



# The Status of New York State Tourism — 2010

In the first 9 months of 2010, the Tourism Industry saw a slight, positive increase when compared to 2009.

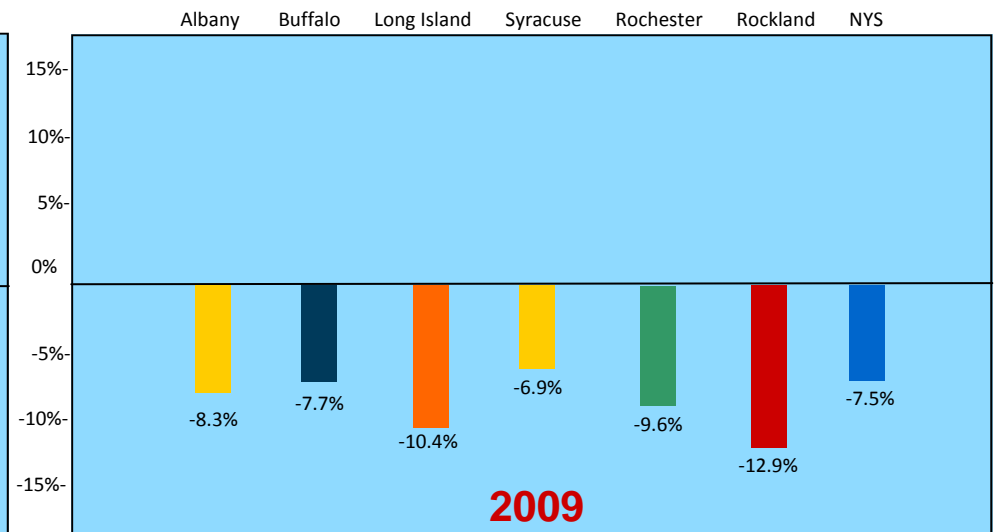
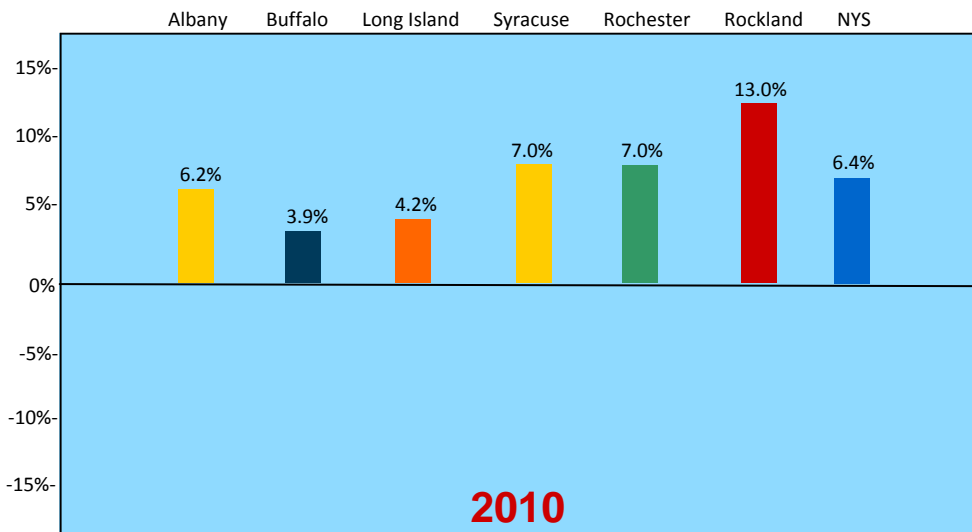
A number of reasons were responsible for the spark in overnight bookings and travel activity spending, including a slowly improving economy, packaging of over-night stays with area

events (e.g.: weekend getaways, local attractions, and seasonal events).

These results are not sustainable without continued investment to bring the state's sales and marketing programs to a more competitive level.

## Hotel Occupancy Performance 2010 vs. 2009

(September Year-to-Date Comparisons)



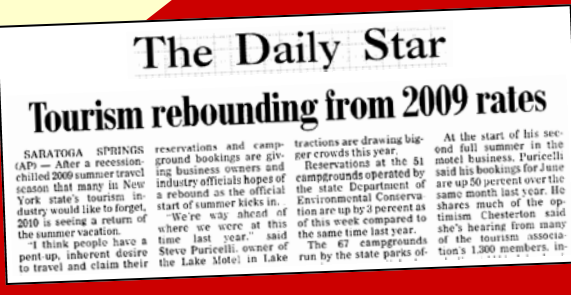
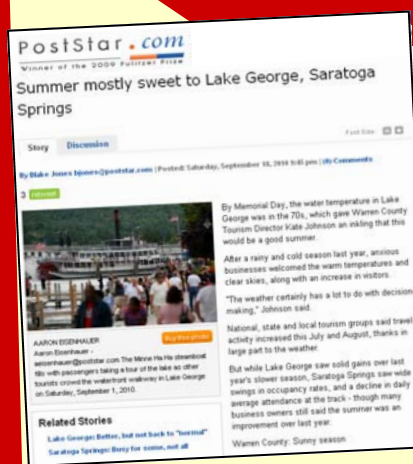
## Tourism Saves Taxpayers

In the absence of tourism activity, the average New York household would pay an extra

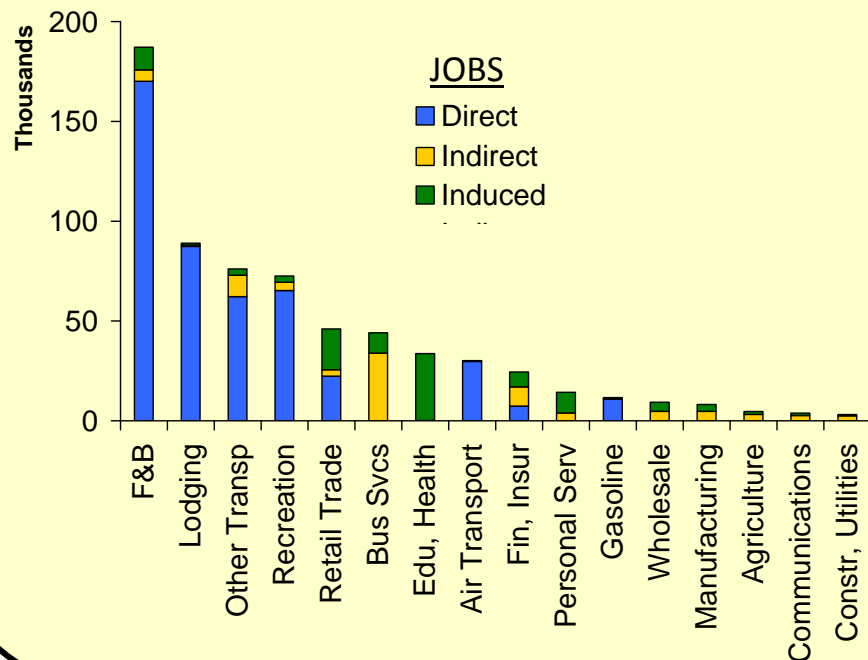
**\$778**

a year to cover the gap in state and local taxes.

## New York State Tourism in the Spotlight



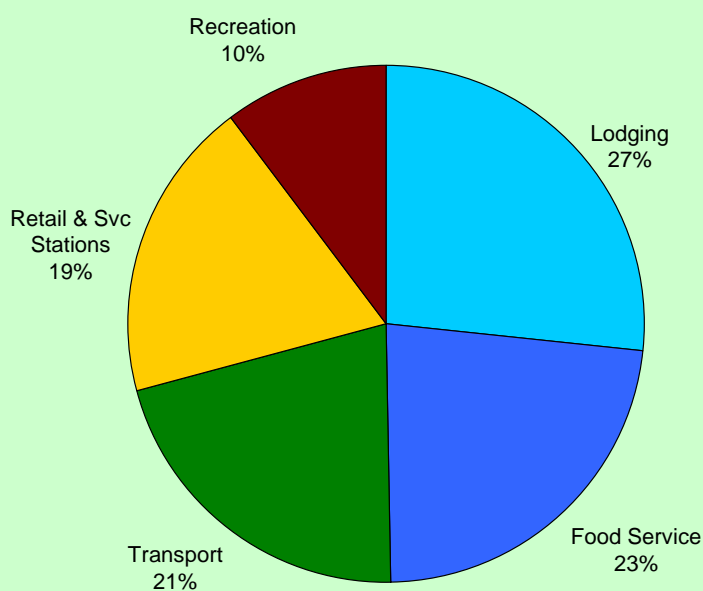
## Delivering Results — Jobs



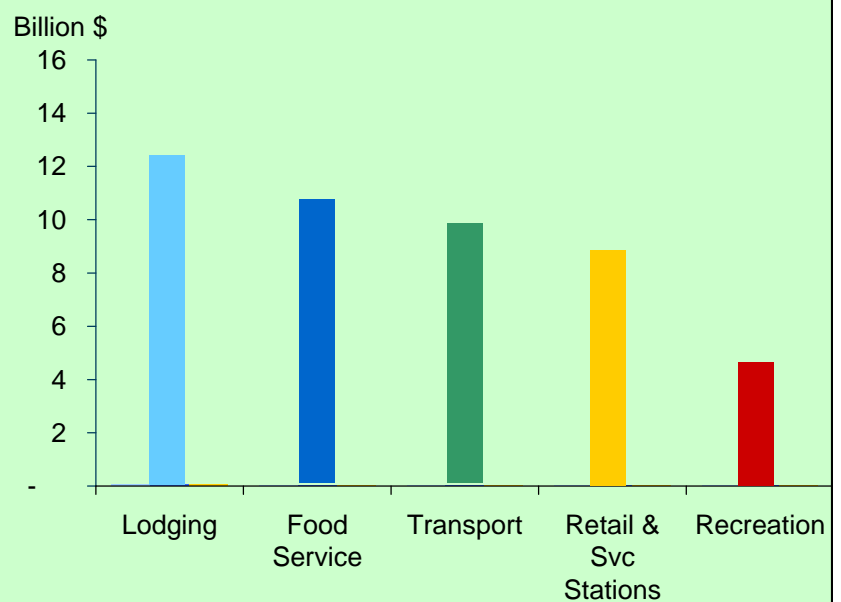
- ◆ **Direct impact:** The immediate benefit to persons and companies directly providing goods or services to travelers.
- ◆ **Indirect impact:** The secondary benefit to suppliers of goods and services to the directly-involved companies. For example, a food wholesaler providing goods to a restaurant. 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.

## Visitor Spending

2009 Visitor Spending Distribution



2009 Visitor Spending



Visitors spent **\$12.2 billion** in the lodging sector and \$10.5 billion in restaurants last year. The transportation industry received \$9.7 billion from visitors.

## Visitors and the Economy

- Tourism is the **7th largest private sector employer** in New York State on the basis of direct tourism employment.
- Visitors to New York State spent **\$45.8 billion** in 2009.
- This spending generated **\$75 billion** in total business sales.
- **660,915 jobs** were sustained by visitors to New York State in 2009 with **total income of \$25.5 billion**.
- Approximately **7.8%** (1 in 13 jobs) of all private employment in the state is **sustained by tourism**.
- Tourism in New York State generated **\$12.6 billion** in taxes in 2009, with **\$6.2 billion** accruing to state and local governments.
- The visitors to New York State remain **large contributors** to business sales, employment, and taxes in New York State.

