190	9,439	4.2%
Gasoline Stations	6,258	13	76	6,347	15.5%
Communications		1,438	809	2,247	4.7%
Finance, Insurance and Real Estate	2,517	3,775	3,062	9,355	4.5%
Business Services		6,978	1,846	8,824	4.7%
Education and Health Care		25	3,989	4,014	4.4%
Recreation and Entertainment	7,081	346	275	7,703	4.6%
Lodging	18,690	125	147	18,962	6.5%
Food & Beverage	17,144	472	917	18,533	5.9%
Personal Services		386	868	1,254	4.5%
Government		535	3,059	3,594	4.5%
TOTAL	71,819	21,263	21,721	114,802	5.6%
% change	6.2%	4.8%	4.4%	5.6%	

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

Traveler-generated 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

*** FIRE = Finance, Insurance, and Real Estate

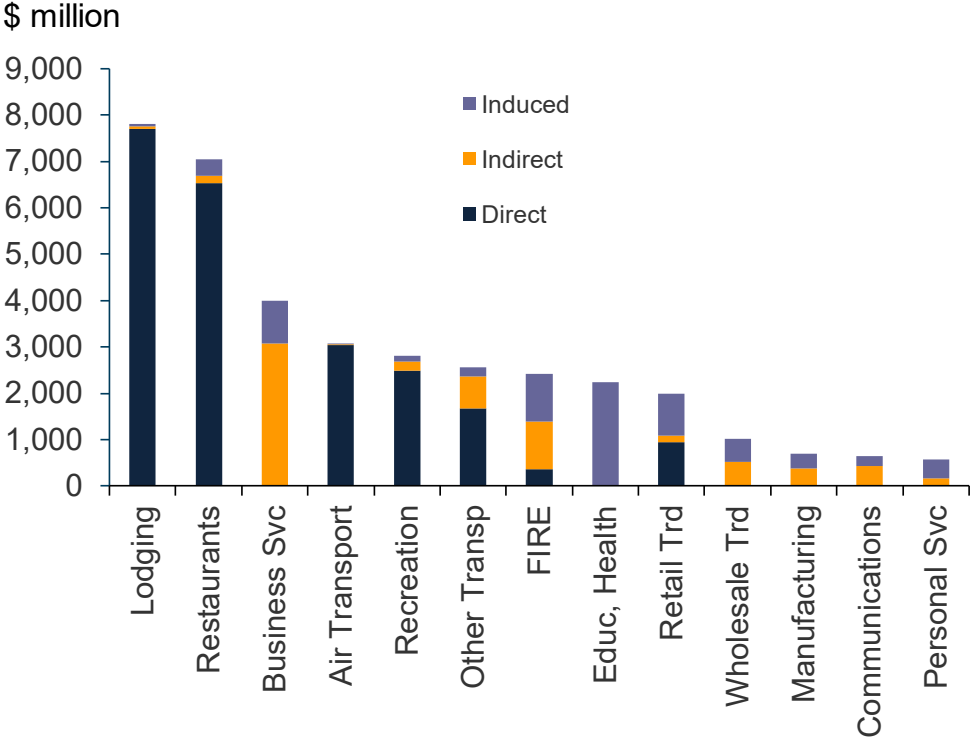
Traveler-generated income

Tourism Income (Compensation)					
(US\$ Million, 2018)					
	Direct	Indirect	Induced	Total	% change
Agriculture, Fishing, Mining		88	49	137	4.6%
Construction and Utilities		386	159	545	4.6%
Manufacturing		383	323	706	4.6%
Wholesale Trade		520	495	1,016	4.6%
Air Transport	3,035	18	23	3,076	4.7%
Other Transport	1,667	701	194	2,562	4.7%
Retail Trade	942	143	902	1,987	4.2%
Gasoline Stations	426	4	24	454	4.0%
Communications		435	205	640	4.6%
Finance, Insurance and Real Estate	357	1,040	1,016	2,413	4.5%
Business Services		3,079	926	4,005	4.6%
Education and Health Care		14	2,227	2,241	4.7%
Recreation and Entertainment	2,493	192	130	2,815	4.6%
Lodging	7,704	46	53	7,803	5.7%
Food & Beverage	6,527	171	342	7,040	4.5%
Personal Services		165	403	568	4.7%
Government		140	82	222	4.6%
TOTAL	23,151	7,524	7,554	38,228	4.8%
% change	4.9%	4.6%	4.7%	4.8%	

- Tourism-generated income grew 4.8% as a function of both employment growth and pay increases, registering \$38.2 billion in 2018.

Traveler-generated income

Traveler-Generated Income by Industry



FIRE = Finance, Insurance, and Real Estate

Tourism tax generation

Travel-Generated Taxes	
(US\$ Million, 2018)	
	Total
Federal Taxes	9,799.1
Corporate	1,659.2
Indirect Business	745.0
Personal Income	3,492.4
Social Security	3,902.5
State and Local Taxes	8,917.3
Corporate	1,767.1
Personal Income	1,510.1
Sales	2,700.1
Property	2,443.7
Excise and Fees	355.4
State Unemployment	140.9
TOTAL	18,716.4
% change	4.8%

- Tourism generated just over \$18.7 billion in taxes in 2018, growing 4.8%.
- Total state and local tax proceeds of \$8.9 billion saved the state's households an average of \$1,221 in tax burden.

Tourism tax generation: state vs. local

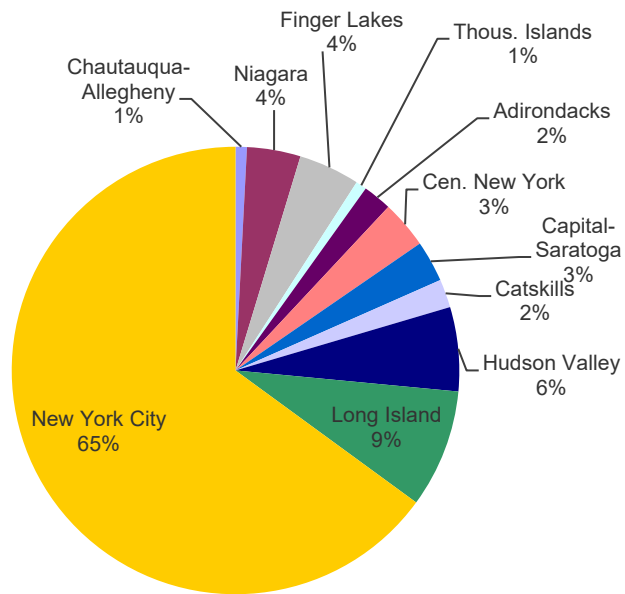
Travel-Generated Taxes						
(US\$ Million)						
Tax Type	2013	2014	2015	2016	2017	2018
State Tax Subtotal	<u>3,250.4</u>	<u>3,413.1</u>	<u>3,498.3</u>	<u>3,614.8</u>	<u>3,719.4</u>	<u>3,917.0</u>
Corporate	631.0	662.8	674.2	692.4	708.0	747.6
Personal Income	980.2	1,028.4	1,069.9	1,118.6	1,154.6	1,209.9
Sales	1,347.6	1,415.6	1,439.9	1,478.8	1,517.5	1,602.4
Property	0.0	0.0	0.0	0.0	0.0	0.0
Excise and Fees	179.9	189.0	192.2	197.4	204.8	216.3
State Unemployment	111.8	117.3	122.0	127.6	134.4	140.9
Local Tax Subtotal	<u>4,226.9</u>	<u>4,424.8</u>	<u>4,505.1</u>	<u>4,614.2</u>	<u>4,797.7</u>	<u>5,000.2</u>
Corporate	838.9	881.2	896.3	920.5	965.4	1,019.5
Personal Income	218.4	229.1	238.4	249.2	286.5	300.2
Sales	898.4	943.7	959.9	985.9	1,039.5	1,097.7
Property	2,155.6	2,249.2	2,286.8	2,331.6	2,374.5	2,443.7
Excise and Fees	115.7	121.6	123.6	127.0	131.7	139.1
State Unemployment	0.0	0.0	0.0	0.0	0.0	0.0

- Tourism generated \$3.9 billion in state taxes, and just over \$5.0 billion in local taxes in 2018.

Regional Summary

Traveler spending by region

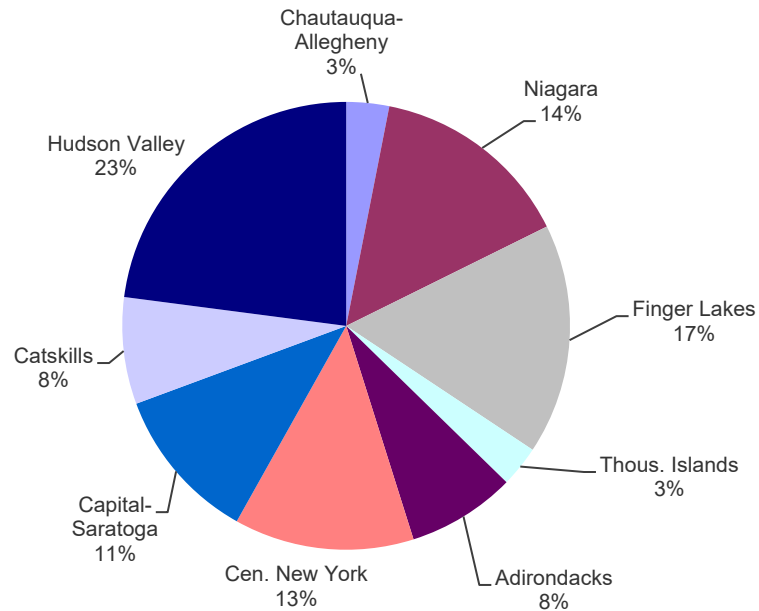
Traveler Spending, 2018



- New York State is divided into 11 economic regions.
- New York City is the largest single tourism region with 65% of state visitor spend.
- New York City, Long Island, and Hudson Valley together comprise 80% of New York State traveler spend.

Upstate traveler spending by region

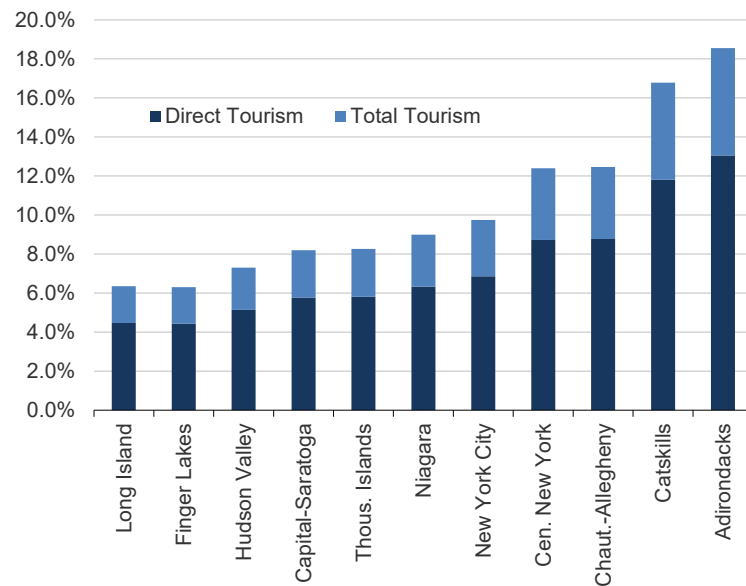
Upstate Traveler Spending, 2018



- Traveler spending across the upstate regions of New York is more evenly distributed (excludes NYC and Long Island).

Reliance on tourism

Tourism Share of Regional Employment in 2018

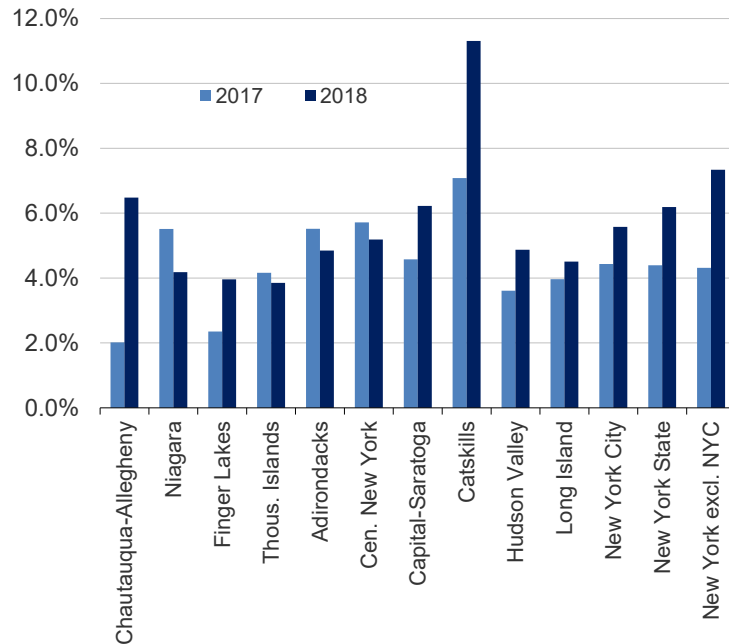


- Tourism is an integral part of every region's economy, generating from 6% to 19% of employment.
- Tourism is most important to the Adirondacks and Catskills, generating 19% and 17% of total employment, respectively.

Note: All regional and county tourism shares are calculated using QCEW (ES-202) employment and wage totals as produced by the NYS Dept. of Labor.

Traveler spending growth

Growth in Traveler Spending



- Traveler spending increased in all regions in 2018, generally at a higher rate than in 2017.
- The strongest growth occurred in the Catskills, Chautauqua-Allegheny, and Capital-Saratoga regions.
- Traveler spending growth was led by retail and service stations, in part due to elevated fuel prices. The lodging and food service sectors additionally experienced strong growth.

Regional growth

Traveler Spend Year-Over-Year Comparison

Traveler Spend '000s	2016	2017	2018	2018 / 2017 %
1. Chautauqua-Allegheny	\$ 541,924	\$ 552,847	\$ 588,668	6.5%
2. Greater Niagara	\$ 2,527,005	\$ 2,666,342	\$ 2,777,872	4.2%
3. Finger Lakes	\$ 2,977,992	\$ 3,048,050	\$ 3,168,690	4.0%
4. Thousand Islands	\$ 521,599	\$ 543,319	\$ 564,236	3.8%
5. Adirondacks	\$ 1,347,424	\$ 1,421,767	\$ 1,490,681	4.8%
6. Central New York	\$ 2,223,911	\$ 2,351,046	\$ 2,473,007	5.2%
7. Capital-Saratoga	\$ 1,922,968	\$ 2,010,982	\$ 2,136,117	6.2%
8. Catskills	\$ 1,232,096	\$ 1,319,364	\$ 1,468,595	11.3%
9. Hudson Valley*	\$ 3,536,433	\$ 3,664,056	\$ 4,365,871	N/A
10. Long Island	\$ 5,646,539	\$ 5,870,546	\$ 6,135,235	4.5%
11. New York City	\$ 42,308,741	\$ 44,184,748	\$ 46,649,839	5.6%
TOTAL	\$ 64,786,632	\$ 67,633,067	\$ 71,818,812	6.2%

*Due to a model revision for 2018, previous years are not comparable for Hudson Valley

Regional tourism summary (2018)

Tourism Economic Impact Combined Direct, Indirect, and Induced

Tourism Economic Impact	Direct Sales, '000s	Labor Income, '000s	Employment, Persons	Local Taxes, '000s	State Taxes, '000s
1. Chautauqua-Allegheny	\$ 588,668	\$ 264,505	11,383	\$ 39,923	\$ 32,106
2. Greater Niagara	\$ 2,777,872	\$ 1,516,478	53,009	\$ 184,503	\$ 151,506
3. Finger Lakes	\$ 3,168,690	\$ 1,571,380	58,853	\$ 225,684	\$ 172,821
4. Thousand Islands	\$ 564,236	\$ 246,478	9,074	\$ 36,295	\$ 30,774
5. Adirondacks	\$ 1,490,681	\$ 705,605	21,089	\$ 101,585	\$ 81,302
6. Central New York	\$ 2,473,007	\$ 1,400,603	37,015	\$ 153,292	\$ 134,879
7. Capital-Saratoga	\$ 2,136,117	\$ 1,181,885	38,406	\$ 142,855	\$ 116,505
8. Catskills	\$ 1,468,595	\$ 674,800	19,526	\$ 96,621	\$ 80,098
9. Hudson Valley	\$ 4,365,871	\$ 2,256,370	62,262	\$ 307,421	\$ 238,116
10. Long Island	\$ 6,135,235	\$ 3,281,344	81,735	\$ 405,707	\$ 334,618
11. New York City	\$ 46,649,839	\$ 25,128,860	414,693	\$ 3,306,343	\$ 2,544,298
TOTAL	\$ 71,818,812	\$ 38,228,308	807,047	\$ 5,000,229	\$ 3,917,022

Regional tourism impact distribution (2018)

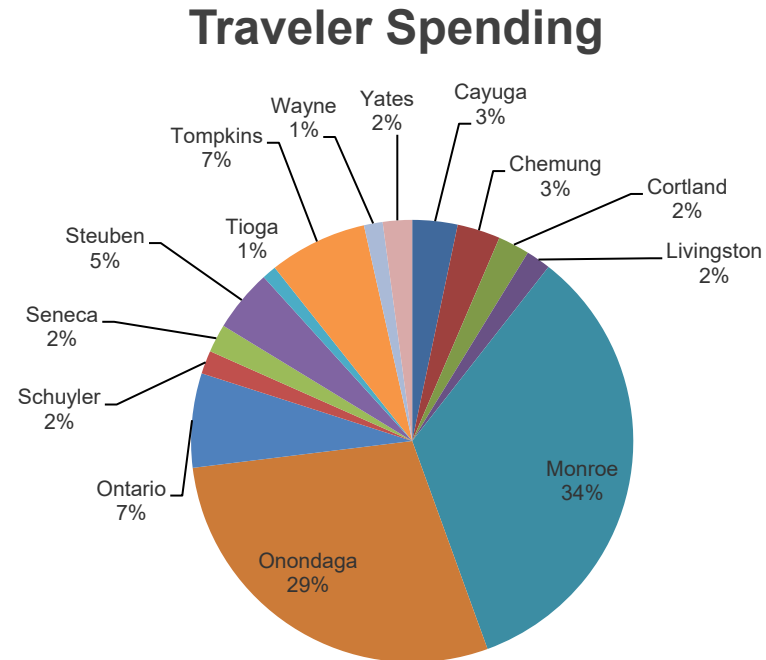
Tourism Economic Impact Regional Shares

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

Regional Detail for the Finger Lakes

Finger Lakes, county distribution

- Tourism in the Finger Lakes is a \$3.2 billion industry, supporting 58,853 jobs.
- Monroe County represents 34% of the region's tourism sales with \$1.1 billion in traveler spending.
- Traveler spending in the region increased 4.0% in 2018.

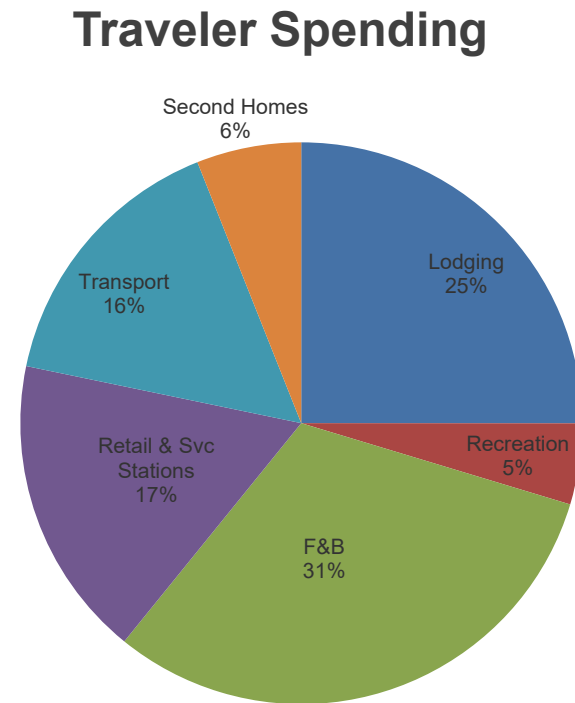


Finger Lakes, total tourism impact

Total Tourism Impact, 2018	Traveler Spend '000	Labor Income, '000	Employment	Local Taxes '000	State Taxes '000
Cayuga	\$104,693	\$48,426	1,534	\$6,935	\$5,710
Chemung	\$99,671	\$51,162	1,994	\$6,382	\$5,436
Cortland	\$73,583	\$34,121	1,795	\$4,508	\$4,013
Livingston	\$57,214	\$29,748	1,358	\$3,517	\$3,120
Monroe	\$1,073,852	\$568,674	19,949	\$78,957	\$58,568
Onondaga	\$906,079	\$429,131	17,139	\$66,033	\$49,418
Ontario	\$218,226	\$109,582	4,553	\$14,786	\$11,902
Schuyler	\$54,138	\$17,477	687	\$4,024	\$2,953
Seneca	\$65,374	\$33,528	1,090	\$4,223	\$3,565
Steuben	\$144,598	\$65,401	2,369	\$9,904	\$7,886
Tioga	\$33,165	\$14,858	927	\$2,289	\$1,809
Tompkins	\$227,127	\$120,634	3,718	\$16,699	\$12,388
Wayne	\$43,470	\$19,558	947	\$2,523	\$2,371
Yates	\$67,502	\$29,079	794	\$4,906	\$3,682
TOTAL	\$3,168,690	\$1,571,380	58,853	\$225,684	\$172,821

Finger Lakes, traveler spending

- Travelers spent \$3.2 billion in the Finger Lakes in 2018 across a diverse range of sectors.
- Spending at restaurants and for lodging comprised 31% and 25% of the total, respectively.



Finger Lakes, traveler spending

2018 Traveler Spend '000s	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Cayuga	\$30,693	\$3,873	\$24,113	\$15,575	\$13,099	\$17,340	\$104,693
Chemung	\$17,709	\$3,141	\$40,247	\$15,758	\$19,119	\$3,696	\$99,671
Cortland	\$15,394	\$5,737	\$32,011	\$13,809	\$1,325	\$5,308	\$73,583
Livingston	\$10,907	\$1,503	\$24,648	\$11,363	\$2,828	\$5,965	\$57,214
Monroe	\$301,874	\$52,332	328,713.07	\$189,776	\$194,459	\$6,698	\$1,073,852
Onondaga	\$219,108	\$34,287	271,138.21	\$158,968	\$193,336	\$29,242	\$906,079
Ontario	\$40,734	\$11,141	88,524.80	\$39,773	\$20,472	\$17,582	\$218,226
Schuyler	\$15,956	\$3,593	13,271.67	\$8,701	\$0	\$12,616	\$54,138
Seneca	\$13,918	\$2,143	\$23,685	\$12,865	\$938	\$11,825	\$65,374
Steuben	\$32,228	\$10,304	\$33,462	\$22,049	\$8,098	\$38,457	\$144,598
Tioga	\$11,356	\$3,248	\$8,385	\$5,903	\$307	\$3,966	\$33,165
Tompkins	\$63,820	\$13,491	64,707.99	\$41,295	\$37,770	\$6,044	\$227,127
Wayne	\$4,163	\$2,030	\$15,577	\$6,109	\$4,699	\$10,891	\$43,470
Yates	\$14,696	\$696	19,442.46	\$9,972	\$1,347	\$21,348	\$67,502
TOTAL	\$792,556	\$147,517	\$987,927	\$551,916	\$497,796	\$190,978	\$3,168,690

Finger Lakes, regional growth

Traveler Spend Year-Over-Year Comparison

Traveler Spend '000s	2016	2017	2018	2018 / 2017 %
Cayuga	\$ 101,477	\$ 101,655	\$ 104,693	3.0%
Chemung	\$ 93,959	\$ 93,947	\$ 99,671	6.1%
Cortland	\$ 71,396	\$ 71,875	\$ 73,583	2.4%
Livingston	\$ 51,398	\$ 52,748	\$ 57,214	8.5%
Monroe	\$ 1,024,241	\$ 1,052,556	\$ 1,073,852	2.0%
Onondaga	\$ 865,810	\$ 865,536	\$ 906,079	4.7%
Ontario	\$ 207,212	\$ 213,468	\$ 218,226	2.2%
Schuyler	\$ 47,090	\$ 50,022	\$ 54,138	8.2%
Seneca	\$ 54,891	\$ 61,253	\$ 65,374	6.7%
Steuben	\$ 132,317	\$ 133,577	\$ 144,598	8.3%
Tioga	\$ 28,498	\$ 29,809	\$ 33,165	11.3%
Tompkins	\$ 197,894	\$ 216,240	\$ 227,127	5.0%
Wayne	\$ 40,243	\$ 41,054	\$ 43,470	5.9%
Yates	\$ 61,565	\$ 64,309	\$ 67,502	5.0%
TOTAL	\$ 2,977,992	\$ 3,048,050	\$ 3,168,690	4.0%

Finger Lakes, regional growth

State Taxes Year-Over-Year Comparison

State Taxes, \$	2016	2017	2018	2018 / 2017 %
Cayuga	5,661,962	5,590,463	5,709,967	2.1%
Chemung	5,242,487	5,166,579	5,436,064	5.2%
Cortland	3,983,551	3,952,716	4,013,218	1.5%
Livingston	2,867,785	2,900,869	3,120,445	7.6%
Monroe	57,147,793	57,884,706	58,568,256	1.2%
Onondaga	48,308,088	47,599,627	49,417,873	3.8%
Ontario	11,561,467	11,739,550	11,902,121	1.4%
Schuyler	2,627,373	2,750,922	2,952,705	7.3%
Seneca	3,062,667	3,368,568	3,565,498	5.8%
Steuben	7,382,683	7,345,990	7,886,435	7.4%
Tioga	1,590,058	1,639,348	1,808,813	10.3%
Tompkins	11,041,523	11,891,981	12,387,607	4.2%
Wayne	2,245,346	2,257,723	2,370,849	5.0%
Yates	3,435,031	3,536,619	3,681,560	4.1%
TOTAL	166,157,815	167,625,661	172,821,410	3.1%

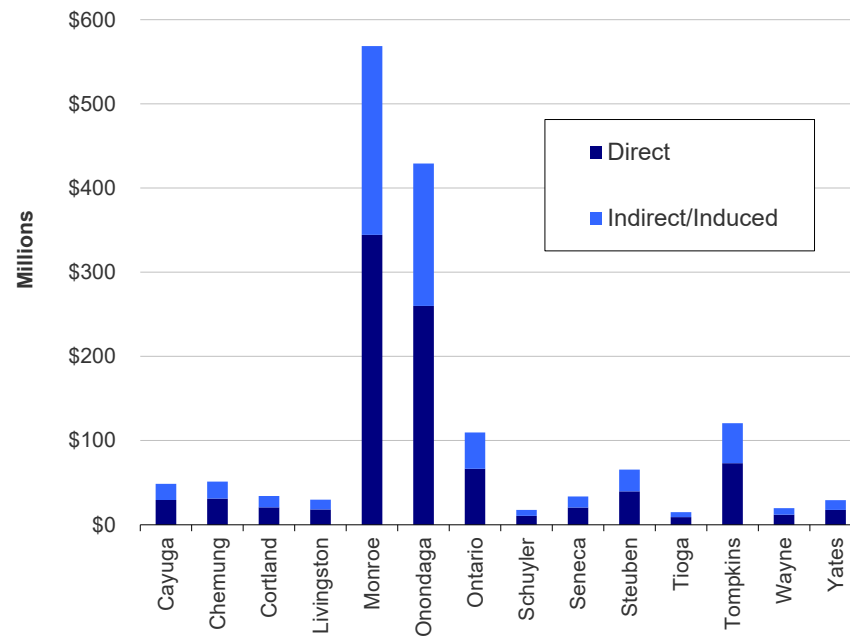
Finger Lakes, regional growth

Local Taxes Year-Over-Year Comparison

Local Taxes, \$	2016	2017	2018	2018 / 2017 %
Cayuga	6,951,582	7,045,491	6,934,562	-1.6%
Chemung	6,224,638	6,313,488	6,382,488	1.1%
Cortland	4,522,261	4,550,870	4,507,614	-1.0%
Livingston	3,236,508	3,360,286	3,516,808	4.7%
Monroe	77,971,591	80,428,048	78,956,555	-1.8%
Onondaga	65,569,906	66,486,765	66,033,165	-0.7%
Ontario	14,186,971	14,688,984	14,786,332	0.7%
Schuyler	3,557,461	3,788,216	4,024,435	6.2%
Seneca	3,669,214	4,029,615	4,222,720	4.8%
Steuben	9,310,077	9,505,027	9,903,510	4.2%
Tioga	2,039,851	2,142,511	2,288,565	6.8%
Tompkins	14,870,889	16,228,222	16,699,124	2.9%
Wayne	2,417,993	2,489,215	2,522,539	1.3%
Yates	4,543,670	4,811,384	4,905,715	2.0%
TOTAL	219,072,613	225,868,122	225,684,132	-0.1%

Finger Lakes, labor income

Tourism-Generated Labor Income

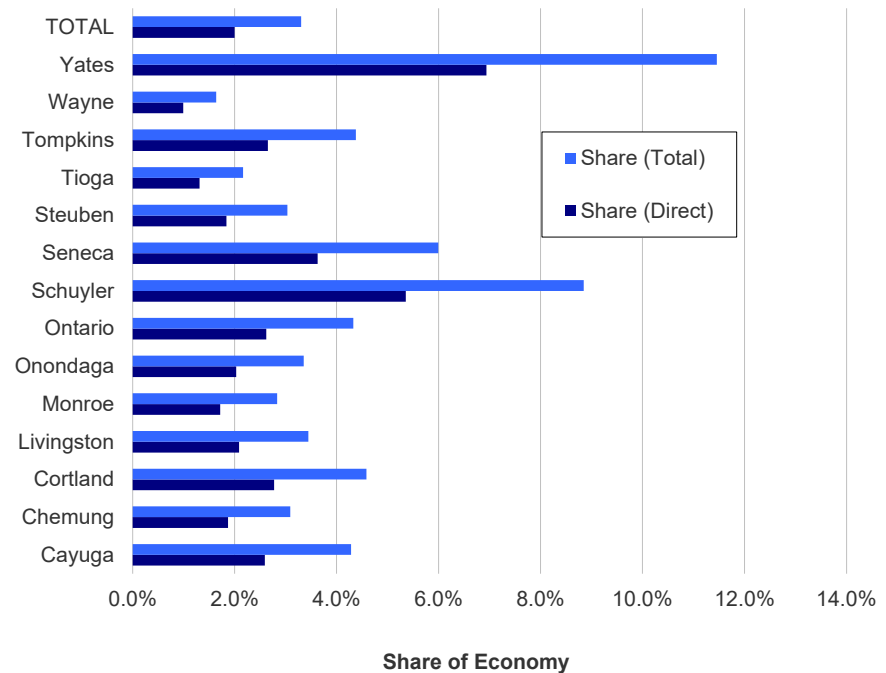


- Tourism in the Finger Lakes generated \$952 million in direct labor income and \$1.6 billion including indirect and induced impacts.

Finger Lakes, labor income

- 3.3% of all labor income in the Finger Lakes is generated by tourism.
- Yates County is the most dependent upon tourism with 11.5% of all labor income generated by visitors.

Tourism-Generated Labor Income Share of Economy, 2018



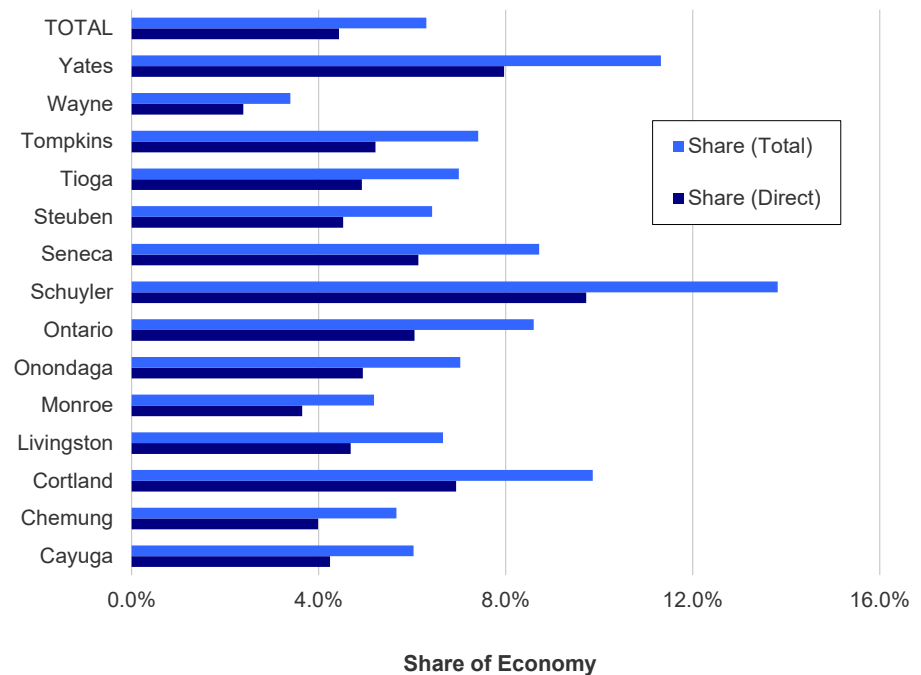
Finger Lakes, labor income

2018 Tourism Labor Income, '000	Direct	Total (Direct, Indir., Induced)	Share (Direct)	Share (Total)
Cayuga	\$29,327	\$48,426	2.6%	4.3%
Chemung	\$30,983	\$51,162	1.9%	3.1%
Cortland	\$20,664	\$34,121	2.8%	4.6%
Livingston	\$18,015	\$29,748	2.1%	3.4%
Monroe	\$344,385	\$568,674	1.7%	2.8%
Onondaga	\$259,879	\$429,131	2.0%	3.4%
Ontario	\$66,362	\$109,582	2.6%	4.3%
Schuyler	\$10,584	\$17,477	5.4%	8.8%
Seneca	\$20,304	\$33,528	3.6%	6.0%
Steuben	\$39,606	\$65,401	1.8%	3.0%
Tioga	\$8,998	\$14,858	1.3%	2.2%
Tompkins	\$73,055	\$120,634	2.7%	4.4%
Wayne	\$11,844	\$19,558	1.0%	1.6%
Yates	\$17,610	\$29,079	6.9%	11.5%
TOTAL	\$951,617	\$1,571,380	2.0%	3.3%

Finger Lakes, tourism employment

- 6.3% of all employment in the Finger Lakes is generated by tourism.
- Schuyler County is the most dependent upon tourism with 13.8% of all employment sustained by visitors.

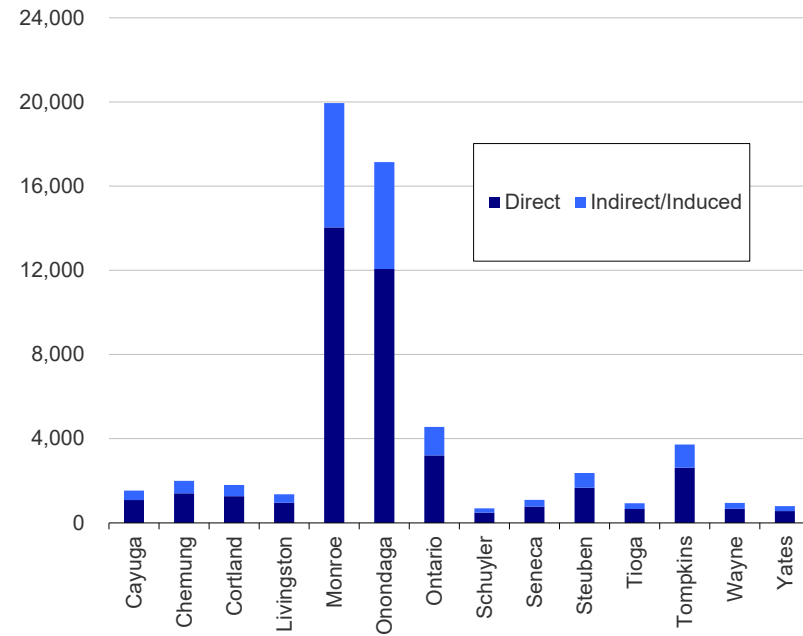
Tourism-Generated Employment Share of Economy, 2018



Finger Lakes, tourism employment

- Tourism in the Finger Lakes supported 58,853 jobs in 2018.
- Tourism supported 19,949 and 17,139 jobs in Monroe and Onondaga counties, respectively .

Tourism-Generated Employment, 2018



Finger Lakes, tourism employment

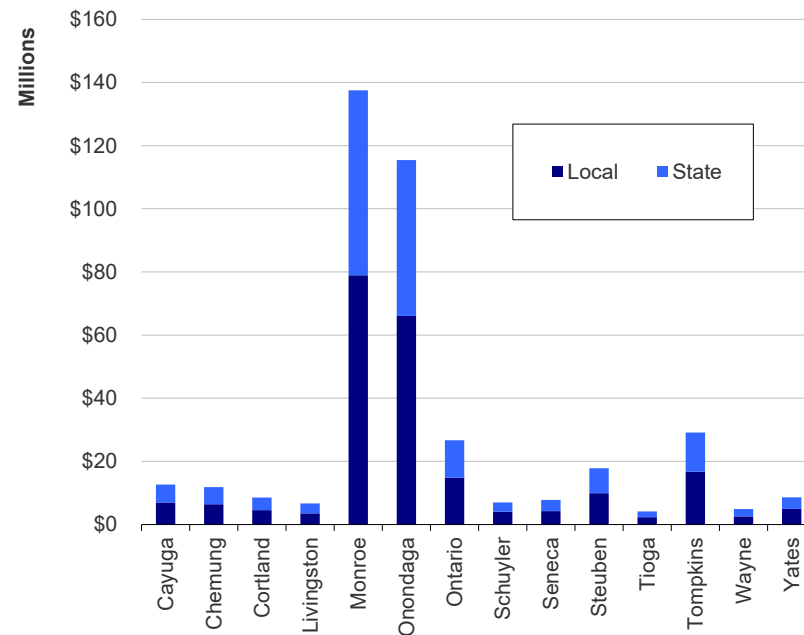
Tourism-Generated Employment, 2018

2018 Tourism Employment	Direct	Total (Direct, Ind., Induced)	Share (Direct)	Share (Total)
Cayuga	1,079	1,534	4.2%	6.0%
Chemung	1,403	1,994	4.0%	5.7%
Cortland	1,263	1,795	6.9%	9.9%
Livingston	955	1,358	4.7%	6.7%
Monroe	14,037	19,949	3.6%	5.2%
Onondaga	12,061	17,139	4.9%	7.0%
Ontario	3,204	4,553	6.1%	8.6%
Schuyler	483	687	9.7%	13.8%
Seneca	767	1,090	6.1%	8.7%
Steuben	1,667	2,369	4.5%	6.4%
Tioga	652	927	4.9%	7.0%
Tompkins	2,616	3,718	5.2%	7.4%
Wayne	666	947	2.4%	3.4%
Yates	559	794	8.0%	11.3%
TOTAL	41,414	58,853	4.4%	6.3%

Finger Lakes, tourism taxes

- Tourism in the Finger Lakes generated \$399 million in state and local taxes in 2018.
- Sales, property, and hotel bed taxes generated \$226 million in local taxes.
- Monroe and Onondaga Counties produce 34.5% and 29.0% of the region's tourism tax base, respectively.

Tourism-Generated Taxes, 2018



Finger Lakes, tourism taxes

Tourism-Generated Taxes, 2018	Local Taxes	State Taxes	Total	Region Share	Tax Savings per Household
Cayuga	\$6,934,562	\$5,709,967	\$12,644,529	3.2%	\$402
Chemung	\$6,382,488	\$5,436,064	\$11,818,552	3.0%	\$341
Cortland	\$4,507,614	\$4,013,218	\$8,520,832	2.1%	\$475
Livingston	\$3,516,808	\$3,120,445	\$6,637,253	1.7%	\$272
Monroe	\$78,956,555	\$58,568,256	\$137,524,810	34.5%	\$458
Onondaga	\$66,033,165	\$49,417,873	\$115,451,038	29.0%	\$621
Ontario	\$14,786,332	\$11,902,121	\$26,688,452	6.7%	\$603
Schuyler	\$4,024,435	\$2,952,705	\$6,977,140	1.8%	\$937
Seneca	\$4,222,720	\$3,565,498	\$7,788,218	2.0%	\$575
Steuben	\$9,903,510	\$7,886,435	\$17,789,946	4.5%	\$441
Tioga	\$2,288,565	\$1,808,813	\$4,097,378	1.0%	\$205
Tompkins	\$16,699,124	\$12,387,607	\$29,086,731	7.3%	\$746
Wayne	\$2,522,539	\$2,370,849	\$4,893,388	1.2%	\$134
Yates	\$4,905,715	\$3,681,560	\$8,587,274	2.2%	\$920
TOTAL	\$225,684,132	\$172,821,410	\$398,505,542	100.0%	\$495

- Were it not for tourism-generated state and local taxes, the average household in the region would have to pay an additional \$495 to maintain the same level of government revenue.

Methods and data sources

- Household surveys from the US Travel Association and Longwoods International have provided key inputs in establishing traveler spending figures.
- Industry data on lodging, airports, Amtrak, and attractions contribute to year-over-year growth analysis.
- 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, 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 on estimates of 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.
- All employment and income results are constrained 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 additional 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 130 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.
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