

2018 AREAS OF SUPPORT

Membership, Grants & Other Income: **6%**
In-Kind Member & Partner Support: **7%**
Monroe County Hotel Tax: **87%**

2018 RESOURCE ALLOCATIONS

- Convention/Meeting Sales & Services: **29%**
- Tourism/Leisure Marketing: **16%**
- Rochester NY Sports Commission: **12%**
- Visit Rochester Operations, Facilities & Overhead: **13%**
- Visitor Services & Information Center Operations: **8%**
- Public Relations, Communications & Publication Development: **9%**
- Community Partnership Marketing: **2%**
- Rochester/Finger Lakes Film Office: **4%**
- Membership & Incremental Income: **5%**
- County Initiatives: **1%**
- Product Development & Industry Facilitation: **1%**

2018 BY THE NUMBERS

Convention Sales

- **265** meetings and conventions booked for future years
- Issued **384** sales leads to partners
- Booked **58,889** room nights for future convention groups
- Hosted **48** organizations on site visits

Convention Services

- Serviced **273** meeting and convention groups

Rochester NY Sports Commission

- **103** pieces of sports business booked for future years
- Issued **166** sports sales leads to Visit Rochester members and community partners
- Booked **37,290** room nights of future sports-related businesses
- Hosted **15** organizations on site visits for future years

Film Office

- **325** projects assisted

Visitor Services

- **4,715** requests for visitor information from around the world
- Welcomed **36K** visitors at information centers
- Conducted frontline hospitality training to **416** individuals and **59** organizations

PR/Marketing

- More than **788,000** website visits to VisitRochester.com
- **26K** social media followers
- Hosted **53** writers for press visits
- Secured **86** feature articles/blogs on Rochester
- **\$6.3M** estimated value of all out of town media coverage

Membership

- **409** member organizations, **54** new members in 2018

ECONOMIC IMPACT OF VISITORS TO MONROE COUNTY IN 2018

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

TOTAL ECONOMIC IMPACT IN MONROE COUNTY:

\$1.07 billion
\$1,073,852,000

A compilation of the following factors:

Lodging: **\$301.9M** | Recreation: **\$52.3M**

Food and Beverage: **\$328.7M** | Retail: **\$189.8M**

Transportation: **\$194.4M** | Second Homes: **\$6.7M**

*According to a study by Tourism Economics, an Oxford Economics Company

TOURISM IMPACT ON MONROE COUNTY

\$78.95 million
in local taxes

\$58.6 million
in state taxes

TOTAL TOURISM-GENERATED LABOR INCOME

\$568.67 million

TOTAL NUMBER TOURISM JOBS IN MONROE COUNTY

19,949 jobs

TOURISM IMPACT IN 14-COUNTY FINGER LAKES REGION

\$3.2 billion in
economic impact

58,853 jobs