

TOURISM BY THE NUMBERS

MONROE COUNTY | 2019

VISIT
ROCHESTER
LIMITLESS

ECONOMIC IMPACT OF TOURISM IN MONROE COUNTY IN 2019*

The economic impact of visitors to Monroe County totaled more than \$1 billion*

DIRECT SALES:

\$1.12 billion
\$1,124,300,000

A compilation of the following factors:

Lodging: **\$322M** | Recreation: **\$54.7M**

Food and Beverage: **\$344.8M** | Retail: **\$195.9M**

Transportation: **\$200.1M** | Second Homes: **\$6.9M**

TOURISM IMPACT ON MONROE COUNTY

\$81.1 million
in local taxes

\$61.4 million
in state taxes

TOTAL TOURISM-GENERATED LABOR INCOME

\$603.8 million

TOTAL NUMBER TOURISM JOBS IN MONROE COUNTY

19,740 jobs

* Economic impact data provided by Tourism Economics, an Oxford Economics company.



HIGHLIGHTS

- In 2019, tourism in the Finger Lakes region is a **\$3.3 billion** industry, supporting **58,248 jobs**.
- Monroe County represents **35%** of the region's tourism sales, with **\$1.1 billion in direct tourism spending**
- Year-over-year growth in traveler spend in Monroe County was **4.7%** (over 2018)
- Were it not for tourism-generated state and local taxes, **the average household in the region would have to pay an additional \$510** to maintain the same level of government revenue.

2019 AREAS OF SUPPORT

Membership, Grants & Other Income: **10%**
In-Kind Member & Partner Support: **5%**
Monroe County Hotel Tax: **85%**

2019 RESOURCE ALLOCATIONS

- Convention/Meeting Sales & Services: **27%**
- Tourism/Leisure Marketing: **16%**
- Rochester NY Sports Commission: **13%**
- Visit Rochester Operations, Facilities & Overhead: **15%**
- Visitor Services & Information Center Operations: **8%**
- Public Relations, Communications & Publication Development: **8%**
- Community Partnership Marketing: **1%**
- Rochester/Finger Lakes Film Office: **4%**
- Membership & Incremental Income: **6%**
- County Initiatives: **1%**
- Product Development & Industry Facilitation: **1%**