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GOVERNOR KATHY HOCHUL

GOVERNOR HOCHUL CELEBRATES HISTORIC TOURISM MILESTONE AS MORE THAN 291 MILLION VISITORS GENERATE RECORD SPENDING IN NEW YORK STATE

New York's Tourism Industry Generated More Than \$78.6 Billion in Direct Spending and \$123 Billion in Total Economic Impact in 2022 – Exceeding Previous Record From 2019

Follows Governor's "Bring Back Tourism, Bring Back Jobs" Initiative and Transformative Local Investments to Accelerate New York's Pandemic Recovery

2022 Tourism Reports Available Online [Here](#)

Governor Kathy Hochul today announced that New York State welcomed a record 291.5 million visitors in 2022, the largest number of visitors in New York State's history, generating more than \$78.6 billion in direct spending and \$123 billion in total economic impact. These figures represent staggering increases over 2021 and surpass the previous records set in 2019, prior to the COVID-19 pandemic, following the Governor's historic investments in tourism, economic development, public safety, transportation, and other key sectors. The data, released today in a series of reports by Tourism Economics, is available [here](#).

"New York's pandemic recovery has been one for the history books, and by welcoming an unprecedented 291 million visitors and generating billions of dollars in direct investment to our state, we're writing the next chapter in our success story," **Governor Hochul said**. "In the three years since the pandemic ground tourism to a halt, we have made transformative investments to uplift businesses, support workers in tourism and hospitality, and build a stronger, more welcoming New York. Now, from bustling New York City to the breathtaking Adirondack Mountains, visitors are confirming what we've known all along – New York is the place to be. Tourism continues to be an important driver behind our state's economy, and my administration is committed to boosting the industry to make sure that visitors from around the world can see all that New York has to offer."

Last year, the statewide economic impact of tourism reached a record-high \$123 billion, representing a four percent increase over the \$117.6 billion impact of 2019. Direct

visitor spending was also up seven percent from 2019, growing to \$79 billion from the previous record-high \$73.6 billion. New York State also saw a 10% bump in visitation, with 291.5 million travelers compared to 266.7 million visitors in 2019. The year-over-year increases from 2021 to 2022 were overwhelming, with a 22% increase in visitation, over 50% gain in spending, and a more than 43% jump in economic impact. Additionally, the average New York State households saved \$1,300 in taxes due to state and local tax revenues generated by tourism.

Empire State Development President, CEO and Commissioner Hope Knight said, "Tourism supports our small businesses and is vital to the economic sustainability of our state and regional economies. Under Governor Hochul's leadership, we continue to rebuild and grow this important industry through targeted investments and strategic efforts that invite and welcome visitors from around the world to explore and experience New York State."

Empire State Development Vice President and Executive Director of Tourism Ross D. Levi said, "The fact that New York State tourism has bounced back so strongly and quickly from the devastation of COVID is a testament to the collaborative efforts between New York State government and its public and private tourism partners. Even with some regional nuances, and some travel segments still trailing their pre-pandemic levels, this shows what can be achieved through a collective focus on the state's vital tourism sector to bring back visitation and spending."

State Senator Jose M. Serrano said, "New York's tourism economy is vital to both the State and the many small businesses that welcome visitors to our communities. A strong tourism season shows New York's resiliency from the pandemic and returned demand for visitors wanting to experience the State's vast attractions."

Assemblymember Daniel O'Donnell said, "As the Chair of the Tourism Committee, it brings me immense pride to witness the remarkable success of New York's tourism sector, which in 2022, reached unparalleled heights in visitor numbers and economic contributions. This growth does more than bolster our state's economy -- it plays a substantial role in creating jobs, boosting revenue for local businesses, and fostering local infrastructure developments across the state. It is indeed a testament to the unyielding spirit of New York, a state that ceaselessly attracts and enthralls millions worldwide."

Historic Support for Tourism Industry

Since taking office, Governor Hochul has made transformative investments to revive New York's tourism industry and revitalize tourism infrastructure statewide following the COVID-19 pandemic. In late 2021, Governor Hochul launched the "Bring Back Tourism, Bring Back Jobs" recovery package, an unprecedented \$450 million investment to support travel industry workers, small business support programs and bring new and unique events to New York State. Last year, the Governor announced the completion of a \$104 million renovation of the Lake Placid Olympic Center, capping off a six-year, \$550 million investment in New York's winter sports infrastructure ahead of the 2023 FISU Winter World University Games. The Governor has also announced robust I

LOVE NY marketing efforts to encourage travel throughout New York State, including specialized campaigns like the I LOVE NY Black travel initiative to boost Black traveler visitation and new I LOVE NY partnerships to support travel by highlighting the state's rich history and heritage in [baseball](#) and [hip hop](#). Governor Hochul has also awarded tens of millions of dollars in direct support to tourism organizations and venues for tourism-related marketing efforts and capital projects.

For more information on New York tourism or to book a New York State getaway, visit iloveny.com.

Press releases and other media assets can be found online in the [press room](#) or on [X](#) (formerly Twitter).

About New York State

New York State is a premier vacation destination with world-class attractions, picturesque natural beauty, locally sourced cuisine and a booming craft beverage scene, an array of accommodations, and iconic, year-round festivals and events. Its 11 diverse vacation regions feature some of the world's top ranked beaches; two out of America's top three favorite state parks; breathtaking Niagara Falls; more ski areas than any other state; one of the nation's longest foliage seasons; multiple Halls of Fame; the largest publicly protected area in the contiguous United States; and the country's longest multi-use trail. Add in the state's unique museums, historic landmarks, cultural sites, charming small towns and urban playgrounds, and it's no wonder New York has been consistently chosen as a top getaway by travel publications and experts.



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