

# The Economic Impact of Tourism in New York

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2017 Calendar Year

Greater Niagara Focus



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# State Summary

# Key trends in 2017

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- New York State's tourism economy expanded in 2017 with 4.4% growth in traveler spending, reaching a new high of \$67.6 billion-- 27% above the state's pre-recession peak set in 2008.
- Key data illustrate the industry's performance:
  - Room demand expanded 3.8% in 2017. However, a slight decline in room rates of 0.4% led to a total hotel revenue increase of 3.4% according to STR.
  - Passenger counts at all NYS airports increased 2.3% in 2017, though associated ticket revenue declined for the third consecutive year (down 3.3%).
- Personal income climbed 6.0% over the prior year, outpacing the general economy.

# Headline results

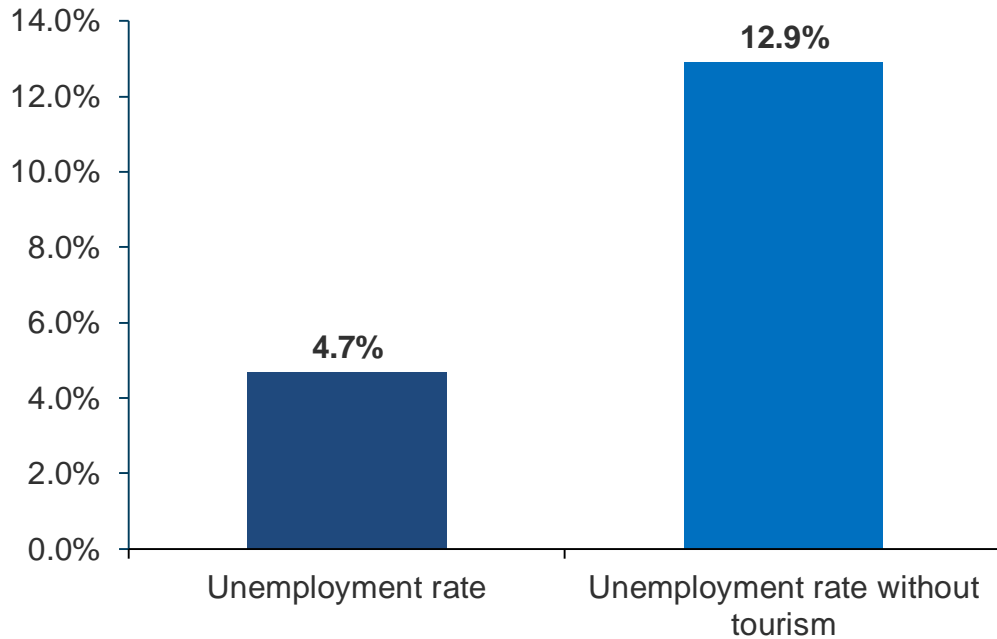
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- Travel & tourism is a substantial and growing component of the New York State economy.
- Direct spending of \$67.6 billion generated nearly \$109 billion in total business sales including indirect and induced impacts.
- Total income of \$36.5 billion was sustained by tourism activity in 2017.
- New York State tourism generated \$8.5 billion in state and local taxes in 2017, saving each NYS household an average of \$1,172 in taxes.

# Tourism is vital to the NYS labor market

## Unemployment Rate in New York State

2017



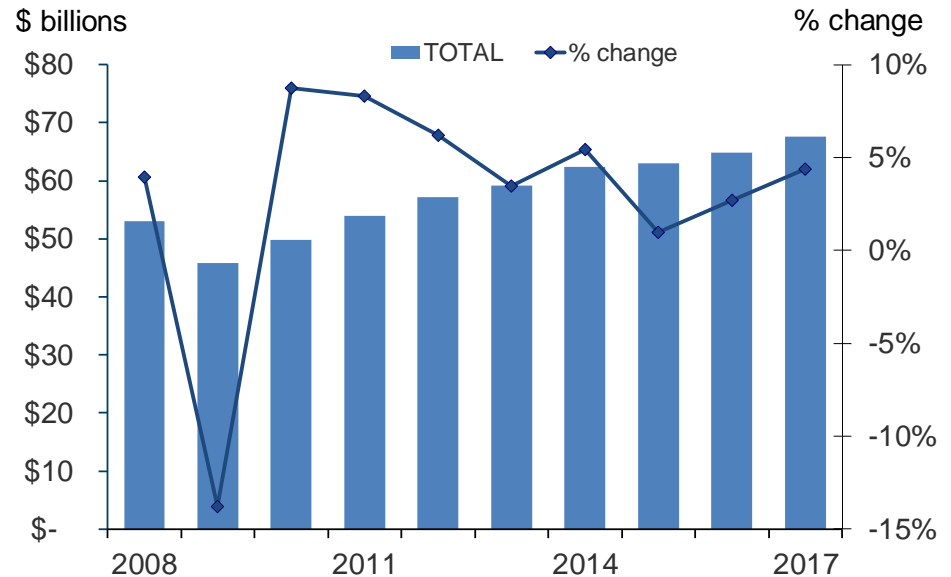
Source: BLS, Tourism Economics

- The unemployment rate in New York State was 4.7% in 2017. If the jobs sustained by travelers were eliminated, the unemployment rate would rise to 12.9%.

# Traveler spending growth

- Traveler spending continued to expand in 2017, growing 4.4%. Excluding purchases of gasoline, traveler spending expanded 3.2% last year.
- As a result, the tourism economy reached another high in 2017, with \$67.6 billion in traveler spending.
- Traveler spending growth has averaged 4.5% per year since the recovery began in 2010 (compound annual growth).

## New York Traveler Spending



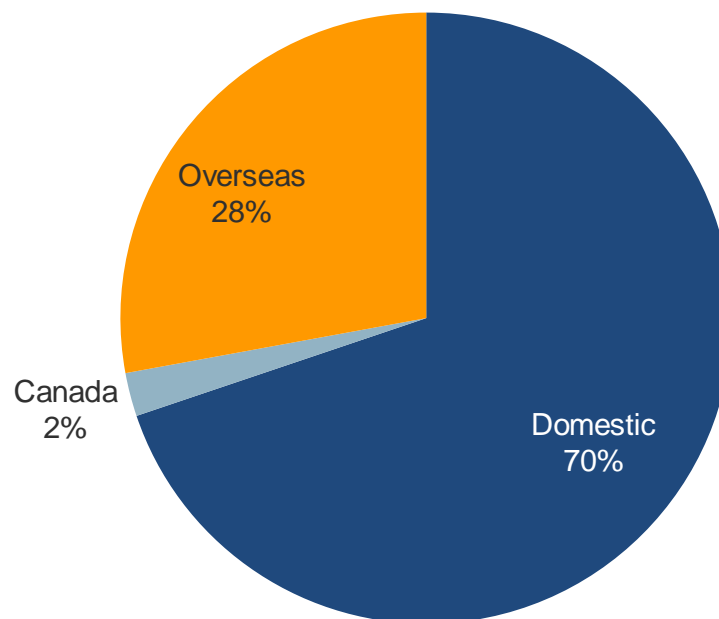
Source: Tourism Economics

# New York State tourism markets

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- US domestic markets supplied 70% (\$47.2 bn) of the New York State's traveler spending base in 2017.
- International markets represented 30% (\$20.4 bn) of the spending base.

**Traveler Spending by Market, 2017**

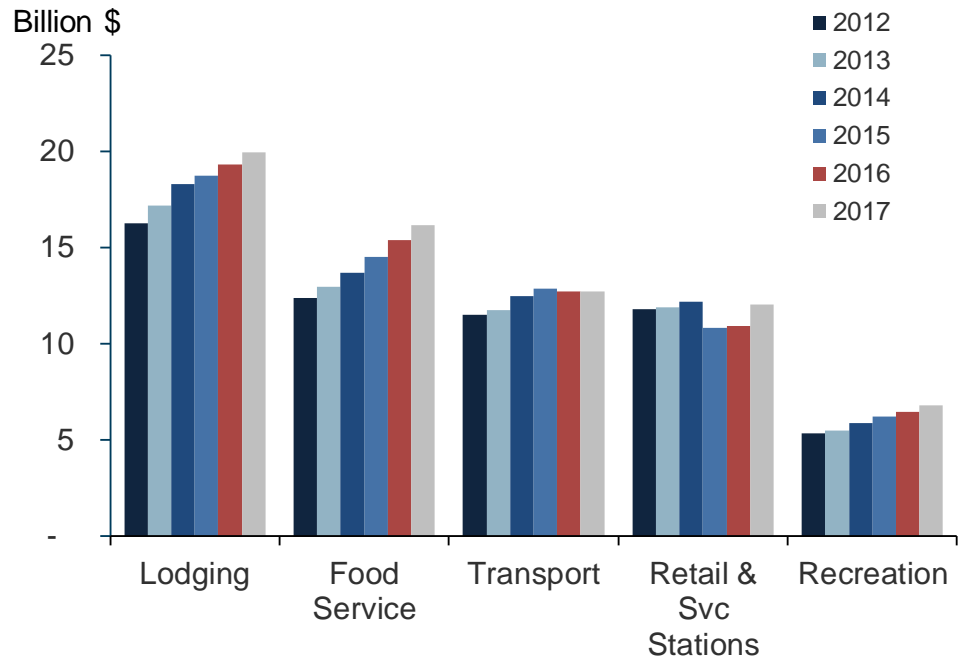


Source: Tourism Economics

# Broad-based growth

- Travelers increased their spending across all sectors except transportation in 2017. Higher prices for food and fuel factored into increase in traveler spending.
- Spending increased the most in retail and service stations, as gas prices rose significantly over the prior year.
- Growth was also strong in the food service and recreation sectors, increasing 5.1% and 4.8%, respectively, over 2016.

## Traveler Spending By Sector



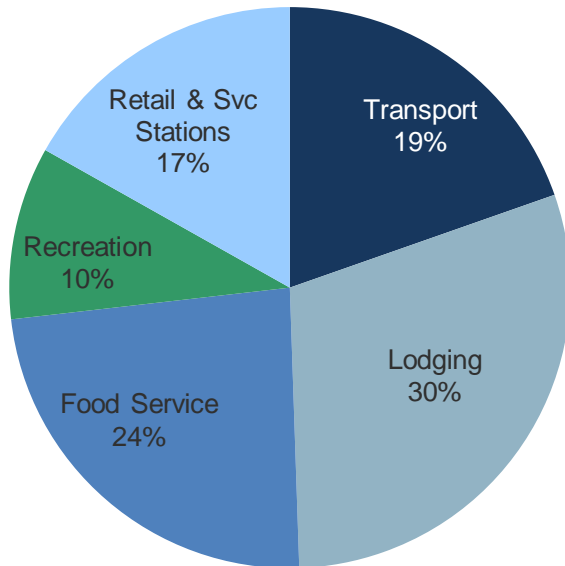
Source: Tourism Economics



# Traveler spending distribution

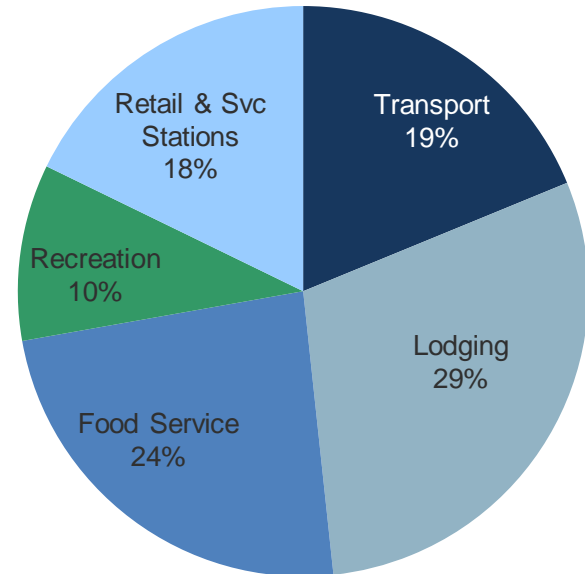
- Traveler spending is diverse and well-distributed across multiple sectors of the economy.
- While spending shares remained similar to 2016, higher fuel prices shifted traveler spending back to transportation.

**Traveler Spending by Sector, 2016**



Source: Tourism Economics

**Traveler Spending by Sector, 2017**



Source: Tourism Economics

# Historic traveler spending by sector

NYS Traveler Spending, millions							
	Transport	Lodging	Food Service	Recreation	Retail & Svc Stations	TOTAL	% change
2005	\$ 6,453	\$ 11,575	\$ 9,663	\$ 4,259	\$ 4,615	\$ 43,431	8.6%
2006	\$ 6,587	\$ 12,832	\$ 10,565	\$ 4,668	\$ 4,950	\$ 46,574	7.2%
2007	\$ 7,361	\$ 14,301	\$ 11,357	\$ 5,191	\$ 5,360	\$ 51,081	9.7%
2008	\$ 7,610	\$ 14,710	\$ 11,492	\$ 5,336	\$ 5,462	\$ 53,108	4.0%
2009	\$ 6,626	\$ 12,208	\$ 10,511	\$ 4,668	\$ 4,471	\$ 45,777	-13.8%
2010	\$ 10,108	\$ 13,873	\$ 11,313	\$ 4,817	\$ 9,664	\$ 49,775	8.7%
2011	\$ 10,875	\$ 15,155	\$ 11,806	\$ 5,019	\$ 11,055	\$ 53,910	8.3%
2012	\$ 11,504	\$ 16,267	\$ 12,379	\$ 5,332	\$ 11,775	\$ 57,257	6.2%
2013	\$ 11,740	\$ 17,180	\$ 12,953	\$ 5,498	\$ 11,874	\$ 59,245	3.5%
2014	\$ 12,473	\$ 18,292	\$ 13,676	\$ 5,863	\$ 12,152	\$ 62,456	5.4%
2015	\$ 12,853	\$ 18,714	\$ 14,502	\$ 6,183	\$ 10,825	\$ 63,077	1.0%
2016	\$ 12,719	\$ 19,327	\$ 15,375	\$ 6,454	\$ 10,912	\$ 64,787	2.7%
2017	\$ 12,712	\$ 19,958	\$ 16,166	\$ 6,767	\$ 12,030	\$ 67,633	4.4%
2017 % change	-0.1%	3.3%	5.1%	4.8%	10.2%	4.4%	

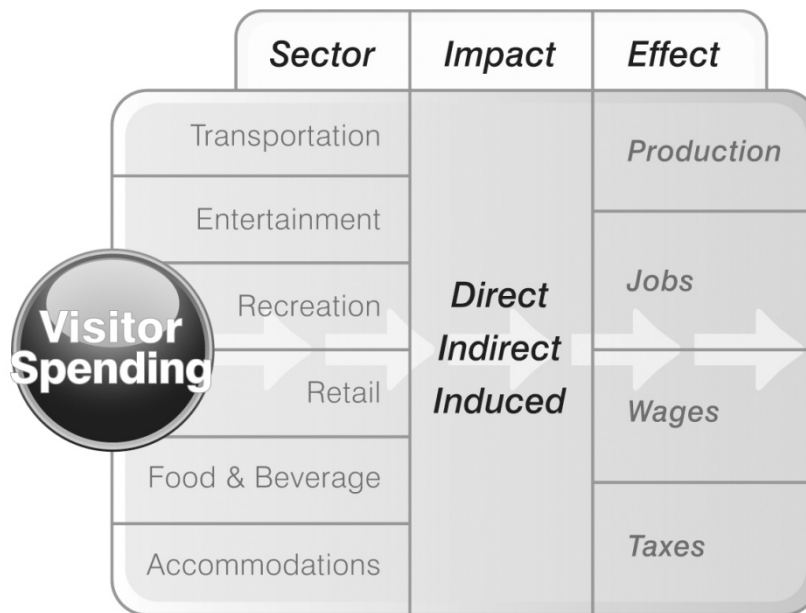
# Traveler spending by market

NYS Traveler Spending by Market				
	Domestic	Canada	Overseas	Total
2010	\$ 35,075	\$ 1,304	\$ 13,396	\$ 49,775
2011	\$ 37,579	\$ 1,395	\$ 14,937	\$ 53,910
2012	\$ 40,050	\$ 1,495	\$ 15,711	\$ 57,257
2013	\$ 41,030	\$ 1,554	\$ 16,661	\$ 59,245
2014	\$ 43,533	\$ 1,638	\$ 17,285	\$ 62,456
2015	\$ 44,045	\$ 1,540	\$ 17,493	\$ 63,077
2016	\$ 45,570	\$ 1,461	\$ 17,755	\$ 64,787
2017	\$ 47,219	\$ 1,556	\$ 18,858	\$ 67,633
2010 Growth	5.8%	15.2%	16.7%	8.7%
2011 Growth	7.1%	7.0%	11.5%	8.3%
2012 Growth	6.6%	7.2%	5.2%	6.2%
2013 Growth	2.4%	3.9%	6.0%	6.2%
2014 Growth	6.1%	5.4%	3.7%	5.4%
2015 Growth	1.2%	-6.0%	1.2%	1.0%
2016 Growth	3.5%	-5.1%	1.5%	2.7%
2017 Growth	3.6%	6.5%	6.2%	4.4%

- Spending from all market segments increased, led by international travelers. Following a lackluster 2016, visitation and spending bounced back for both Canadian and overseas travelers alike. Despite strong growth from those markets, domestic spend remains the highest in terms of levels.

# How traveler spending generates impact

- Travelers create direct economic value within a discreet group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
- Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.



- Lastly, the induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the city economy.

# Traveler-generated sales

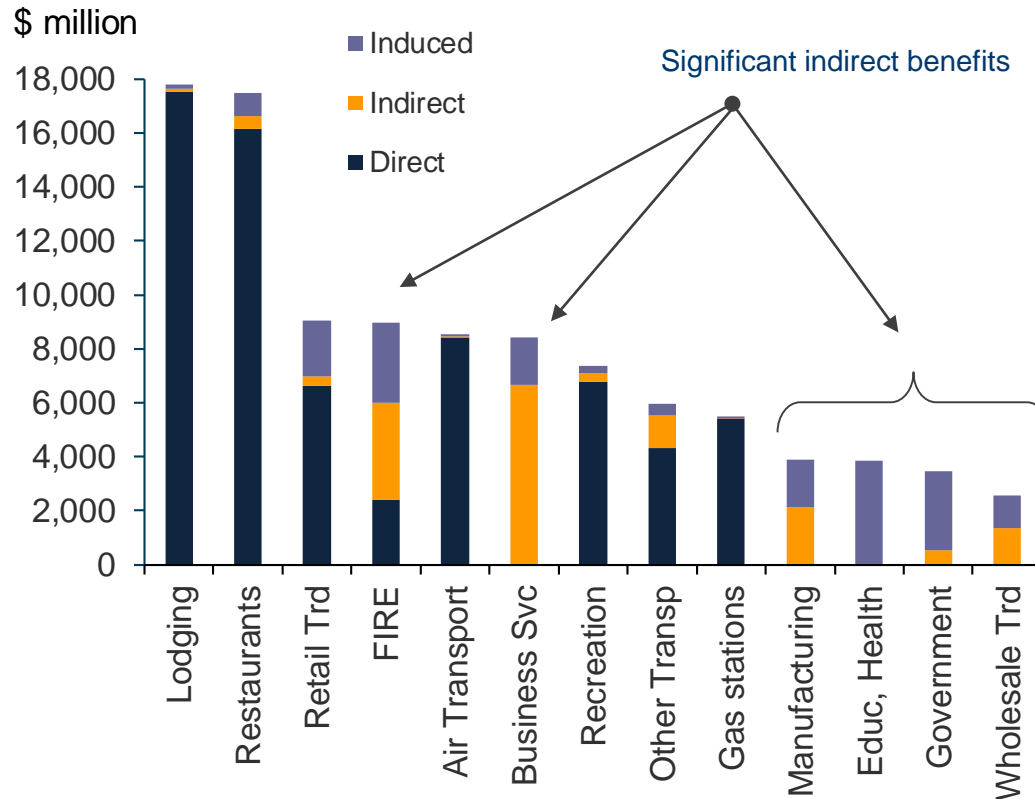
- Including the indirect and induced impacts, traveler spending generated nearly \$109 billion in business sales in 2017, increasing 3.7%.

Tourism Sales (Output)					
(US\$ Million, 2017)					
	Direct*	Indirect	Induced	Total	% change
Agriculture, Fishing, Mining	-	445	189	633	2.8%
Construction and Utilities	-	1,285	608	1,893	2.8%
Manufacturing	-	2,138	1,761	3,899	2.7%
Wholesale Trade	-	1,336	1,242	2,578	2.7%
Air Transport	8,409	55	70	8,533	-1.0%
Other Transport	4,303	1,240	425	5,968	2.2%
Retail Trade	6,621	340	2,097	9,058	2.8%
Gasoline Stations	5,408	13	73	5,494	20.6%
Communications	-	1,372	775	2,147	2.7%
Finance, Insurance and Real Estate	2,418	3,602	2,933	8,952	2.6%
Business Services	-	6,657	1,768	8,425	2.8%
Education and Health Care	-	24	3,820	3,844	2.6%
Recreation and Entertainment	6,767	330	264	7,361	4.7%
Lodging	17,541	119	141	17,801	3.4%
Food & Beverage	16,166	450	878	17,494	5.0%
Personal Services	-	368	831	1,200	2.7%
Government	-	511	2,929	3,440	2.6%
<b>TOTAL</b>	<b>67,633</b>	<b>20,284</b>	<b>20,803</b>	<b>108,720</b>	<b>3.7%</b>
<b>% change</b>	<b>4.4%</b>	<b>2.8%</b>	<b>2.6%</b>	<b>3.7%</b>	

Note: Direct Sales include cost of goods sold for retail and gasoline stations

# Traveler-generated sales

## Traveler-Generated Sales by Industry



\* Direct sales include cost of goods sold for retail

\*\* Air transport includes local airline and airport operations, including sales generated by inbound visitors, plus outbound and transit passengers

\*\*\* FIRE = Finance, Insurance, and Real Estate

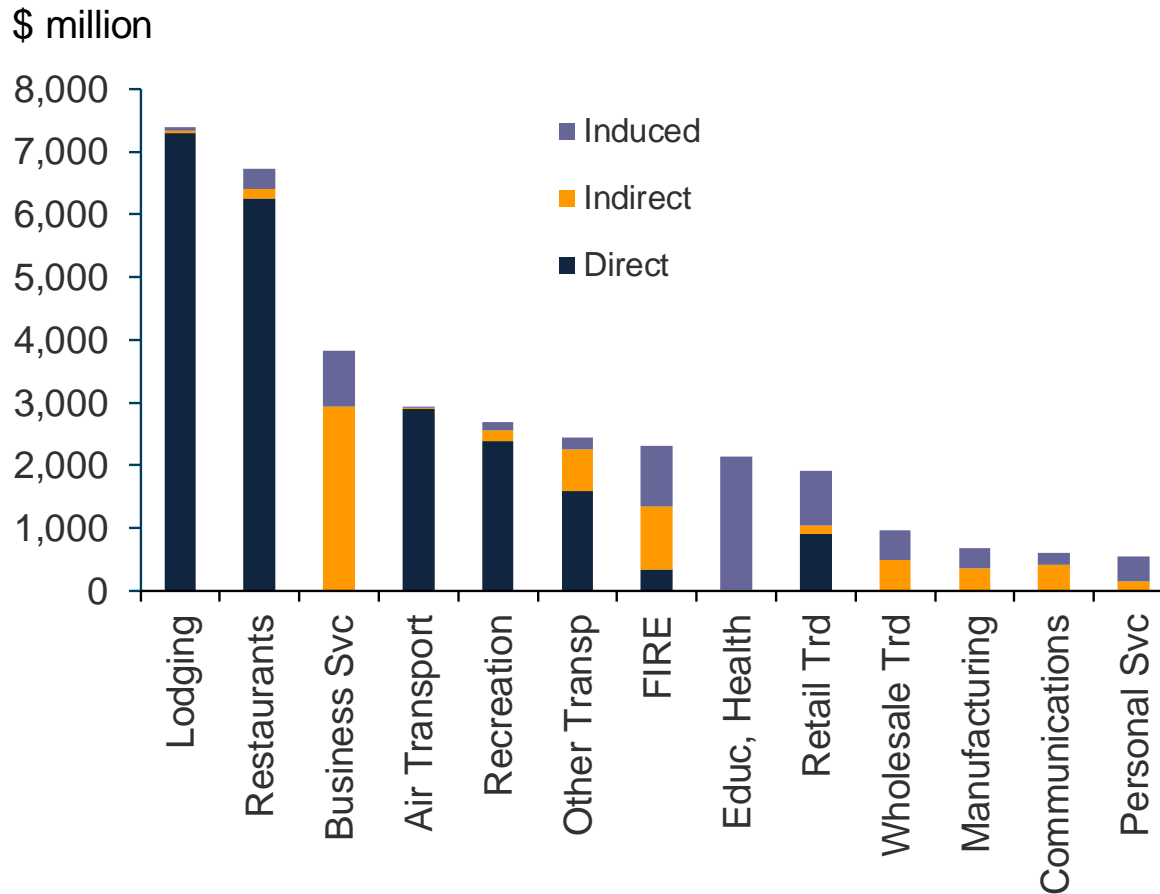
# Traveler-generated income

Tourism Income (Compensation)					
(US\$ Million, 2017)					
	Direct	Indirect	Induced	Total	% change
Agriculture, Fishing, Mining	-	84	47	131	4.4%
Construction and Utilities	-	369	152	521	4.4%
Manufacturing	-	366	309	675	4.4%
Wholesale Trade	-	498	473	971	4.4%
Air Transport	2,899	17	22	2,939	3.5%
Other Transport	1,592	671	185	2,448	3.8%
Retail Trade	909	137	862	1,907	3.8%
Gasoline Stations	410	4	23	437	4.1%
Communications	-	416	195	612	4.4%
Finance, Insurance and Real Estate	344	994	971	2,309	4.2%
Business Services	-	2,945	884	3,829	4.4%
Education and Health Care	-	13	2,127	2,140	4.5%
Recreation and Entertainment	2,383	183	124	2,690	4.8%
Lodging	7,290	44	51	7,385	8.4%
Food & Beverage	6,246	164	327	6,737	6.1%
Personal Services	-	157	385	542	4.4%
Government	-	133	79	212	4.4%
<b>TOTAL</b>	<b>22,073</b>	<b>7,195</b>	<b>7,215</b>	<b>36,484</b>	<b>5.4%</b>
% change	6.0%	4.3%	4.5%	5.4%	

- Tourism-generated income grew 5.4% as a function of both employment growth and pay increases, registering \$36.5 billion in 2017.

# Traveler-generated income

## Traveler-Generated Income by Industry



FIRE = Finance, Insurance, and Real Estate



# Tourism tax generation

Travel-Generated Taxes (US\$ Million, 2017)	
	Total
<b>Federal Taxes</b>	<b>9,334.2</b>
Corporate	1,571.3
Indirect Business	705.6
Personal Income	3,333.0
Social Security	3,724.4
<b>State and Local Taxes</b>	<b>8,517.2</b>
Corporate	1,673.4
Personal Income	1,441.2
Sales	2,557.0
Property	2,374.5
Excise and Fees	336.6
State Unemployment	134.4
<b>TOTAL</b>	<b>17,851.4</b>
% change	4.3%

- Tourism generated nearly \$17.9 billion in taxes in 2017, growing 4.3%.
- Total state and local tax proceeds of \$8.5 billion saved the state's households an average of \$1,172 in tax burden.

# Tourism tax generation: State vs. Local

Travel-Generated Taxes								
(US\$ Million)								
Tax Type	2010	2011	2012	2013	2014	2015	2016	2017
<b>State Tax Subtotal</b>	<u>2,784.3</u>	<u>2,974.8</u>	<u>3,142.3</u>	<u>3,250.4</u>	<u>3,413.1</u>	<u>3,498.3</u>	<u>3,614.8</u>	<u>3,719.4</u>
Corporate	535.2	574.3	609.0	631.0	662.8	674.2	692.4	708.0
Personal Income	857.38	908.6	950.7	980.2	1,028.4	1,069.9	1,118.6	1,154.6
Sales	1,143.09	1,226.5	1,300.6	1,347.6	1,415.6	1,439.9	1,478.8	1,517.5
Property	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Excise and Fees	150.83	161.8	173.6	179.9	189.0	192.2	197.4	204.8
State Unemployment	97.8	103.6	108.4	111.8	117.3	122.0	127.6	134.4
<b>Local Tax Subtotal</b>	<u>3,710.9</u>	<u>3,905.1</u>	<u>4,095.6</u>	<u>4,226.9</u>	<u>4,424.8</u>	<u>4,505.1</u>	<u>4,614.2</u>	<u>4,797.7</u>
Corporate	711.6	763.5	809.6	838.9	881.2	896.3	920.5	965.4
Personal Income	191.0	202.4	211.8	218.4	229.1	238.4	249.2	286.5
Sales	762.1	817.6	867.0	898.4	943.7	959.9	985.9	1,039.5
Property	1,949.2	2,017.5	2,095.5	2,155.6	2,249.2	2,286.8	2,331.6	2,374.5
Excise and Fees	97.0	104.1	111.7	115.7	121.6	123.6	127.0	131.7
State Unemployment	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

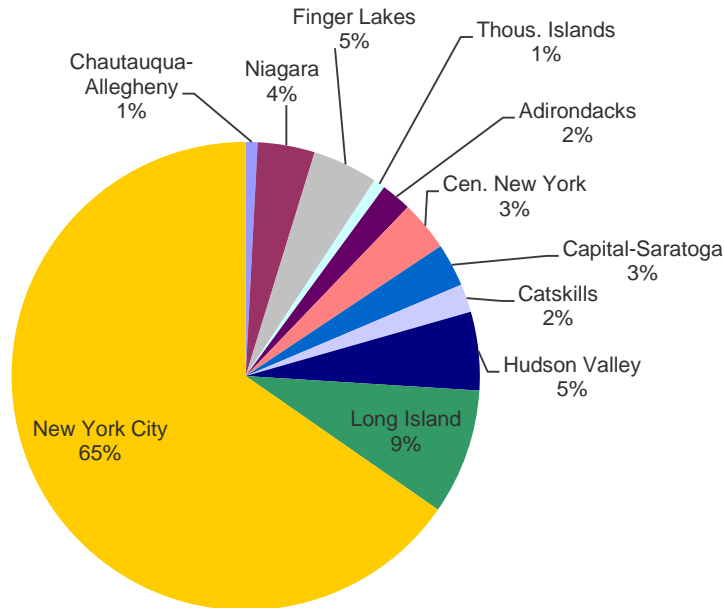
- Tourism generated \$3.7 billion in state taxes, and \$4.8 billion in local taxes in 2017.

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# Regional Summary

# Traveler spending by region

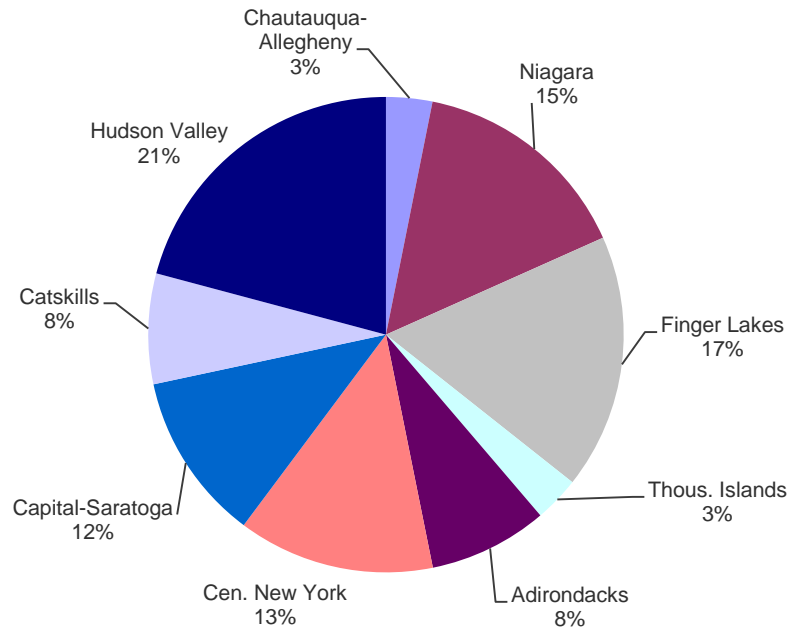
## Traveler Spending, 2017



- New York State is divided into 11 economic regions.
- New York City is the largest single tourism region with 65% of state visitor spend.
- New York City, Long Island and Hudson Valley together comprise nearly 80% of New York State traveler spend.

# Upstate traveler spending by region

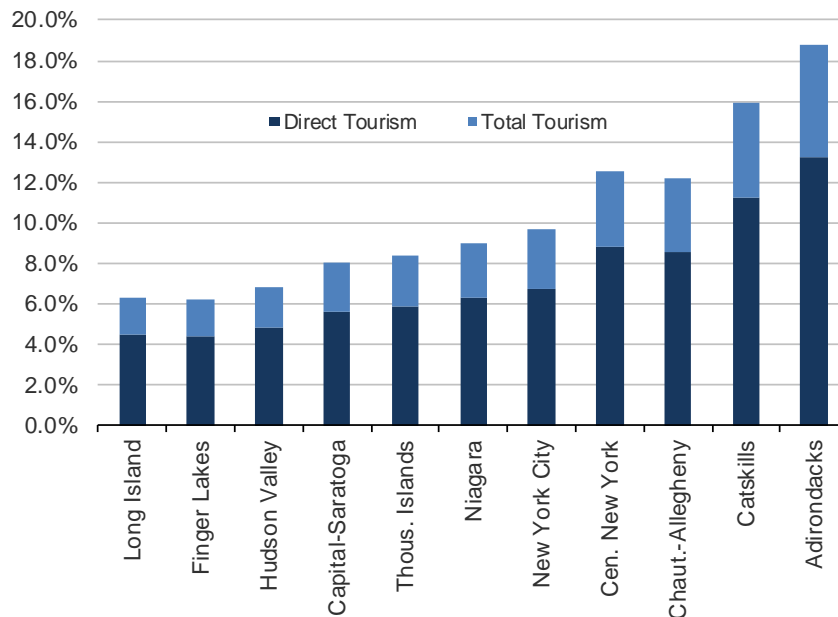
## Upstate Traveler Spending, 2017



- Traveler spending across the upstate regions of New York is more evenly distributed (excludes NYC and Long Island).

# Reliance on tourism

## Tourism Share of Regional Employment in 2017

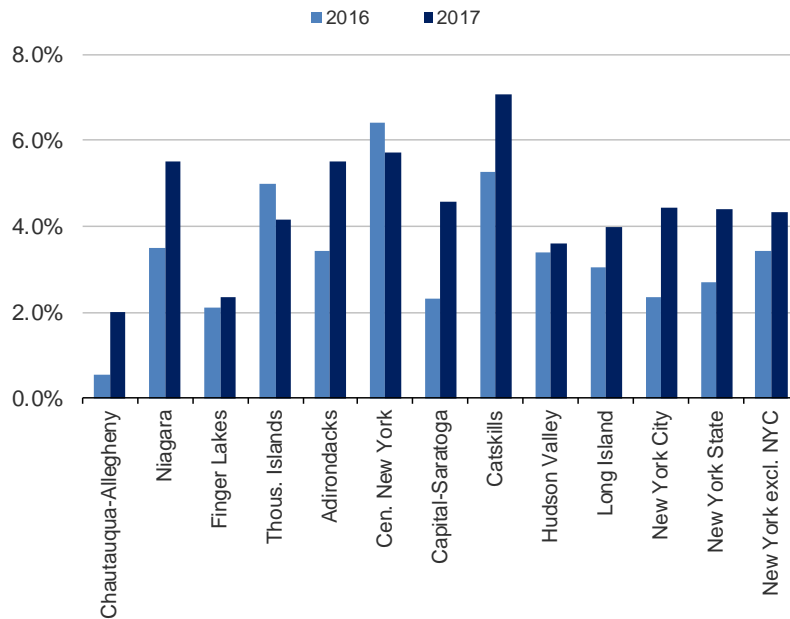


- Tourism is an integral part of every region's economy, generating from 6% to 19% of employment.
- Tourism is most important to the Adirondacks and Catskills, generating 19% and 16% of total employment, respectively.

Note: All regional and county tourism shares are calculated using QCEW (ES-202) employment and wage totals as produced by the NYS Dept. of Labor.

# Traveler spending growth

## Growth in Traveler Spending



- Traveler spending increased in all regions in 2017, generally at a higher rate than in 2016.
- The strongest growth occurred in the Catskills, Central New York, Adirondacks, and Greater Niagara regions.
- Growth in traveler spending was led by recreation and food & beverage spending. Additionally, higher fuel prices contributed to an increase in service spending.

# Regional growth

## Traveler Spend Year-Over-Year Comparison

Traveler Spend '000s	2015	2016	2017	2017 / 2016 %
1. Chautauqua-Allegheny	\$ 539,075	\$ 541,924	\$ 552,847	2.0%
2. Greater Niagara	\$ 2,441,645	\$ 2,527,005	\$ 2,666,342	5.5%
3. Finger Lakes	\$ 2,916,899	\$ 2,977,992	\$ 3,048,050	2.4%
4. Thousand Islands	\$ 496,885	\$ 521,599	\$ 543,319	4.2%
5. Adirondacks	\$ 1,302,981	\$ 1,347,424	\$ 1,421,767	5.5%
6. Central New York	\$ 2,089,682	\$ 2,223,911	\$ 2,351,046	5.7%
7. Capital-Saratoga	\$ 1,879,644	\$ 1,922,968	\$ 2,010,982	4.6%
8. Catskills	\$ 1,170,425	\$ 1,232,096	\$ 1,319,364	7.1%
9. Hudson Valley	\$ 3,419,906	\$ 3,536,433	\$ 3,664,056	3.6%
10. Long Island	\$ 5,479,761	\$ 5,646,539	\$ 5,870,546	4.0%
11. New York City	\$ 41,339,411	\$ 42,308,741	\$ 44,184,748	4.4%
<b>TOTAL</b>	<b>\$ 63,076,313</b>	<b>\$ 64,786,632</b>	<b>\$ 67,633,067</b>	<b>4.4%</b>



# Regional tourism summary (2017)

## Tourism Economic Impact Combined Direct, Indirect, and Induced

Tourism Economic Impact	Direct Sales, '000s	Labor Income, '000s	Employment, Persons	Local Taxes, '000s	State Taxes, '000s
1. Chautauqua-Allegheny	\$ 552,847	\$ 248,785	11,172	\$ 39,024	\$ 30,403
2. Greater Niagara	\$ 2,666,342	\$ 1,472,224	53,168	\$ 181,895	\$ 146,634
3. Finger Lakes	\$ 3,048,050	\$ 1,529,162	58,242	\$ 225,868	\$ 167,626
4. Thousand Islands	\$ 543,319	\$ 239,051	9,194	\$ 36,172	\$ 29,879
5. Adirondacks	\$ 1,421,767	\$ 678,793	21,347	\$ 99,599	\$ 78,189
6. Central New York	\$ 2,351,046	\$ 1,348,464	37,583	\$ 150,577	\$ 129,270
7. Capital-Saratoga	\$ 2,010,982	\$ 1,104,632	37,593	\$ 139,421	\$ 110,593
8. Catskills	\$ 1,319,364	\$ 607,323	18,542	\$ 88,824	\$ 72,558
9. Hudson Valley	\$ 3,664,056	\$ 2,060,957	58,539	\$ 246,419	\$ 201,503
10. Long Island	\$ 5,870,546	\$ 3,166,774	81,707	\$ 401,887	\$ 322,847
11. New York City	\$ 44,184,748	\$ 24,027,358	410,310	\$ 3,188,056	\$ 2,429,913
<b>TOTAL</b>	<b>\$ 67,633,067</b>	<b>\$ 36,483,522</b>	<b>797,397</b>	<b>\$ 4,797,741</b>	<b>\$ 3,719,415</b>

# Regional tourism impact distribution (2017)

## Tourism Economic Impact Regional Shares

Tourism Distribution	Sales	Labor Income	Employment	Local Taxes	State Taxes
1. Chautauqua-Allegheny	1%	1%	1%	1%	1%
2. Greater Niagara	4%	4%	7%	4%	4%
3. Finger Lakes	5%	4%	7%	5%	5%
4. Thousand Islands	1%	1%	1%	1%	1%
5. Adirondacks	2%	2%	3%	2%	2%
6. Central New York	3%	4%	5%	3%	3%
7. Capital-Saratoga	3%	3%	5%	3%	3%
8. Catskills	2%	2%	2%	2%	2%
9. Hudson Valley	5%	6%	7%	5%	5%
10. Long Island	9%	9%	10%	8%	9%
11. New York City	65%	66%	51%	66%	65%
TOTAL	100%	100%	100%	100%	100%

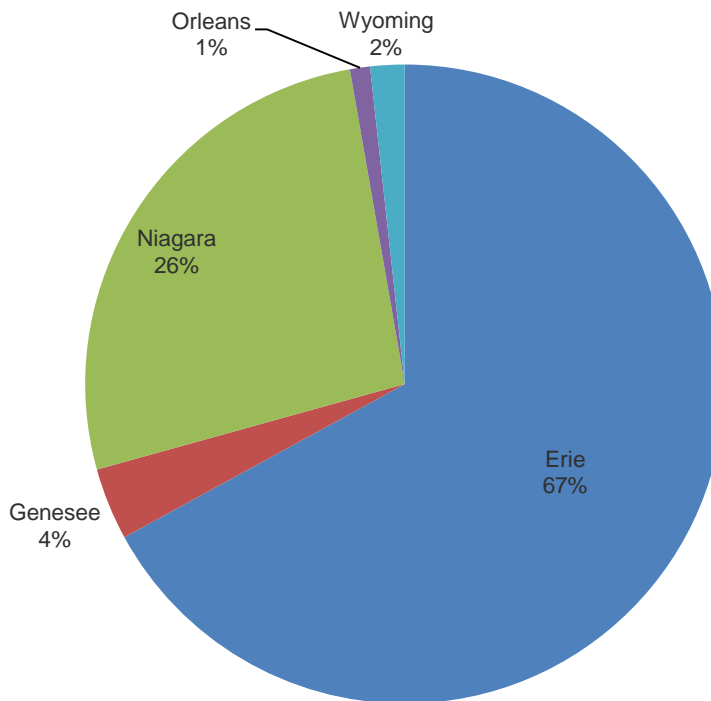
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# Regional Detail for Greater Niagara

# Greater Niagara, county distribution

- Tourism in Greater Niagara is a \$2.7 billion industry, supporting 53,168 jobs.
- Erie county represents 67% of the region's tourism sales with \$1.8 billion in traveler spending.
- Traveler spending in the region increased 5.5% in 2017.

## Traveler Spending



# Greater Niagara, total tourism impact

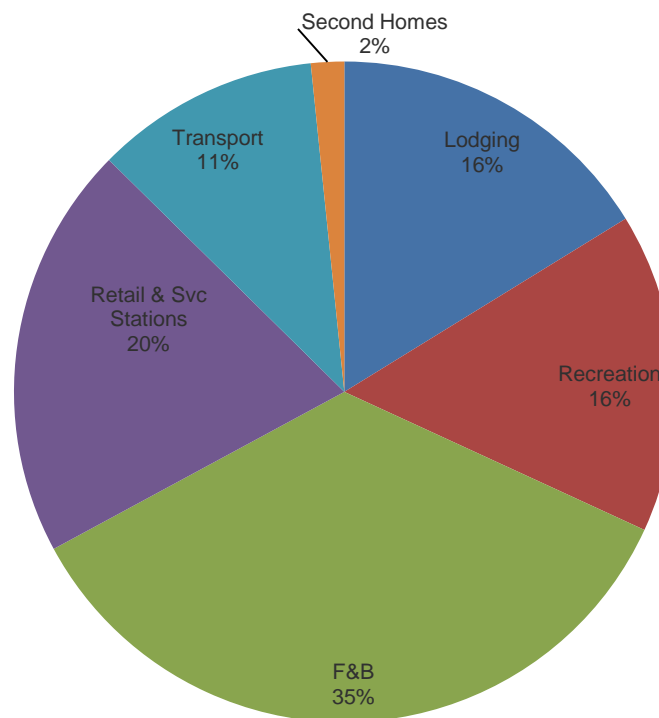
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Total Tourism Impact, 2017	Traveler Spend '000	Labor Income, '000	Employment	Local Taxes '000	State Taxes '000
Erie	\$1,787,499	\$992,895	32,657	\$122,911	\$98,302
Genesee	\$97,224	\$52,164	2,825	\$6,871	\$5,347
Niagara	\$708,276	\$389,709	16,242	\$47,396	\$38,951
Orleans	\$27,087	\$11,988	552	\$1,763	\$1,490
Wyoming	\$46,255	\$25,469	892	\$2,953	\$2,544
<b>TOTAL</b>	<b>\$2,666,342</b>	<b>\$1,472,224</b>	<b>53,168</b>	<b>\$181,895</b>	<b>\$146,634</b>

# Greater Niagara, traveler spending

## Traveler Spending

- Travelers spent \$2.7 billion in Greater Niagara in 2017 across a diverse range of sectors.
- Restaurant and retail spending comprised 35% and 20% of total traveler spending, respectively.



# Greater Niagara, traveler spending

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2017 Traveler Spend '000s	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Erie	\$321,290	\$188,149	\$675,653	\$358,362	\$225,586	\$18,459	\$1,787,499
Genesee	\$15,200	\$12,597	\$35,882	\$18,170	\$13,256	\$2,118	\$97,224
Niagara	\$89,657	\$203,821	\$207,425	\$151,262	\$52,038	\$4,073	\$708,276
Orleans	\$1,060	\$5,095	\$8,108	\$4,438	\$712	\$7,672	\$27,087
Wyoming	\$5,243	\$7,465	\$12,849	\$8,182	\$1,556	\$10,960	\$46,255
<b>TOTAL</b>	<b>\$432,451</b>	<b>\$417,128</b>	<b>\$939,918</b>	<b>\$540,415</b>	<b>\$293,148</b>	<b>\$43,282</b>	<b>\$2,666,342</b>

# Regional growth

Traveler Spend '000s	2015	2016	2017	2017 / 2016 %
Erie	\$ 1,674,425	\$ 1,713,115	\$ 1,787,499	4.3%
Genesee	\$ 93,279	\$ 93,336	\$ 97,224	4.2%
Niagara	\$ 608,269	\$ 650,843	\$ 708,276	8.8%
Orleans	\$ 24,402	\$ 25,837	\$ 27,087	4.8%
Wyoming	\$ 41,270	\$ 43,872	\$ 46,255	5.4%
<b>TOTAL</b>	<b>\$ 2,441,645</b>	<b>\$ 2,527,005</b>	<b>\$ 2,666,342</b>	<b>5.5%</b>

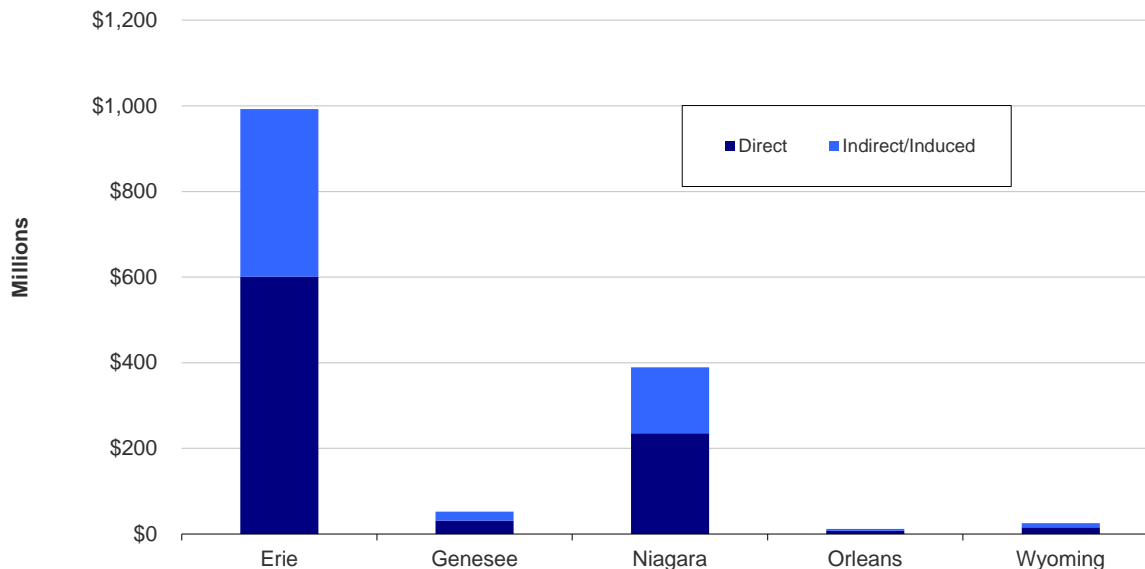
State Taxes, \$	2015	2016	2017	2017 / 2016 %
Erie	92,858,301	95,583,708	98,302,430	2.8%
Genesee	5,172,944	5,207,723	5,346,782	2.7%
Niagara	33,732,650	36,313,977	38,951,165	7.3%
Orleans	1,353,251	1,441,596	1,489,640	3.3%
Wyoming	2,288,714	2,447,860	2,543,777	3.9%
<b>TOTAL</b>	<b>135,405,861</b>	<b>140,994,863</b>	<b>146,633,794</b>	<b>4.0%</b>

Local Taxes, \$	2015	2016	2017	2017 / 2016 %
Erie	114,748,013	117,584,921	122,910,968	4.5%
Genesee	6,572,463	6,583,532	6,871,425	4.4%
Niagara	40,697,016	43,971,472	47,395,975	7.8%
Orleans	1,577,492	1,676,196	1,763,372	5.2%
Wyoming	2,624,019	2,801,787	2,952,923	5.4%
<b>TOTAL</b>	<b>166,219,003</b>	<b>172,617,908</b>	<b>181,894,663</b>	<b>5.4%</b>



# Greater Niagara, labor income

## Tourism-Generated Labor Income



- Tourism in Greater Niagara generated \$891 million in direct labor income and \$1.5 billion of income including indirect and induced impacts.
- Tourism is most important to the income base of Niagara County, generating 13.2% of the county's labor income.

# Greater Niagara, labor income

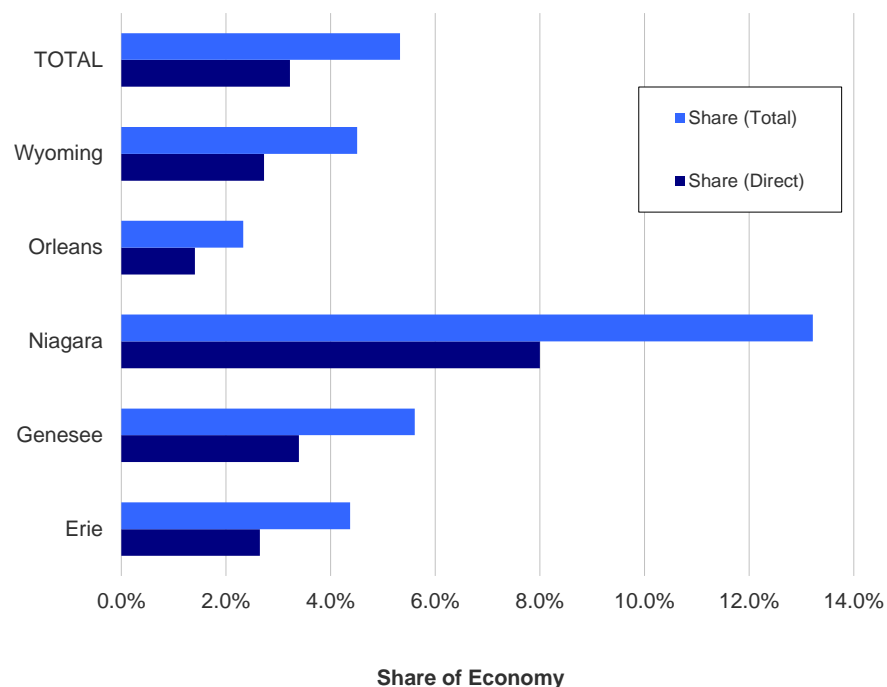
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2017 Tourism Labor Income, '000	Direct	Total (Direct, Indir., Induced)	Share (Direct)	Share (Total)
Erie	\$600,726	\$992,895	2.6%	4.4%
Genesee	\$31,560	\$52,164	3.4%	5.6%
Niagara	\$235,784	\$389,709	8.0%	13.2%
Orleans	\$7,253	\$11,988	1.4%	2.3%
Wyoming	\$15,409	\$25,469	2.7%	4.5%
<b>TOTAL</b>	<b>\$890,732</b>	<b>\$1,472,224</b>	<b>3.2%</b>	<b>5.3%</b>

# Greater Niagara, labor income

## Tourism-Generated Labor Income Share of Economy, 2017

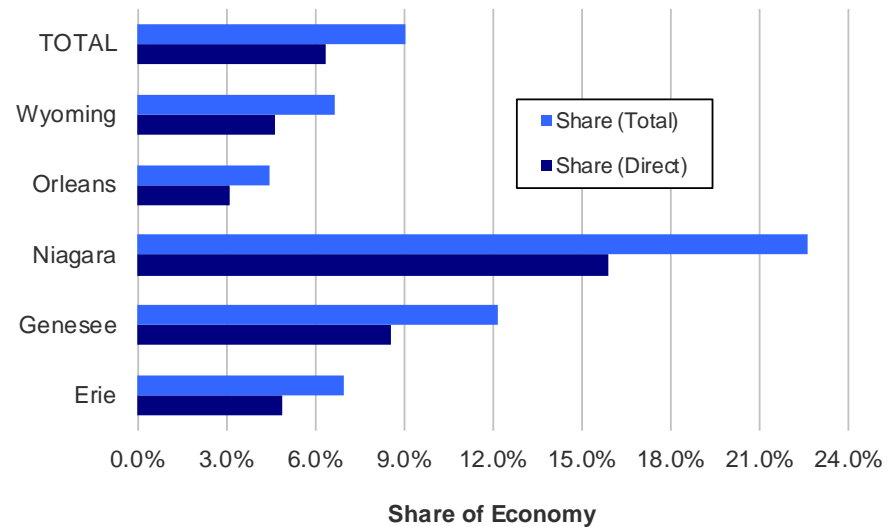
- 5.3% of all labor income in Greater Niagara is generated by tourism.
- Tourism in Genesee County generated 5.6% of all labor income last year.



# Greater Niagara, tourism employment

## Tourism-Generated Labor Income Share of Economy, 2017

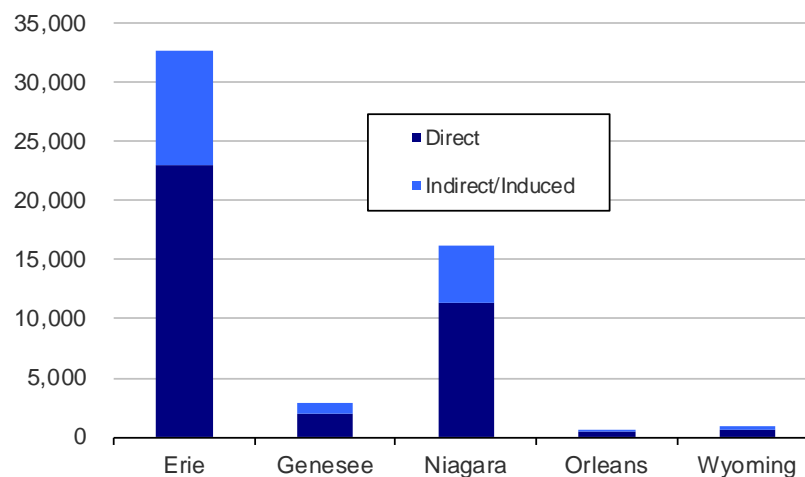
- 9.0% of all employment in Greater Niagara is generated by tourism.
- Niagara County is the most dependent upon tourism with 22.6% of all employment sustained by visitors.



# Greater Niagara, tourism employment

## Tourism-Generated Employment, 2017

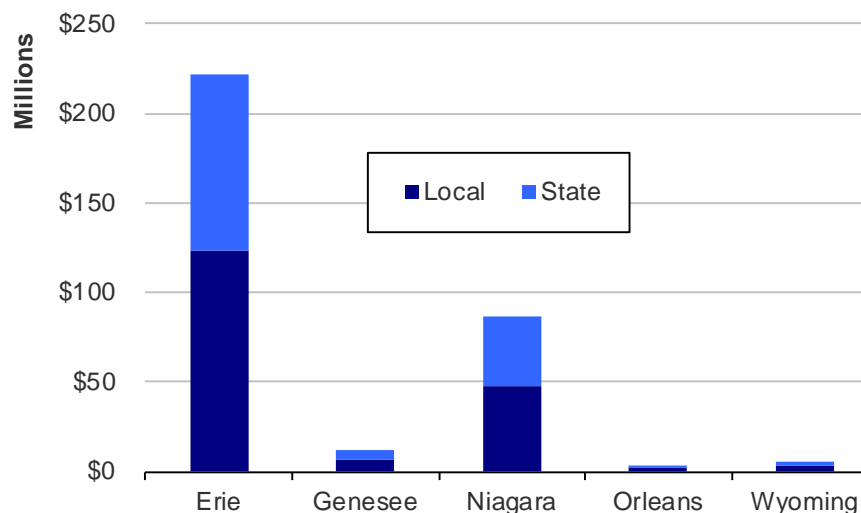
2017 Tourism Employment	Direct	Total (Direct, Ind., Induced)	Share (Direct)	Share (Total)
Erie	22,964	32,657	4.9%	7.0%
Genesee	1,986	2,825	8.5%	12.2%
Niagara	11,421	16,242	15.9%	22.6%
Orleans	388	552	3.1%	4.4%
Wyoming	627	892	4.7%	6.6%
<b>TOTAL</b>	<b>37,387</b>	<b>53,168</b>	<b>6.3%</b>	<b>9.0%</b>



# Greater Niagara, tourism taxes

## Tourism-Generated Taxes, 2017

- Tourism in Greater Niagara generated \$329 million in state and local taxes in 2017.
- Sales, property, and hotel bed taxes contributed to \$182 million in local taxes.
- Erie and Niagara Counties produce 67.3% and 26.3% of the region's tourism tax base, respectively.



# Greater Niagara, tourism taxes

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Tourism-Generated Taxes, 2017	Local Taxes	State Taxes	Total	Region Share	Tax Savings per Household
Erie	\$122,910,968	\$98,302,430	\$221,213,398	67.3%	\$578
Genesee	\$6,871,425	\$5,346,782	\$12,218,207	3.7%	\$473
Niagara	\$47,395,975	\$38,951,165	\$86,347,140	26.3%	\$985
Orleans	\$1,763,372	\$1,489,640	\$3,253,012	1.0%	\$202
Wyoming	\$2,952,923	\$2,543,777	\$5,496,700	1.7%	\$348
<b>TOTAL</b>	<b>\$181,894,663</b>	<b>\$146,633,794</b>	<b>\$328,528,457</b>	<b>100.0%</b>	<b>\$622</b>

- Were it not for tourism-generated state and local taxes, the average household in the region would have to pay an additional \$622 to maintain the same level of government revenue.

# Methods and data sources

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- Household travel surveys from Longwoods International have provided key inputs in establishing traveler spending figures. This is a representative survey with a sample of more than 300,000 trips per year.
- Industry data on lodging, airport activity, Amtrak, and attractions inform year-over-year growth analysis.
- Employment definitions. The basis of our data and modeling is the Regional Economic Information System (REIS), Bureau of Economic Analysis, U.S. Department of Commerce. This is different than the NYS Department of Labor data source (ES202/QCEW). The main definitional difference is that sole-proprietors, which do not require unemployment insurance and are not counted in the ES202 data. For total employment (across all sectors), the difference is 20%.
- International methodology. Our approach is based the estimates on direct survey responses to the Department of Commerce in-flight survey and Statistics Canada data - constrained to BEA international balance of payments data.
- All employment and income results are constrained to known industry measurements for key tourism sectors.



# Methods and data sources

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- Local taxes are a build-up of individual categories (sales, occupancy, property). The model is not equipped to deal with individual exemptions such as Indian gaming.
- Second home expenditures are based on the stock of seasonal second home inventory. Annual average expenditures for housing are pro-rated to the season length to account for various levels of expenditures not accounted in visitor surveys.
- Lodging sector. Our models use survey information and constrains this to the value of the hotel sector in each county. This can vary from certain bed tax estimates of total revenue for several reasons. One is that the bed tax may only be based on room revenue while total sales for the industry may include other revenue sources (room service, phone, etc.). Another is that certain smaller establishments may not fully report or be required to report their revenue.

# Methods and data sources

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- Tourism Economics utilized the IMPLAN input-output model for New York State to track the flow of sales through the economy to the generation of GDP, employment, wages, and taxes.
- The impacts are measured on three levels:
  - 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 addition economic output.

# About Tourism Economics

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- Tourism Economics, headquartered in Philadelphia, is an Oxford Economics company dedicated to providing high value, robust, and relevant analyses of the tourism sector that reflects the dynamics of local and global economies. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, project feasibility analysis, tourism forecasting models, tourism policy analysis, and economic impact studies.
- Our staff have worked with over 100 destinations to quantify the economic value of tourism, forecast demand, guide strategy, or evaluate tourism policies.
- Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics is founded on a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of 40 highly-experienced professional economists; a dedicated data analysis team; global modeling tools; close links with Oxford University, and a range of partner institutions in Europe, the US and in the United Nations Project Link.
- For more information: [info@tourismeconomics.com](mailto:info@tourismeconomics.com).



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