

New York State TRAVEL FACTS

HOW TOURISM DRIVES NEW YORK STATE'S ECONOMY

March 2014



Traveler Spending

- Traveler Spending Reached **\$57.3 Billion** in 2012.
- Spending increased the most in the lodging sector as both room demand and rates rose—growing **3.9%** in 2012
- Traveler Spending Growth has Averaged **5% Per Year** from 2003-2012.

NEW YORK STATE TRAVEL INDUSTRY UPDATE

SPENDING \$57.3 BILLION



TAXES \$7.2 BILLION

State and Local



JOBS 818,700 Jobs*



By the Numbers (all data 2012)



No. 5: Tourism's Rank of New York State's Largest Employers.

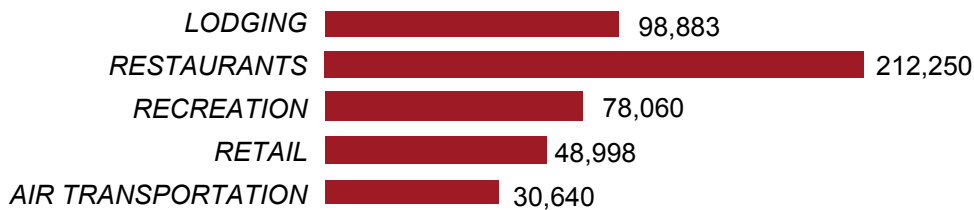
8.1%: Percentage of New York State Employment (1 in 12 Jobs) Sustained by Tourism, either Directly or Indirectly.

6.2%: New York State tourism generated \$7.2 billion in state and local taxes in 2012 and spending grew by 6.2%.

7.3%: Total hotel revenue increased 7.3% according to STR. Room demand surged, growing 3.9% in 2012.

\$891: The Amount the Average New York State Household would Have to Pay a Year to Cover the Gap in State and Local Taxes.

TRAVELER-GENERATED EMPLOYMENT



Travel-generated employment (2.8%) grew at more than twice the rate of the broader NYS economy (1.3%)

2012 International Travel



International Markets represented **\$17.3 Billion** of Traveler Spending.

International markets represented 30% of the spending base.

Direct Sales from Overseas Traveler Spending Increased **5.7%**.

Direct Sales from Canadian Traveler Spending Increased **7.2%**.

Data provided by Tourism Economics, an Oxford Economic company dedicated to providing high value, robust and relevant analyses of the tourism sector that reflects the dynamics of local and global economies. 2012

* 2013 NYS Department of Labor



The **New York State Hospitality & Tourism Association (NYSH&TA)** is a not-for-profit trade organization representing nearly 1,300 member businesses and individuals in the lodging and attractions industry.