

# New York State

## Tourism Industry Fact Sheet



### Travel Spending

- The recovery of New York State's tourism economy accelerated in 2011 **growing 8.1%**
- Spending by visitors to New York grew 8.1% to **\$53.8 billion**.
- US domestic markets supplied 70% (**\$38 billion**) of the New York State's traveler spending base in 2011.
- **Lodging (29%)** and retail and service stations (20%) gained in 2011.
- **Transport** sectors, including aviation, taxis, limos, and site-seeing tours, maintained **20%** of all visitor spending.

### Tourism Employment

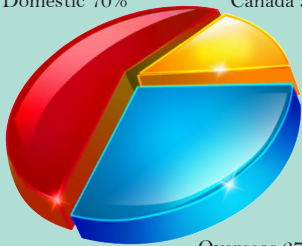


- Direct tourism employment **grew 3.8%** to reach a new high in 2011 while associated personal income **expanded 6.9%**.
- More than **694,000 jobs** were sustained by tourism activity last year with **total income of \$28 billion**.
- **8.0% (1 in 13)** of all New York State employment is sustained by tourism, either directly or indirectly.
- In 2007, the tourism sector supported 7.7% of payroll employment and now stands at **8.0% of payroll employment** as measured by the US Bureau of Labor Statistics.
- Tourism is the **5th largest employer** in New York State on the basis of direct tourism employment.

### International Travel

International markets represented **30% (16 Billion)** of the spending base.

Domestic 70%      Canada 3%

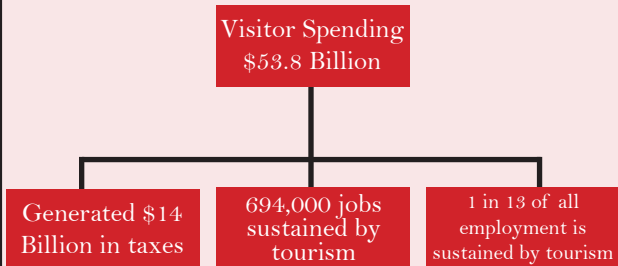


Overseas 27%

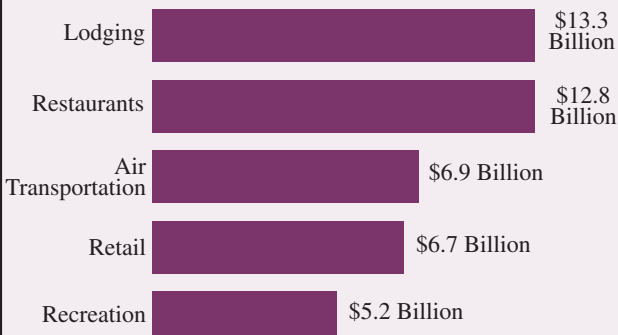
**Air passenger activity increased 1.9% for JFK and LGA combined while airfares at these airports increased 10%**



### New York State Tourism Impact



### Traveler-Generated Sales By Industry



### By the Numbers

*(all data 2011)*

More than 694,000 jobs were sustained by tourism activity last year with total income of \$28 billion.

1 in 13 of all New York state employment is sustained by tourism, either directly or indirectly.

New York state tourism generated \$6.9 Billion in state and local taxes in 2011

\$847: The Amount the Average New York State Household would have to pay a year to cover the gap in state and local taxes.

Room demand surged, growing 5.2% in 2011. And total hotel revenue increase of 10.6%.

Including the indirect and induced impact, traveler spending generated \$87 billion in business sales in 2011, up 7.1%

Tourism-generated income grew 5.9% with increased employment and longer hours from tourism workers, reaching \$28 billion in 2011.

Tourism generated \$14 billion in taxes in 2011, growing 6.0%

A combination of higher fuel prices and additional drive visitors pushed spending at gasoline stations 21%

Traveler spending growth has averaged 5% per year from 2003-2011 (compound annual growth).