



TOURISM
ECONOMICS

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The Economic Impact of Tourism in New York State

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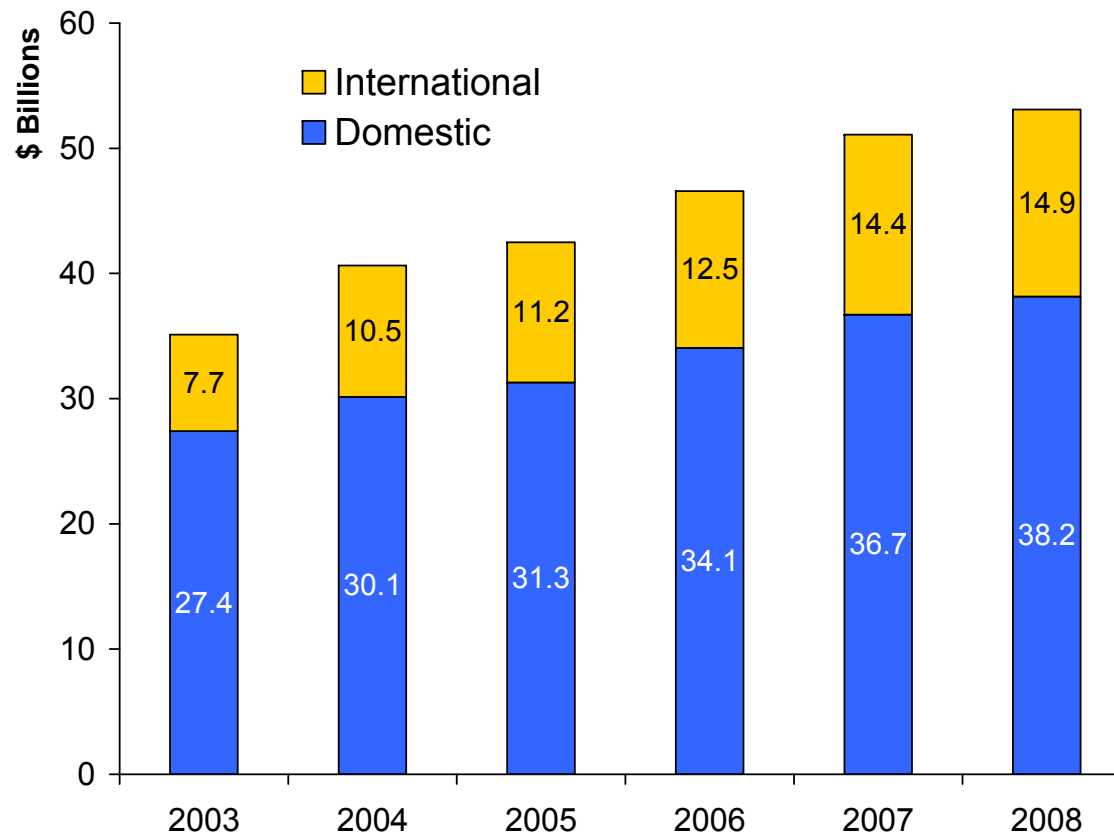
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State Highlights

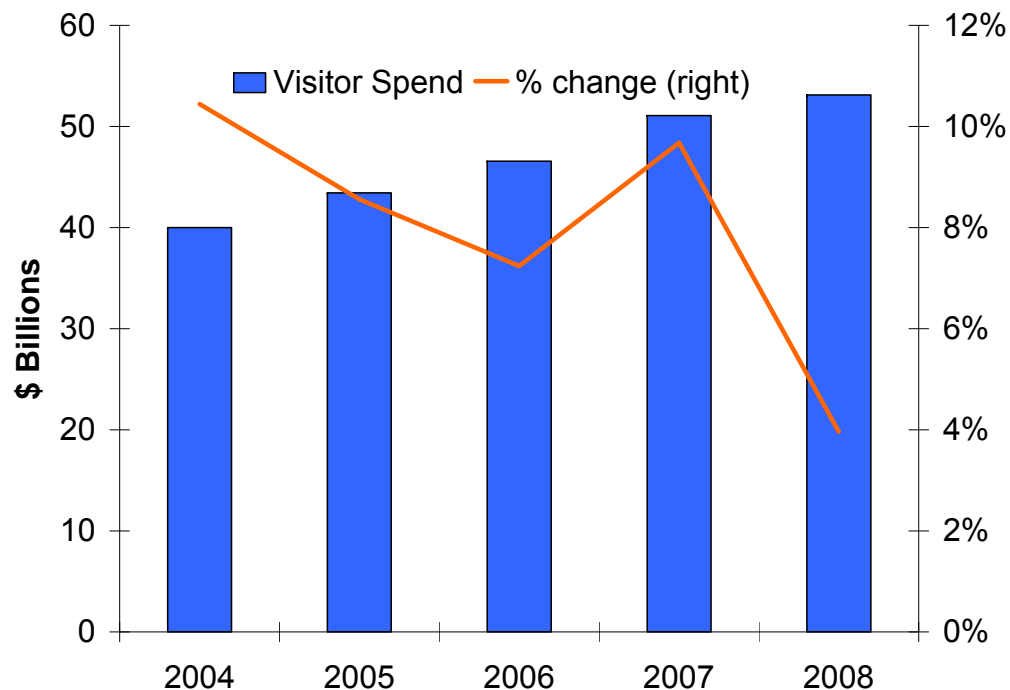
- Tourism is a vital and growing component of the New York State economy.
- In 2008, visitors spent \$53 billion in the local economy, expanding 4% since 2007.
- 684,000 jobs were sustained by visitors to New York State last year with total associated income of \$27 billion.
- 6.2% of all jobs in the state are sustained by tourism.
- Tourism in New York State generated \$7.0 billion in state and local taxes and \$7.3 billion in Federal taxes in 2008.

Visitor Spending by Market

- International visitor spending held at 28% of all visitor spending in 2008 as both domestic and international tourism slowed.



Growth in Visitor Spending



- The tourism industry continued to expand in 2008 with 4% growth in visitor spending.
- This more modest rate of growth was expected after a remarkable growth trend since 2004.
- Most if not all of the growth in 2008 occurred in the first half of the year.

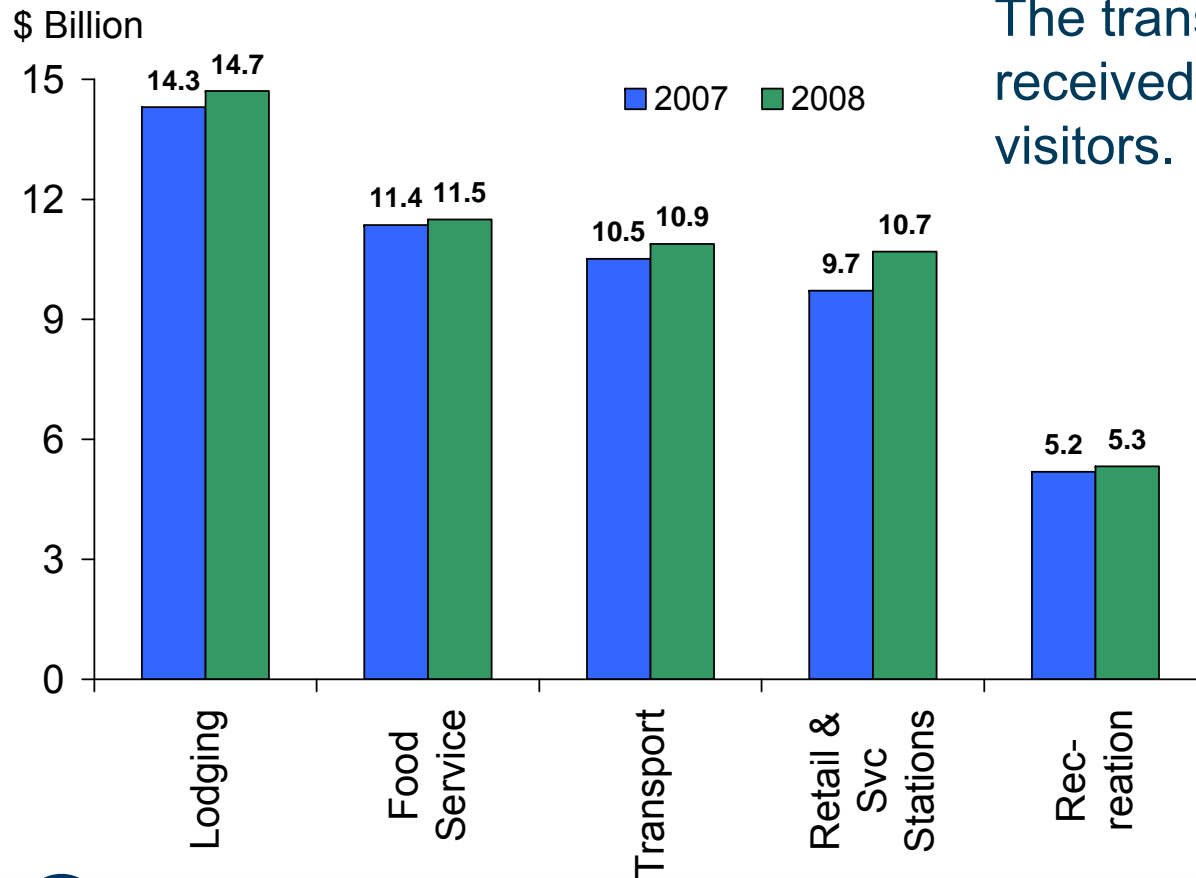
Visitor Spending by Market

- Both domestic and international spending in New York moderated in 2008.

<i>Tourism Direct Sales</i>				
	Domestic	Canada	Overseas	Total
2004	\$ 30,140	\$ 732	\$ 9,768	\$ 40,006
2005	\$ 31,287	\$ 816	\$ 10,384	\$ 43,431
2006	\$ 34,057	\$ 1,021	\$ 11,496	\$ 46,574
2007	\$ 36,724	\$ 1,287	\$ 13,070	\$ 51,081
2008	\$ 38,161	\$ 1,290	\$ 13,656	\$ 53,107
2005 Growth	4%	12%	6%	9%
2006 Growth	9%	25%	11%	7%
2007 Growth	8%	26%	14%	10%
2008 Growth	4%	0%	4%	4%

Visitor Spending by Sector

- Visitors spent \$14.7 billion in the lodging sector and \$11.5 billion in restaurants and bars last year. The transportation industry received \$10.9 billion from visitors.

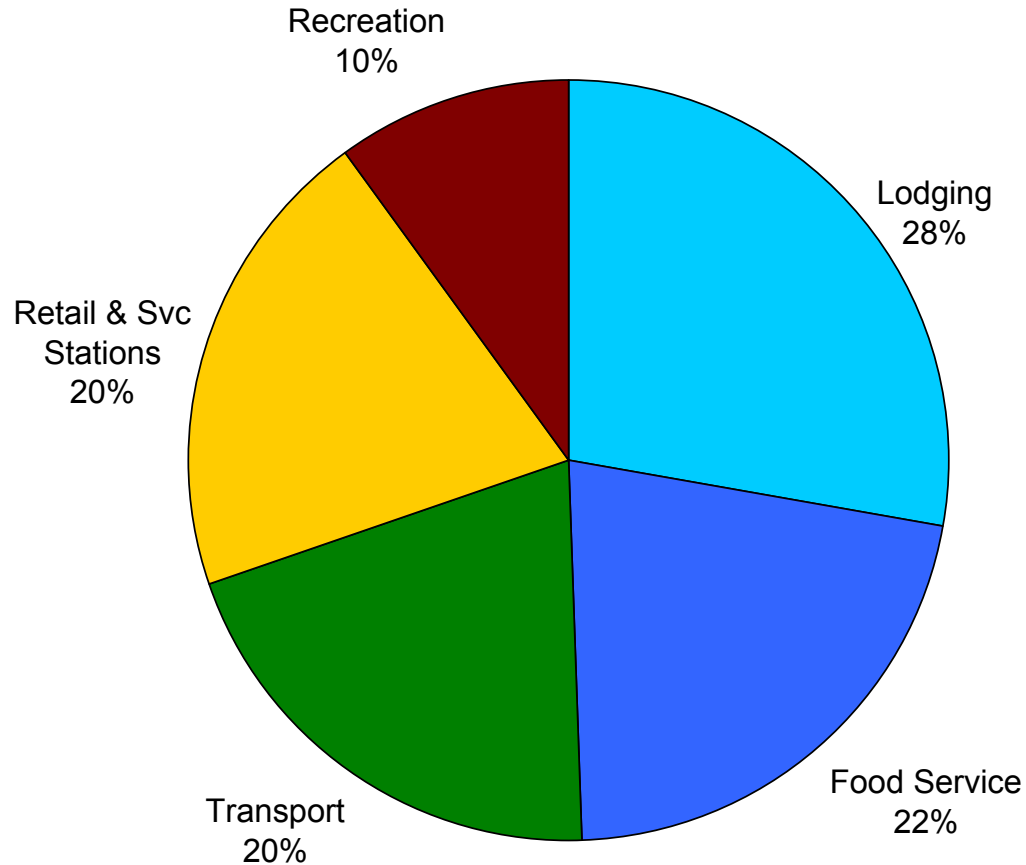


Visitor Spending by Sector

- Growth was posted across all sectors in 2008 with particular strength in transportation and retail & service stations (on account of high fuel costs).

<i>Visitor Spending</i>							
	Transport	Lodging	Food Service	Rec-reation	Retail & Svc Stations	TOTAL	Annual Growth
2003	\$ 8,154	\$ 9,200	\$ 8,035	\$ 3,540	\$ 7,294	\$ 36,223	3.3%
2004	\$ 8,790	\$ 10,299	\$ 8,715	\$ 4,020	\$ 8,182	\$ 40,006	10.4%
2005	\$ 9,219	\$ 11,575	\$ 9,663	\$ 4,259	\$ 8,714	\$ 43,431	8.6%
2006	\$ 9,410	\$ 12,832	\$ 10,565	\$ 4,668	\$ 9,100	\$ 46,574	7.2%
2007	\$ 10,515	\$ 14,301	\$ 11,357	\$ 5,191	\$ 9,717	\$ 51,081	9.7%
2008	\$ 10,886	\$ 14,710	\$ 11,497	\$ 5,322	\$ 10,691	\$ 53,107	4.0%
2008 Industry Growth	3.5%	2.9%	1.2%	2.5%	10.0%	4.0%	

Visitor Spending by Sector



- The lodging and food & beverage industries were primary beneficiaries of tourism demand, followed by the transportation and retail sectors.

How visitor 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.

	<i>Sector</i>	<i>Impact</i>	<i>Effect</i>
Visitor Spending	Transportation	Direct Indirect Induced	<i>Production</i>
	Recreation		<i>Jobs</i>
	Entertainment		<i>Wages</i>
	Accommodations		<i>Taxes</i>
	Retail		
	Food and Beverage		

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

Tourism GDP

<i>Tourism GDP (Value Added)</i>				
(US\$ Million)				
	Direct*	Indirect	Induced	Total
Agriculture, Fishing, Mining		137	71	208
Construction and Utilities		652	336	988
Manufacturing		446	399	845
Wholesale Trade		693	654	1,347
Air Transport	2,828	16	20	2,864
Other Transport	1,905	641	189	2,734
Retail Trade	1,531	174	1,087	2,792
Gasoline Stations	743	7	39	789
Communications		572	323	895
Finance, Insurance and Real Estate	1,334	1,909	1,488	4,730
Business Services		3,010	852	3,862
Education and Health Care		11	1,878	1,890
Recreation and Entertainment	3,194	162	130	3,486
Lodging	8,449	61	70	8,580
Food & Beverage	6,039	182	360	6,581
Personal Services		157	362	518
Government	-	177	1,941	2,118
TOTAL	26,023	9,007	10,198	45,228

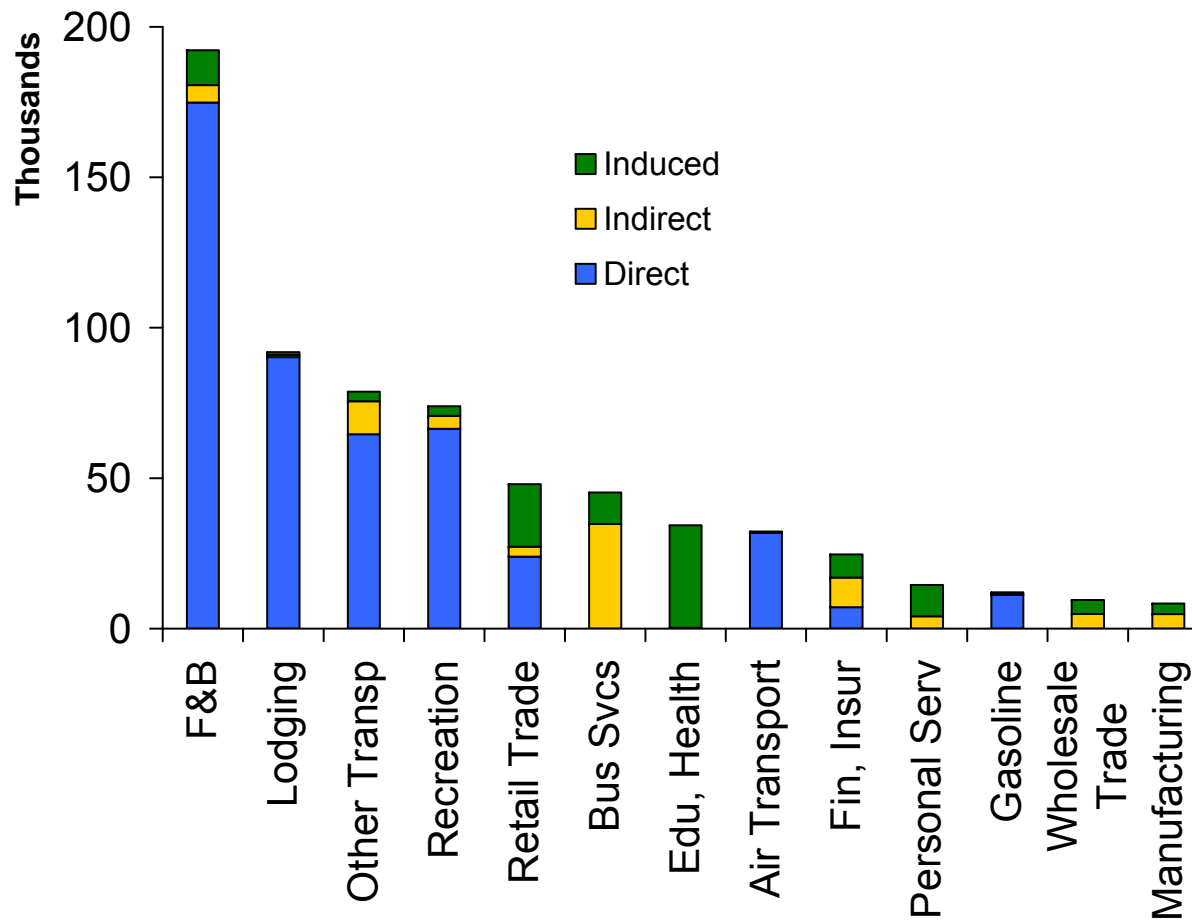
- The tourism sector generated state GDP of \$45 billion in 2008. This is 4.1% of the state economy.

Tourism Employment

<i>Tourism Employment</i>				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining		3,367	1,474	4,841
Construction and Utilities		2,624	567	3,191
Manufacturing		4,885	3,549	8,434
Wholesale Trade		4,928	4,646	9,574
Air Transport	31,902	175	225	32,302
Other Transport	64,589	11,008	3,288	78,886
Retail Trade	23,949	3,315	20,906	48,170
Gasoline Stations	11,261	121	696	12,078
Communications		2,691	1,245	3,937
Finance, Insurance and Real Estate	7,429	9,913	7,690	25,033
Business Services		34,987	10,560	45,548
Education and Health Care		261	34,242	34,503
Recreation and Entertainment	68,904	4,359	3,210	76,474
Lodging	90,271	750	908	91,929
Food & Beverage	174,833	5,878	11,630	192,340
Personal Services		4,109	10,518	14,627
Government		1,602	973	2,575
TOTAL	473,139	94,973	116,329	684,441

- The tourism sector supported 684,441 jobs, or 6.2% of all employment in New York State last year.

Tourism Employment



Tourism Employment

<i>Employment Ranking</i>		
Rank	Industry	Jobs
1	Health care and social assistance	1,484,017
2	Retail trade	1,074,135
3	Professional and technical services	869,155
4	Finance and insurance	731,674
5	Manufacturing	584,784
6	Administrative and waste services	559,728
7	Construction	527,362
8	Food services and drinking places	526,191
9	Tourism	473,139
10	Real estate and rental and leasing	470,274
11	Educational services	408,594
12	Wholesale trade	397,382
13	Transportation and warehousing	334,662
14	Information	302,461

- Tourism is the 9th largest employer in New York State on the basis of direct tourism employment. (Comparisons are with 2007 industry employment, CA25 BEA.)

Tourism Wages

<i>Tourism Income (Compensation)</i>				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining		65	36	101
Construction and Utilities		288	118	406
Manufacturing		286	239	526
Wholesale Trade		389	367	756
Air Transport	2,413	13	17	2,443
Other Transport	1,385	524	144	2,053
Retail Trade	754	107	669	1,529
Gasoline Stations	338	3	18	358
Communications		326	152	477
Finance, Insurance and Real Estate	318	778	753	1,849
Business Services		2,303	686	2,989
Education and Health Care		10	1,650	1,661
Recreation and Entertainment	1,796	143	96	2,035
Lodging	4,783	34	40	4,857
Food & Beverage	4,255	128	254	4,637
Personal Services		123	299	422
Government	-	104	61	165
TOTAL	16,041	5,626	5,598	27,265

Tourism Tax Generation

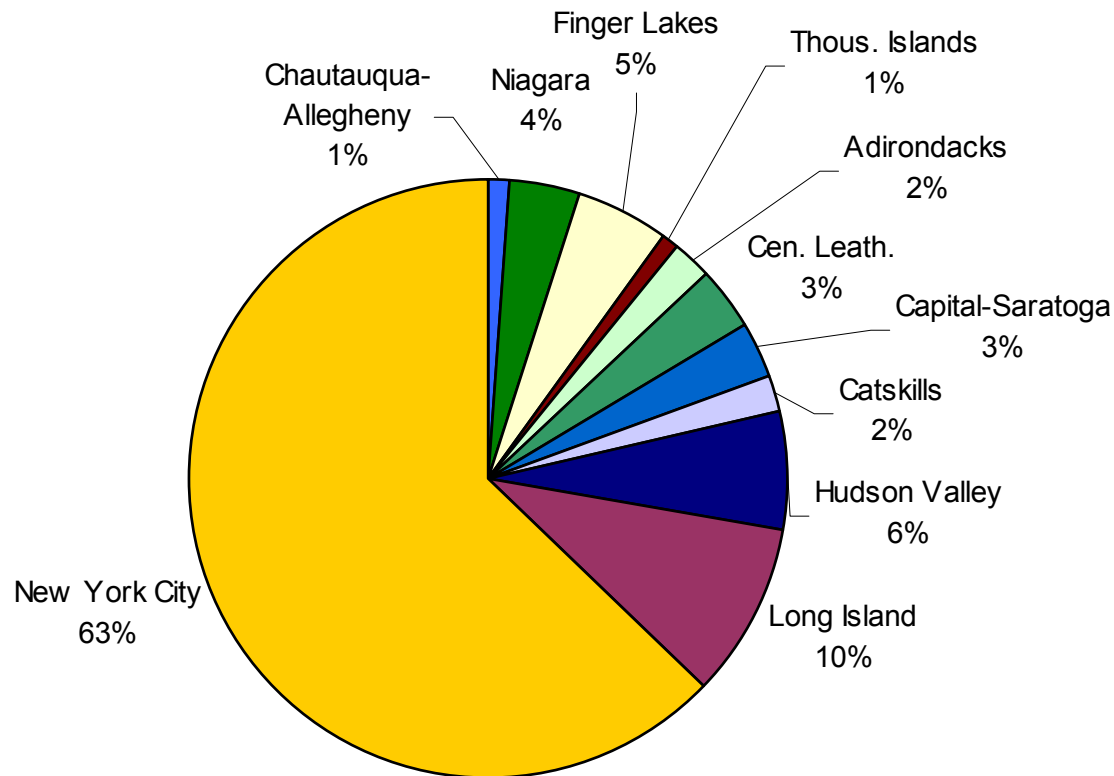
<i>Tourism-Generated Taxes</i> (US\$ Million)	
	Total
Federal Taxes	7,287.7
Corporate	1,222.5
Indirect Business	549.0
Personal Income	2,625.3
Social Security	2,890.9
	-
State and Local Taxes	6,989.2
Corporate	1,302.0
Personal Income	1,135.2
Sales	1,989.5
Property	2,197.8
Excise and Fees	258.8
State Unemployment	105.9
TOTAL	14,276.9

- Tourism generated \$14.3 billion in taxes in 2008.
- State and local taxes alone tallied \$7.0 billion.

Regional Summary

Visitor Spending by Region

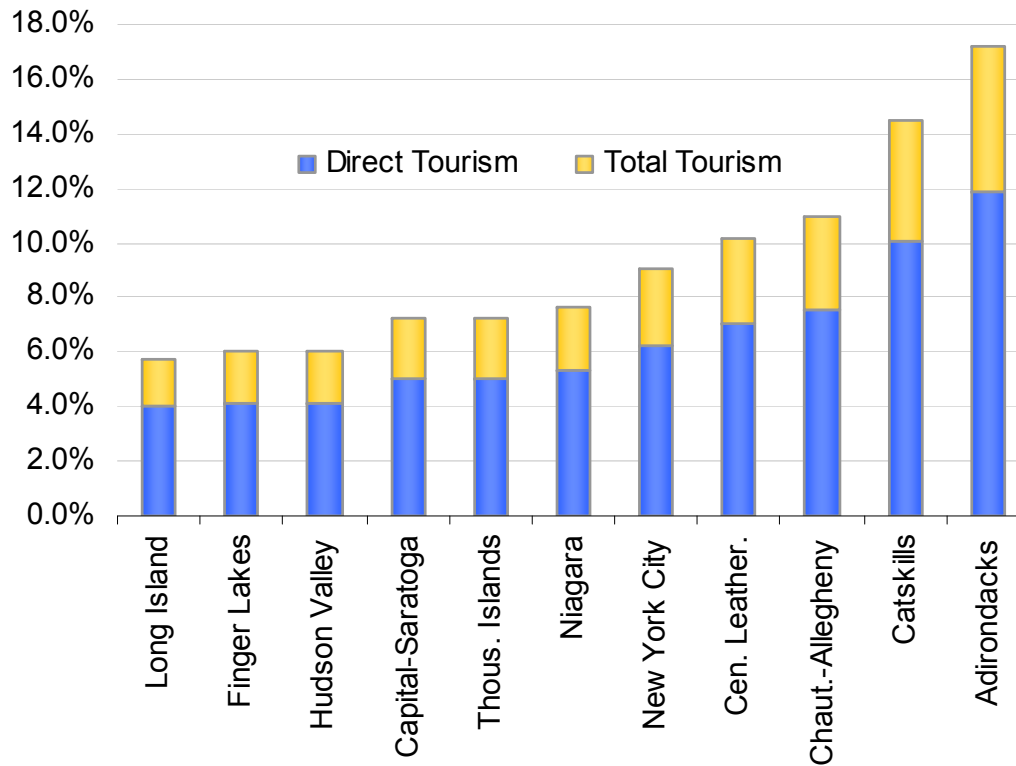
Visitor Spending, 2008



- New York State is divided into 11 economic regions.
- New York City is the largest single tourism region with 63% of state visitor spend.
- New York City, Long Island and Hudson Valley together comprise nearly 80% of New York State visitor spend.

Reliance on Tourism

Tourism Share of Regional Employment 2008

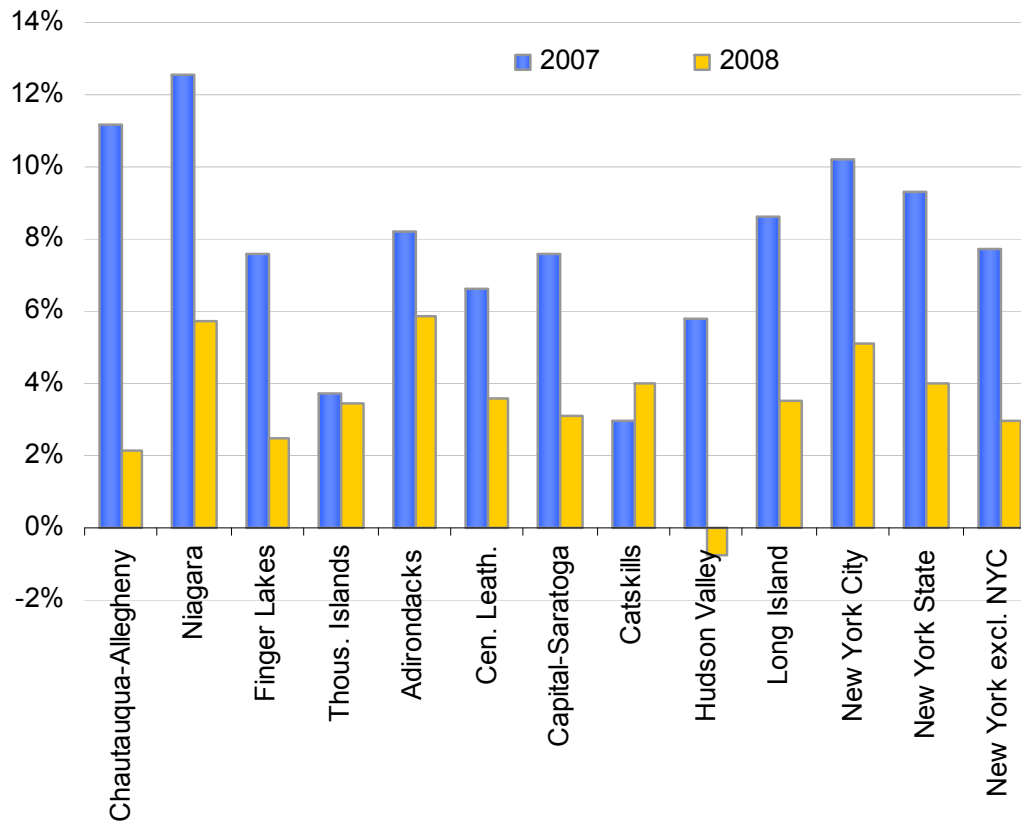


- Tourism is an integral part of every region's economy, generating from 6% to 17% of employment.
- Tourism is most important to the Adirondacks and Catskills, generating 17% and 15% of total employment, respectively.

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.

Tourism Growth

Growth in Tourism Spending



- Growth slowed across the state in 2008.
- Niagara and New York City led the way with 7% and 6% growth, respectively.
- Sharp slowdowns were experienced in nearly every region, with Hudson Valley contracting outright.
- Thousand Islands went against the trend and expanded.

Regional Growth

Visitor Spend Year-Over-Year Comparison

Visitor Spend '000s	2007	2008	% Change
1. Chautauqua-Allegheny	\$ 499,915	\$ 510,676	2.2%
2. Greater Niagara	\$ 2,004,536	\$ 2,118,638	5.7%
3. Finger Lakes	\$ 2,606,467	\$ 2,671,391	2.5%
4. Thousand Islands	\$ 418,652	\$ 433,056	3.4%
5. Adirondacks	\$ 1,128,235	\$ 1,194,114	5.8%
6. Central Leatherstocking	\$ 1,699,578	\$ 1,760,230	3.6%
7. Capital-Saratoga	\$ 1,628,554	\$ 1,679,103	3.1%
8. Catskills	\$ 988,514	\$ 1,027,978	4.0%
9. Hudson Valley	\$ 3,113,656	\$ 3,089,709	-0.8%
10. Long Island	\$ 4,962,128	\$ 5,136,334	3.5%
11. New York City	\$ 31,849,810	\$ 33,485,671	5.1%
TOTAL	\$ 50,900,044	\$ 53,106,900	4.3%

Regional Tourism Summary

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	\$ 510,676	\$ 238,137	11,165	\$ 32,654	\$ 31,806
2. Greater Niagara	\$ 2,118,638	\$ 1,081,253	45,539	\$ 135,266	\$ 131,953
3. Finger Lakes	\$ 2,671,391	\$ 1,359,905	57,416	\$ 180,187	\$ 166,380
4. Thousand Islands	\$ 433,056	\$ 190,892	8,328	\$ 27,579	\$ 26,972
5. Adirondacks	\$ 1,194,114	\$ 563,091	20,131	\$ 77,509	\$ 74,372
6. Central Leatherstocking	\$ 1,760,230	\$ 877,054	32,170	\$ 108,979	\$ 109,631
7. Capital-Saratoga	\$ 1,679,103	\$ 863,060	33,034	\$ 107,974	\$ 104,578
8. Catskills	\$ 1,027,978	\$ 470,558	17,512	\$ 63,533	\$ 64,025
9. Hudson Valley	\$ 3,089,709	\$ 1,592,902	50,051	\$ 193,228	\$ 192,434
10. Long Island	\$ 5,136,334	\$ 2,622,943	71,744	\$ 312,476	\$ 319,902
11. New York City	\$ 33,485,671	\$ 17,405,000	337,351	\$ 2,442,195	\$ 2,085,560
TOTAL	\$ 53,106,900	\$ 27,264,795	684,441	\$ 3,681,581	\$ 3,307,612

Regional Tourism Distribution

Tourism Economic Impact Regional Shares

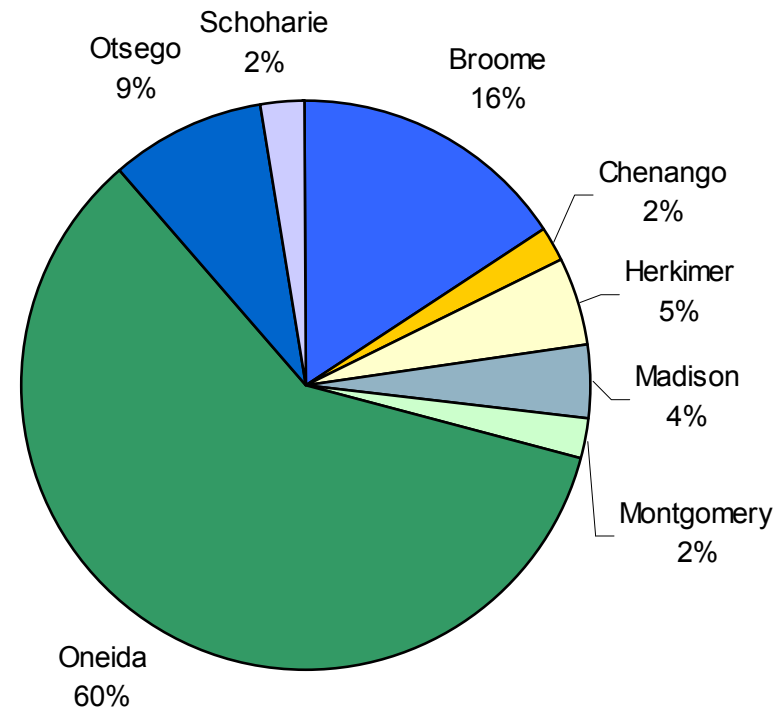
Tourism Distribution	Sales	Labor Income	Employment	Local Taxes	State Taxes
1. Chautauqua-Allegheny	1%	1%	2%	1%	1%
2. Greater Niagara	4%	4%	7%	4%	4%
3. Finger Lakes	5%	5%	8%	5%	5%
4. Thousand Islands	1%	1%	1%	1%	1%
5. Adirondacks	2%	2%	3%	2%	2%
6. Central Leatherstocking	3%	3%	5%	3%	3%
7. Capital-Saratoga	3%	3%	5%	3%	3%
8. Catskills	2%	2%	3%	2%	2%
9. Hudson Valley	6%	6%	7%	5%	6%
10. Long Island	10%	10%	11%	8%	10%
11. New York City	63%	64%	49%	66%	63%
TOTAL	100%	100%	100%	100%	100%

Regional Detail for Central Leatherstocking

Central Leatherstocking, Total Tourism Impact

- Tourism in Central Leatherstocking is a \$1.8 billion industry, supporting over 32,000 jobs.
- Oneida county represents 60% of the region's tourism sales with \$1 billion in visitor spending.
- Visitor spending in the region expanded 3.6% in 2008.

Tourism Spending



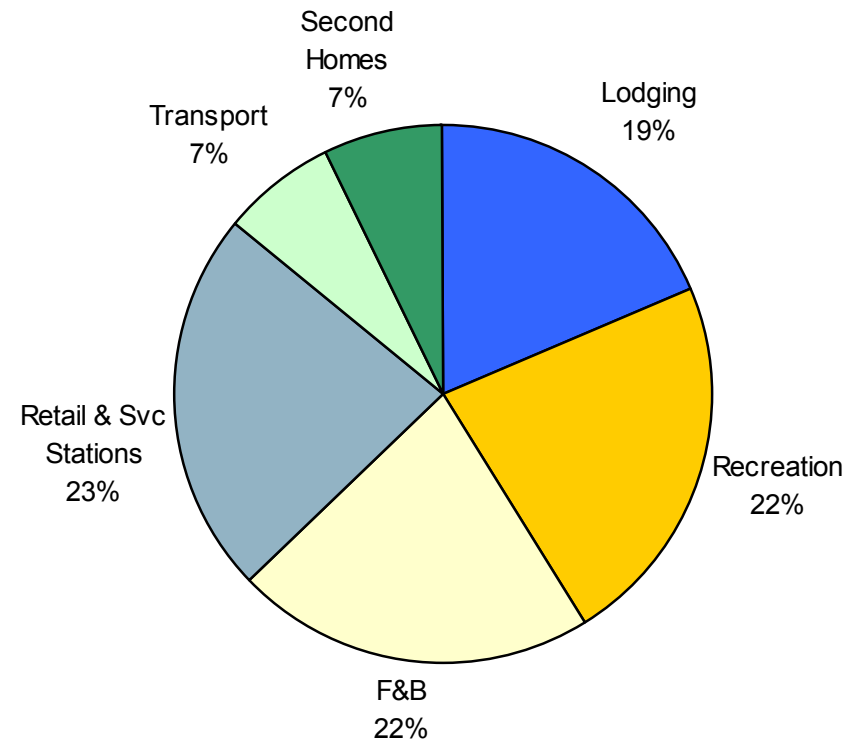
Central Leatherstocking, Total Tourism Impact

Total Tourism Impact, 2008	Visitor Spend '000	Labor Income, '000	Employment	Local Taxes '000	State Taxes '000
Broome	\$280,149	\$145,271	6,984	\$18,842	\$17,448
Chenango	\$35,125	\$14,471	644	\$2,102	\$2,188
Herkimer	\$87,352	\$38,247	1,483	\$4,825	\$5,440
Madison	\$71,713	\$33,666	1,684	\$4,530	\$4,466
Montgomery	\$37,326	\$19,890	808	\$2,296	\$2,325
Oneida	\$1,050,187	\$533,790	16,593	\$63,333	\$65,408
Otsego	\$156,474	\$74,915	3,219	\$10,543	\$9,746
Schoharie	\$41,905	\$16,803	755	\$2,508	\$2,610
TOTAL	\$1,760,230	\$877,054	32,170	\$108,979	\$109,631

Central Leatherstocking, Visitor Spending

- Travelers spent \$1.8 billion in Central Leatherstocking in 2008 across a diverse range of sectors.
- Spending increased most substantially within the retail and service stations segment as fuel prices spiked in 2008.

Tourism Spending



Central Leatherstocking, Visitor Spending

2008 Visitor Spend '000s	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Broome	\$67,261	\$7,198	\$84,969	\$58,215	\$55,508	\$6,998	\$280,149
Chenango	\$5,080	\$738	\$7,400	\$4,820	\$1,510	\$15,577	\$35,125
Herkimer	\$15,180	\$3,794	\$17,534	\$13,261	\$7,795	\$29,787	\$87,352
Madison	\$13,049	\$2,748	\$25,151	\$14,910	\$2,867	\$12,987	\$71,713
Montgomery	\$4,303	\$682	\$9,023	\$5,109	\$16,288	\$1,920	\$37,326
Oneida	\$173,625	\$371,343	\$184,864	\$267,925	\$35,445	\$16,986	\$1,050,187
Otsego	\$43,182	\$8,351	\$44,562	\$34,968	\$4,494	\$20,917	\$156,474
Schoharie	\$7,179	\$1,309	\$7,595	\$5,855	\$51	\$19,915	\$41,905
TOTAL	\$328,860	\$396,163	\$381,098	\$405,063	\$123,957	\$125,088	\$1,760,230

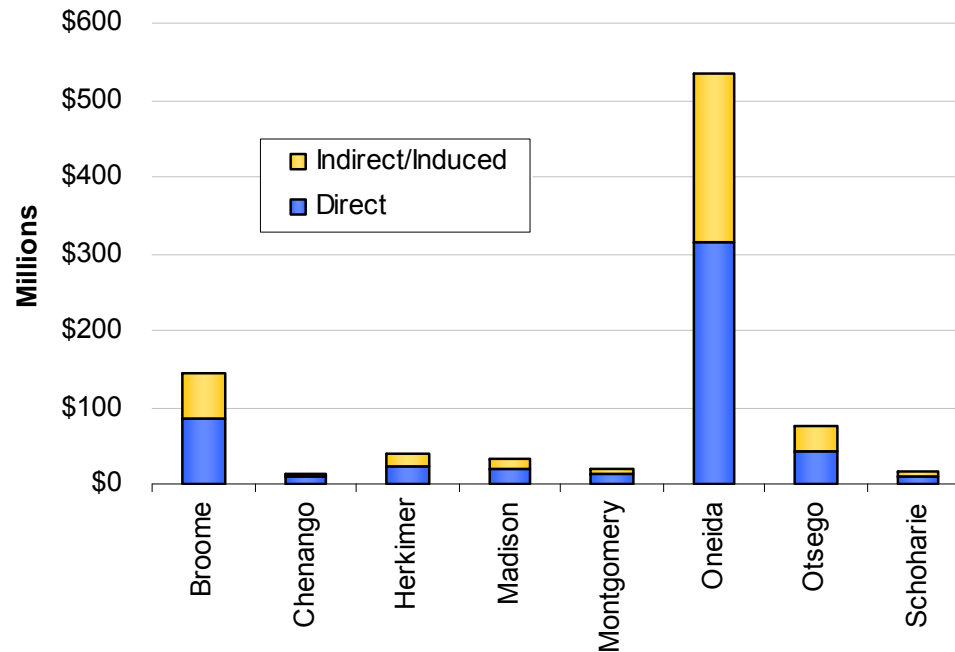
Regional Growth

Visitor Spend Year-Over-Year Comparison

Visitor Spend '000s	2007	2008	% Change
Broome	\$ 277,743	\$ 280,149	0.9%
Chenango	\$ 34,318	\$ 35,125	2.3%
Herkimer	\$ 85,038	\$ 87,352	2.7%
Madison	\$ 70,652	\$ 71,713	1.5%
Montgomery	\$ 36,159	\$ 37,326	3.2%
Oneida	\$ 992,735	\$ 1,050,187	5.8%
Otsego	\$ 161,995	\$ 156,474	-3.4%
Schoharie	\$ 40,938	\$ 41,905	2.4%
TOTAL	\$ 1,699,578	\$ 1,760,230	3.6%

Central Leatherstocking, Labor Income

Tourism-Generated Labor Income



- Tourism in Central Leatherstocking region generated \$516 million in direct labor income and \$877 million including indirect and induced impacts.
- Tourism is most significant in Oneida County, generating \$534 million in labor income.

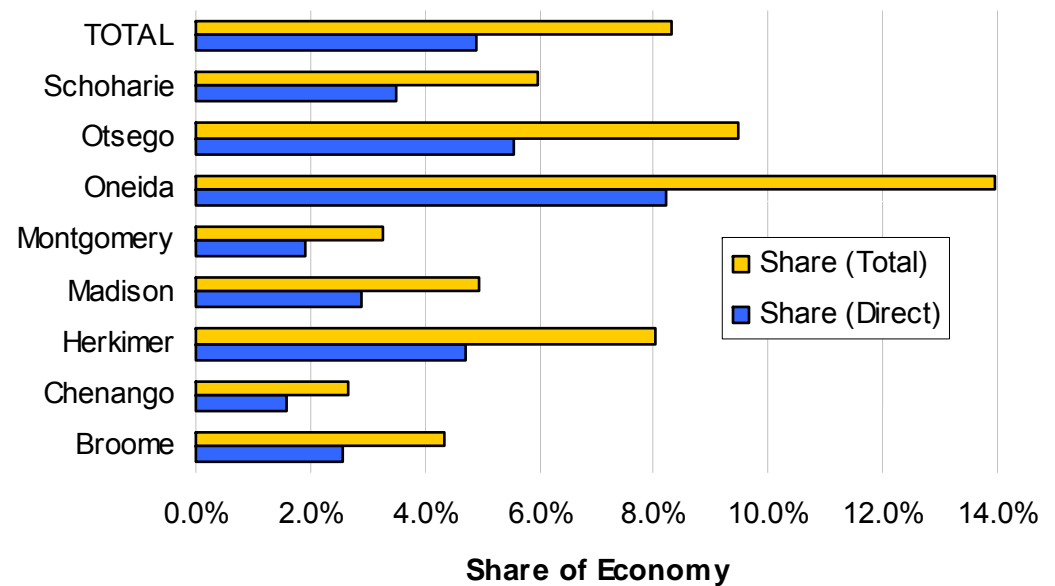
Central Leatherstocking, Labor Income

2008 Tourism Labor Income, '000	Direct	Total (Direct, Indir., Induced)	Share (Direct)	Share (Total)
Broome	\$85,468	\$145,271	2.6%	4.4%
Chenango	\$8,514	\$14,471	1.6%	2.7%
Herkimer	\$22,502	\$38,247	4.7%	8.0%
Madison	\$19,807	\$33,666	2.9%	4.9%
Montgomery	\$11,702	\$19,890	1.9%	3.3%
Oneida	\$314,045	\$533,790	8.2%	13.9%
Otsego	\$44,075	\$74,915	5.6%	9.5%
Schoharie	\$9,886	\$16,803	3.5%	6.0%
TOTAL	\$515,998	\$877,054	4.9%	8.3%

Central Leatherstocking, Labor Income

- 8.3% of all labor income in the Central Leatherstocking region is generated by tourism.
- Oneida county is the most dependent upon tourism with 13.9% of all labor income generated by visitors.
- Tourism in Otsego county generated 9.5% of all labor income last year.

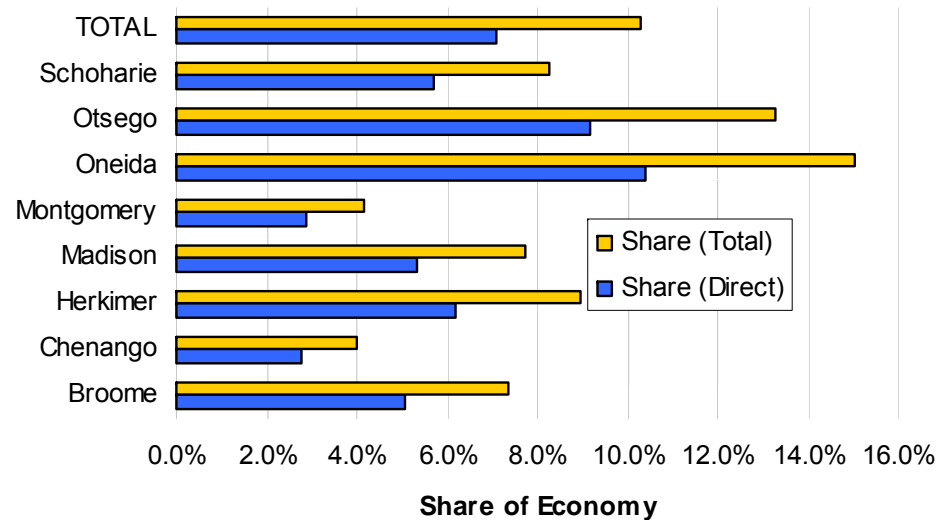
Tourism-Generated Labor Income Share of Economy, 2008



Central Leatherstocking, Tourism Employment

Tourism-Generated Employment Share of Economy, 2008

- 10.3% of all employment in Central Leatherstocking region is generated by tourism.
- Oneida County is again the most dependent upon tourism with 15% of all employment sustained by visitors.



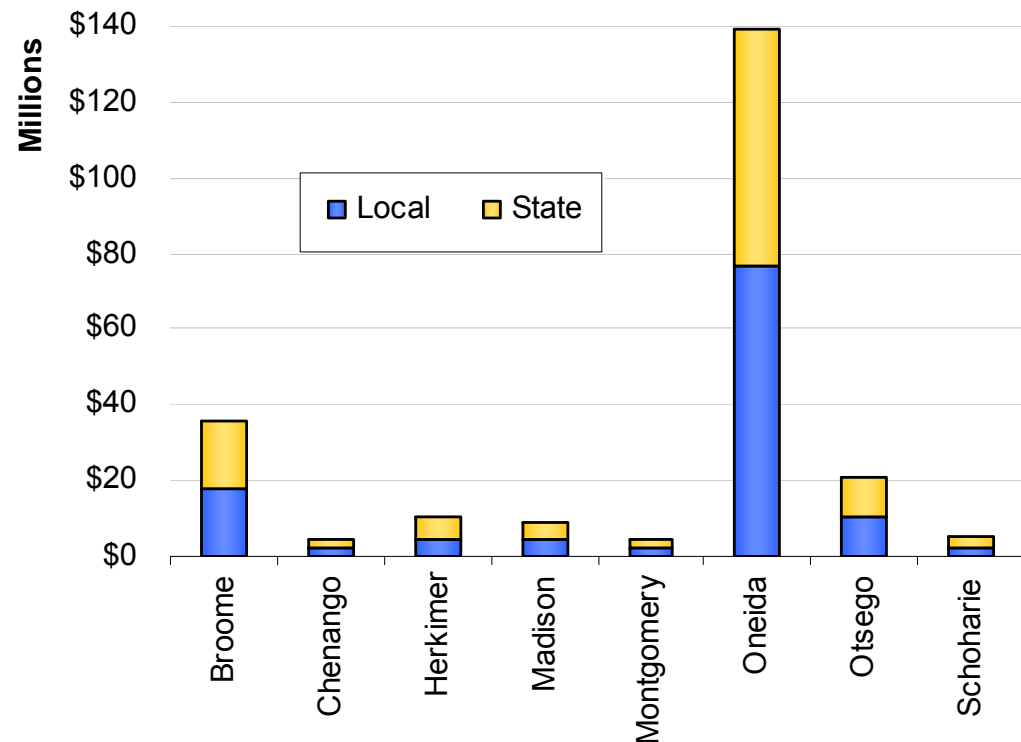
Central Leatherstocking, Tourism Employment

2008 Tourism Employment	Direct	Total (Direct, Ind., Induced)	Share (Direct)	Share (Total)
Broome	4,828	6,984	5.1%	7.3%
Chenango	445	644	2.8%	4.0%
Herkimer	1,025	1,483	6.2%	9.0%
Madison	1,164	1,684	5.3%	7.7%
Montgomery	559	808	2.9%	4.2%
Oneida	11,470	16,593	10.4%	15.0%
Otsego	2,225	3,219	9.2%	13.3%
Schoharie	522	755	5.7%	8.3%
TOTAL	22,238	32,170	7.1%	10.3%

Central Leatherstocking, Tourism Taxes

- Tourism in Central Leatherstocking generated \$219 million in state and local taxes in 2008.
- Sales, property, and hotel bed taxes generated over \$109 million in local taxes.
- Oneida County produced 59% of the region's tourism tax base in 2008.

Tourism-Generated Taxes, 2008



Central Leatherstocking, Tourism Taxes

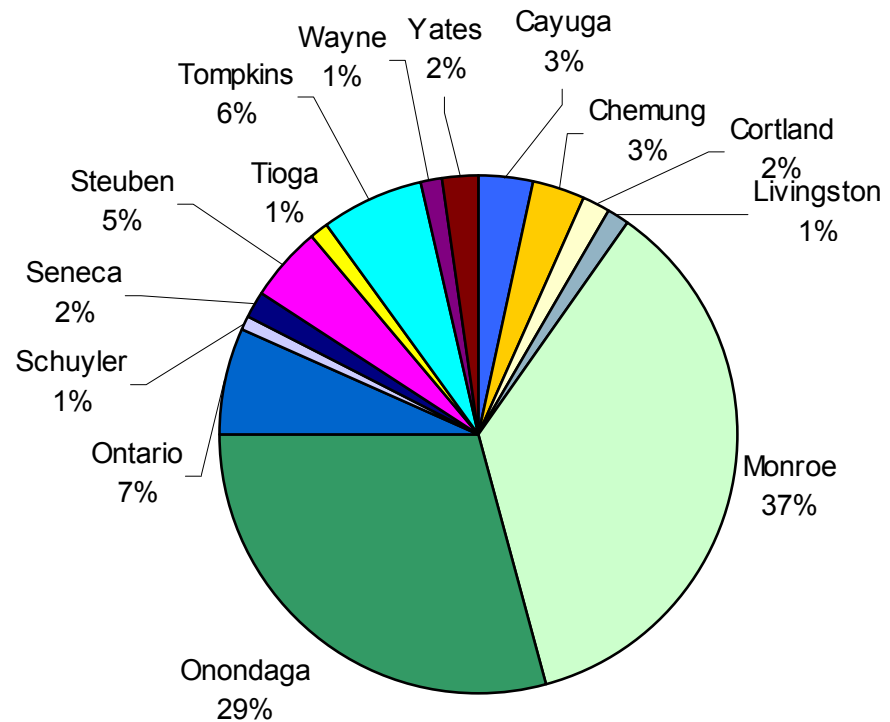
Tourism-Generated Taxes, 2008	Local Taxes	State Taxes	Total	Region Share
Broome	\$18,841,622	\$17,448,270	36,289,892	16.6%
Chenango	\$2,102,287	\$2,187,655	4,289,942	2.0%
Herkimer	\$4,824,843	\$5,440,447	10,265,289	4.7%
Madison	\$4,529,697	\$4,466,428	8,996,126	4.1%
Montgomery	\$2,296,449	\$2,324,763	4,621,212	2.1%
Oneida	\$63,332,953	\$65,407,934	128,740,887	58.9%
Otsego	\$10,542,770	\$9,745,511	20,288,281	9.3%
Schoharie	\$2,508,057	\$2,609,903	5,117,960	2.3%
TOTAL	\$108,978,678	\$109,630,912	218,609,590	100.0%

Regional Detail for Finger Lakes

Finger Lakes, Total Tourism Impact

- Tourism in the Finger Lakes is a \$2.7 billion industry, supporting over 57,000 jobs.
- Monroe county represents 37% of the region's tourism sales with \$963 million in visitor spending.
- Visitor spending in the region expanded 2.5% in 2008.

Tourism Spending



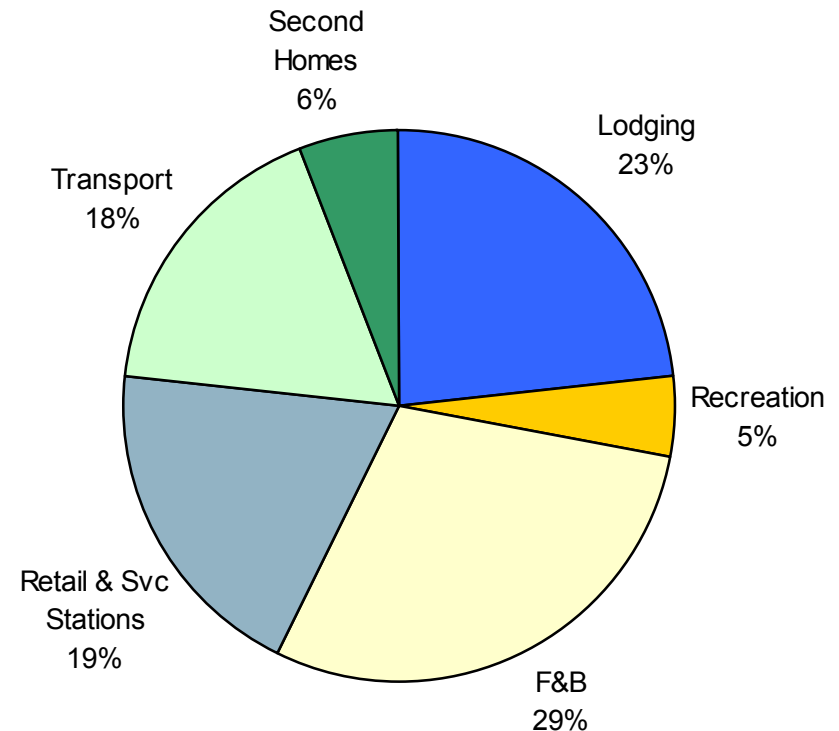
Finger Lakes, Total Tourism Impact

Total Tourism Impact, 2008	Visitor Spend '000	Labor Income, '000	Employment	Local Taxes '000	State Taxes '000
Cayuga	\$88,461	\$42,485	1,923	\$5,713	\$5,510
Chemung	\$89,158	\$46,326	2,056	\$5,806	\$5,553
Cortland	\$44,784	\$21,751	1,409	\$3,062	\$2,789
Livingston	\$39,858	\$19,325	1,062	\$2,458	\$2,482
Monroe	\$963,071	\$500,611	20,156	\$64,595	\$59,982
Onondaga	\$776,903	\$406,802	17,038	\$54,433	\$48,387
Ontario	\$176,990	\$87,733	4,014	\$11,395	\$11,023
Schuyler	\$26,364	\$11,285	562	\$1,761	\$1,642
Seneca	\$45,051	\$20,967	895	\$2,858	\$2,806
Steuben	\$123,526	\$55,912	2,206	\$8,326	\$7,693
Tioga	\$32,464	\$15,680	827	\$2,078	\$2,022
Tompkins	\$170,256	\$88,331	3,423	\$11,925	\$10,604
Wayne	\$35,741	\$16,554	981	\$1,974	\$2,226
Yates	\$58,762	\$26,141	864	\$3,803	\$3,660
TOTAL	\$2,671,391	\$1,359,905	57,416	\$180,187	\$166,380

Finger Lakes, Visitor Spending

- Travelers spent \$2.7 billion in the Finger Lakes in 2008 across a diverse range of sectors.
- Spending at restaurants and for lodging comprised 29% and 23% of the total, respectively.

Tourism Spending



Finger Lakes, Visitor Spending

2008 Visitor Spend '000s	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Cayuga	\$24,250	\$3,667	\$20,396	\$17,606	\$8,720	\$13,823	\$88,461
Chemung	\$14,694	\$3,053	\$30,504	\$17,572	\$20,662	\$2,673	\$89,158
Cortland	\$7,884	\$3,449	\$17,869	\$10,580	\$871	\$4,131	\$44,784
Livingston	\$6,564	\$983	\$16,394	\$8,734	\$2,342	\$4,842	\$39,858
Monroe	\$258,479	\$47,576	\$275,662	\$211,768	\$164,992	\$4,594	\$963,071
Onondaga	\$165,747	\$31,003	\$206,834	\$146,941	\$206,904	\$19,473	\$776,903
Ontario	\$32,182	\$9,390	\$65,052	\$38,744	\$17,116	\$14,507	\$176,990
Schuyler	\$5,579	\$2,360	\$4,806	\$4,597	\$0	\$9,022	\$26,364
Seneca	\$7,804	\$1,634	\$16,698	\$9,519	\$796	\$8,600	\$45,051
Steuben	\$27,798	\$9,078	\$26,517	\$22,950	\$5,877	\$31,306	\$123,526
Tioga	\$11,587	\$2,921	\$6,677	\$7,681	\$304	\$3,295	\$32,464
Tompkins	\$41,508	\$9,609	\$44,764	\$34,844	\$35,746	\$3,786	\$170,256
Wayne	\$2,813	\$2,069	\$12,702	\$6,365	\$3,662	\$8,131	\$35,741
Yates	\$8,485	\$542	\$19,501	\$10,430	\$2,361	\$17,442	\$58,762
TOTAL	\$615,374	\$127,334	\$764,377	\$548,331	\$470,351	\$145,625	\$2,671,391

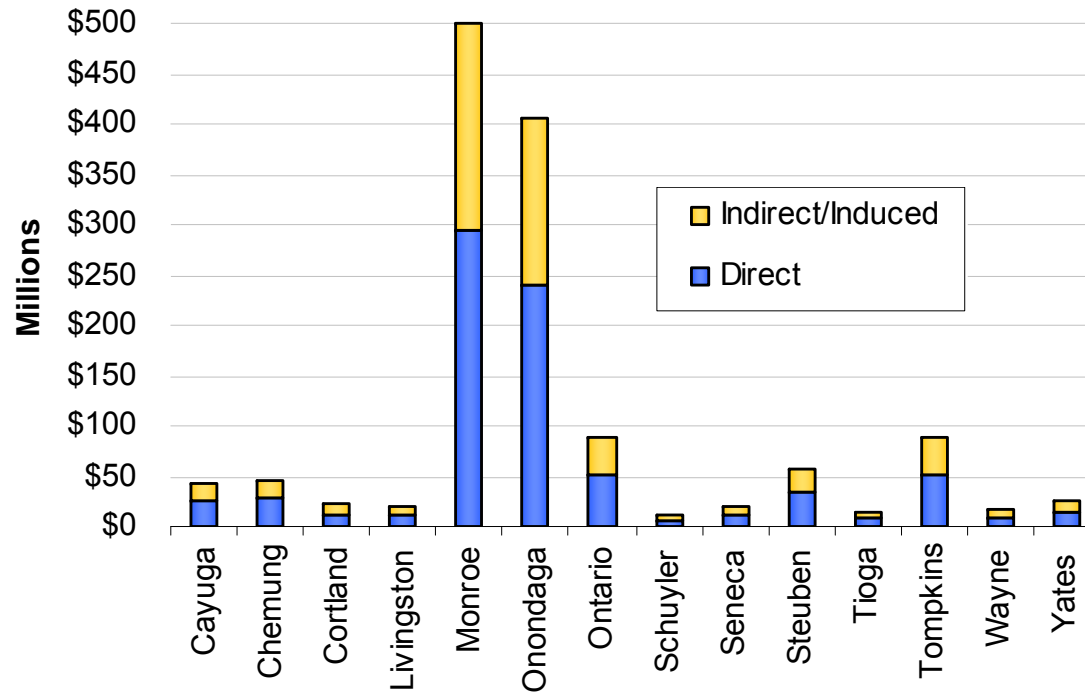
Regional Growth

Visitor Spend Year-Over-Year Comparison

Visitor Spend '000s	2007	2008	% Change
Cayuga	\$ 91,376	\$ 88,461	-3.2%
Chemung	\$ 80,648	\$ 89,158	10.6%
Cortland	\$ 44,808	\$ 44,784	-0.1%
Livingston	\$ 38,604	\$ 39,858	3.2%
Monroe	\$ 965,255	\$ 963,071	-0.2%
Onondaga	\$ 747,799	\$ 776,903	3.9%
Ontario	\$ 171,035	\$ 176,990	3.5%
Schuyler	\$ 25,622	\$ 26,364	2.9%
Seneca	\$ 43,249	\$ 45,051	4.0%
Steuben	\$ 109,478	\$ 123,526	12.8%
Tioga	\$ 32,062	\$ 32,464	1.3%
Tompkins	\$ 160,734	\$ 170,256	5.9%
Wayne	\$ 38,588	\$ 35,741	-7.4%
Yates	\$ 57,209	\$ 58,762	2.7%
TOTAL	\$ 2,606,467	\$ 2,671,391	2.5%

Finger Lakes, Labor Income

Tourism-Generated Labor Income



- Tourism in the Finger Lakes generated \$800 million in direct labor income and \$1.4 billion including indirect and induced impacts.
- Tourism is most important to the economies of Yates and Schuyler Counties, generating 14% and 8%, respectively, of all labor income.

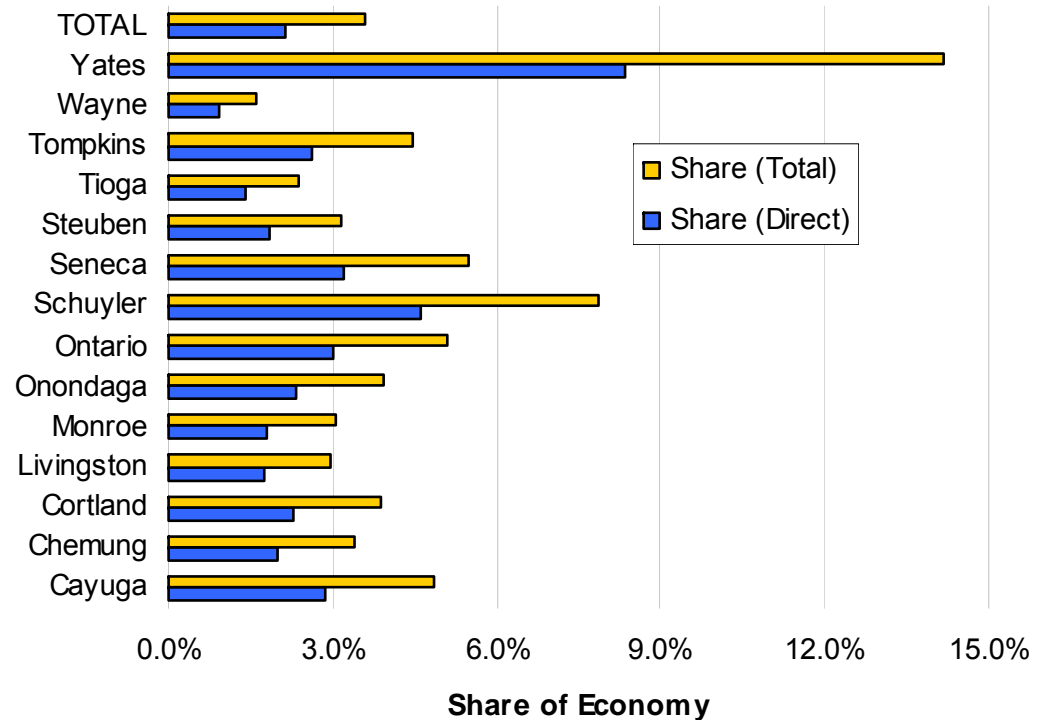
Finger Lakes, Labor Income

2008 Tourism Labor Income, '000	Direct	Total (Direct, Indir., Induced)	Share (Direct)	Share (Total)
Cayuga	\$24,995	\$42,485	2.9%	4.9%
Chemung	\$27,255	\$46,326	2.0%	3.4%
Cortland	\$12,797	\$21,751	2.3%	3.9%
Livingston	\$11,370	\$19,325	1.8%	3.0%
Monroe	\$294,525	\$500,611	1.8%	3.1%
Onondaga	\$239,334	\$406,802	2.3%	4.0%
Ontario	\$51,616	\$87,733	3.0%	5.1%
Schuyler	\$6,639	\$11,285	4.6%	7.9%
Seneca	\$12,336	\$20,967	3.2%	5.5%
Steuben	\$32,895	\$55,912	1.9%	3.2%
Tioga	\$9,225	\$15,680	1.4%	2.4%
Tompkins	\$51,968	\$88,331	2.6%	4.5%
Wayne	\$9,739	\$16,554	0.9%	1.6%
Yates	\$15,380	\$26,141	8.3%	14.2%
TOTAL	\$800,074	\$1,359,905	2.1%	3.6%

Finger Lakes, Labor Income

- 3.6% of all labor income in the Finger Lakes is generated by tourism.
- Yates county is the most dependent upon tourism with 14.2% of all labor compensation generated by visitors.
- Tourism in Schuyler county generated 7.9% of all labor income last year.

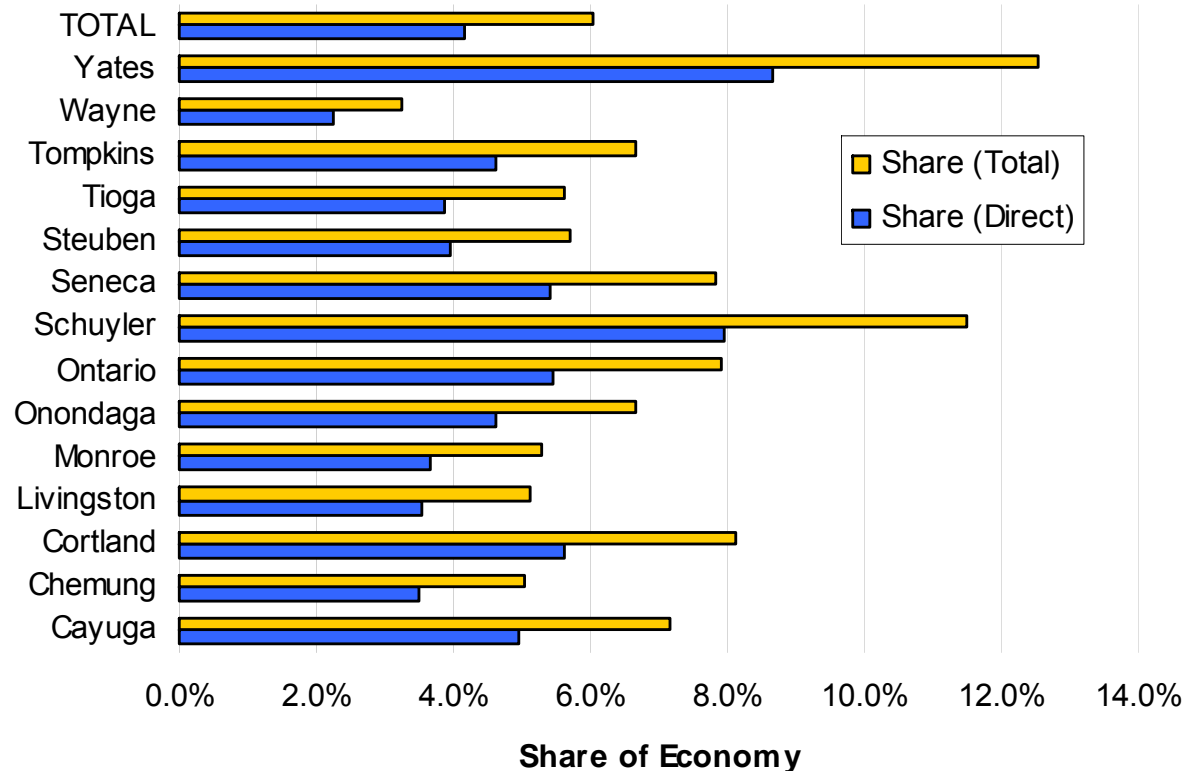
Tourism-Generated Labor Income Share of Economy, 2008



Finger Lakes, Tourism Employment

Tourism-Generated Employment Share of Economy, 2008

- 6.1% of all employment in the Finger Lakes is generated by tourism.
- Yates county is the most dependent upon tourism with 12.7% of all employment sustained by visitors.



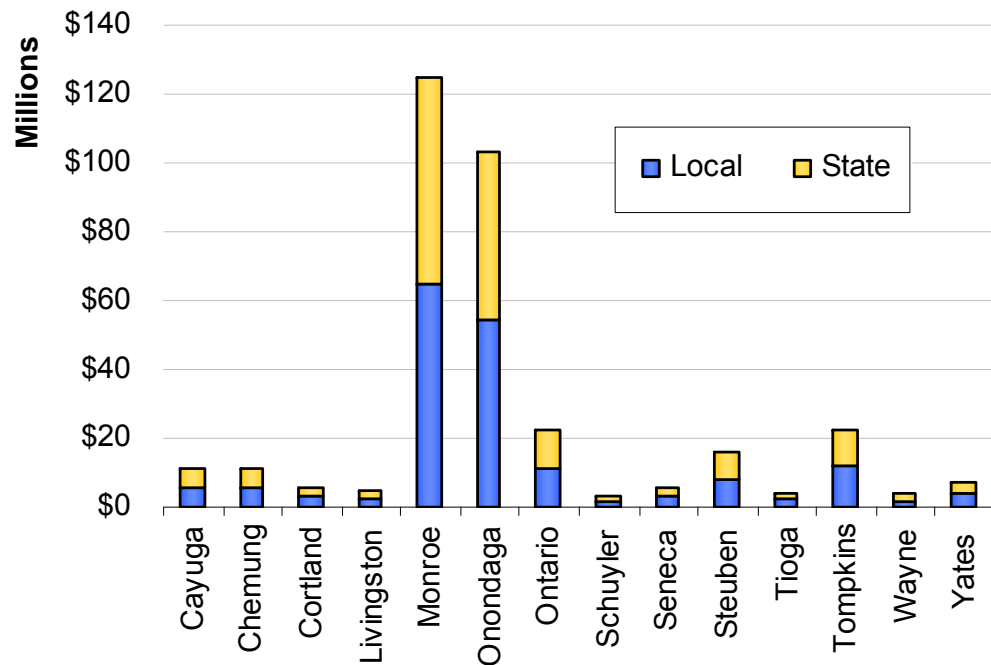
Finger Lakes, Tourism Employment

2008 Tourism Employment	Direct	Total (Direct, Ind., Induced)	Share (Direct)	Share (Total)
Cayuga	1,329	1,923	5.0%	7.2%
Chemung	1,421	2,056	3.6%	5.3%
Cortland	974	1,409	5.6%	8.1%
Livingston	734	1,062	3.6%	5.2%
Monroe	13,934	20,156	3.7%	5.3%
Onondaga	11,778	17,038	4.7%	6.8%
Ontario	2,775	4,014	5.6%	8.1%
Schuyler	389	562	8.1%	11.7%
Seneca	618	895	5.5%	7.9%
Steuben	1,525	2,206	4.1%	5.9%
Tioga	572	827	3.9%	5.6%
Tompkins	2,366	3,423	4.7%	6.8%
Wayne	678	981	2.3%	3.3%
Yates	598	864	8.8%	12.7%
TOTAL	39,691	57,416	4.2%	6.1%

Finger Lakes, Tourism Taxes

- Tourism in the Finger Lakes generated \$347 million in state and local taxes in 2008.
- Sales, property, and hotel bed taxes generated over \$180 million in local taxes.
- Monroe and Onondaga counties produce 36% and 30% of the region's tourism tax base, respectively.

Tourism-Generated Taxes, 2008



Finger Lakes, Tourism Taxes

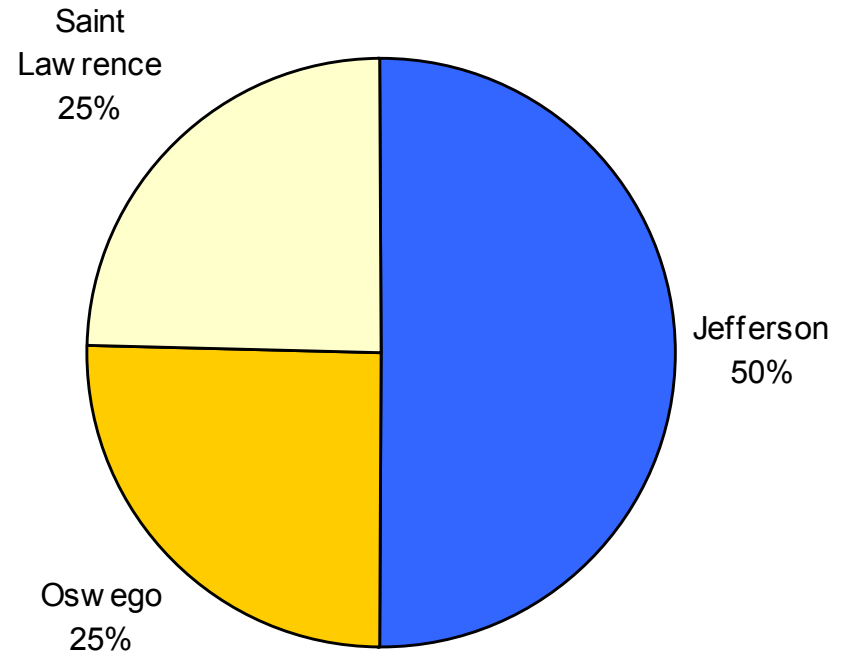
Tourism-Generated Taxes, 2008	Local Taxes	State Taxes	Total	Region Share
Cayuga	\$5,713,255	\$5,509,546	11,222,801	3.2%
Chemung	\$5,805,894	\$5,552,950	11,358,844	3.3%
Cortland	\$3,062,153	\$2,789,258	5,851,410	1.7%
Livingston	\$2,457,593	\$2,482,460	4,940,052	1.4%
Monroe	\$64,595,003	\$59,982,146	124,577,148	35.9%
Onondaga	\$54,433,347	\$48,387,184	102,820,532	29.7%
Ontario	\$11,395,005	\$11,023,315	22,418,320	6.5%
Schuyler	\$1,761,258	\$1,642,030	3,403,288	1.0%
Seneca	\$2,858,154	\$2,805,895	5,664,049	1.6%
Steuben	\$8,325,524	\$7,693,489	16,019,013	4.6%
Tioga	\$2,077,795	\$2,021,939	4,099,734	1.2%
Tompkins	\$11,925,348	\$10,603,932	22,529,281	6.5%
Wayne	\$1,974,155	\$2,226,038	4,200,193	1.2%
Yates	\$3,802,949	\$3,659,797	7,462,746	2.2%
TOTAL	\$180,187,431	\$166,379,980	346,567,412	100.0%

Regional Detail for Thousand Islands

Thousand Islands, Total Tourism Impact

- Tourism in the Thousand Islands region is a \$433 million industry, supporting over 8,300 jobs.
- Jefferson county represents 50% of the region's tourism sales with \$218 million in visitor spending.
- Visitor spending in the region expanded 3.4% in 2008.

Tourism Spending



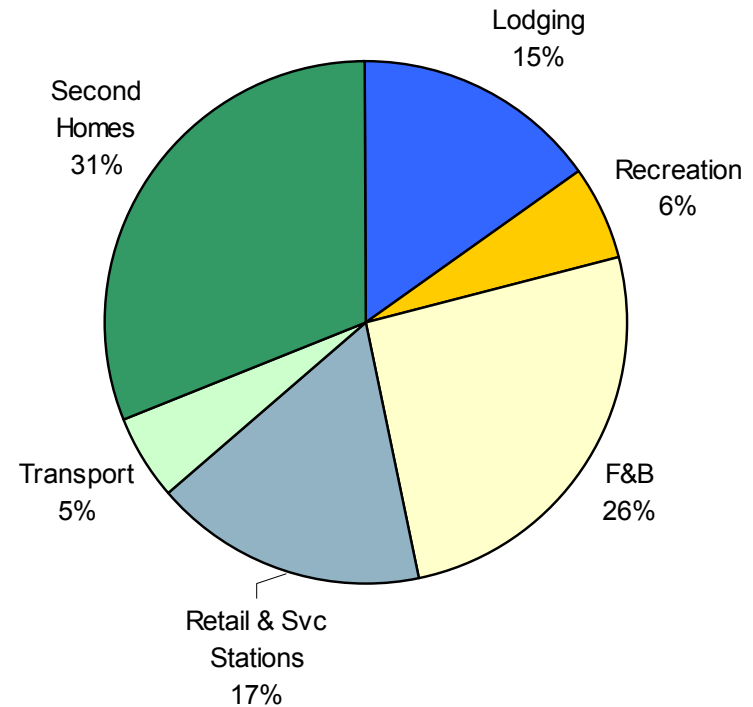
Thousand Islands, Total Tourism Impact

Total Tourism Impact, 2008	Visitor Spend '000	Labor Income, '000	Employment	Local Taxes '000	State Taxes '000
Jefferson	\$217,752	\$96,835	4,061	\$14,040	\$13,562
Oswego	\$106,955	\$48,939	2,467	\$6,696	\$6,661
Saint Lawrence	\$108,350	\$45,118	1,799	\$6,844	\$6,748
TOTAL	\$433,056	\$190,892	8,328	\$27,579	\$26,972

Thousand Islands, Visitor Spending

Tourism Spending

- Travelers spent \$433 million in the Thousand Islands in 2008 across a diverse range of sectors.
- Spending on the rental and upkeep of second homes and at restaurants comprised 31% and 26% of the total, respectively.



2008 Visitor Spend '000s	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Jefferson	\$35,229	\$11,552	\$51,546	\$35,654	\$17,461	\$66,309	\$217,752
Oswego	\$12,555	\$9,738	\$36,264	\$21,114	\$3,699	\$23,583	\$106,955
Saint Lawrence	\$18,538	\$3,358	\$23,144	\$16,402	\$2,144	\$44,763	\$108,350
TOTAL	\$66,322	\$24,648	\$110,955	\$73,170	\$23,305	\$134,655	\$433,056

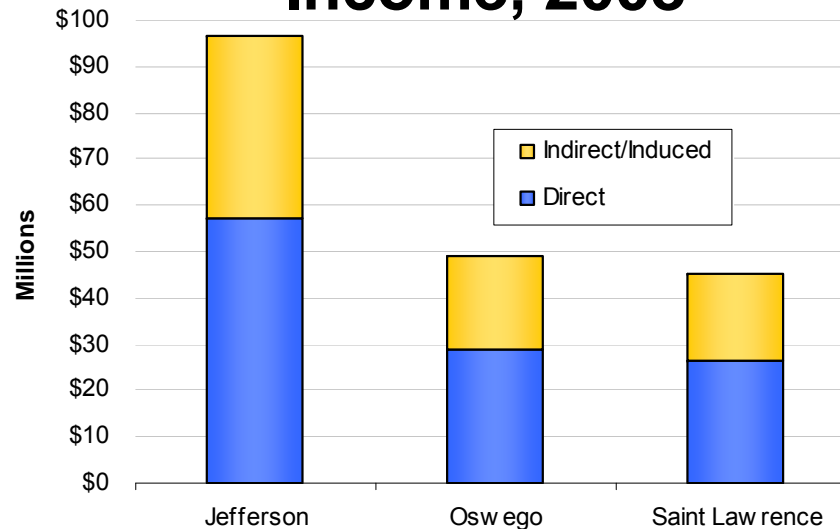
Regional Growth

Visitor Spend Year-Over-Year Comparison

Visitor Spend '000s	2007	2008	% Change
Jefferson	\$ 209,184	\$ 217,752	4.1%
Oswego	\$ 105,789	\$ 106,955	1.1%
Saint Lawrence	\$ 103,679	\$ 108,350	4.5%
TOTAL	\$ 418,652	\$ 433,056	3.4%

Thousand Islands, Labor Income

Tourism-Generated Labor Income, 2008



- Tourism in the Thousand Islands region generated \$112 million in direct labor income and \$191 million including indirect and induced impacts.
- Tourism is most important to the economy of Jefferson County, generating \$97 million in labor income.

Thousand Islands, Labor Income

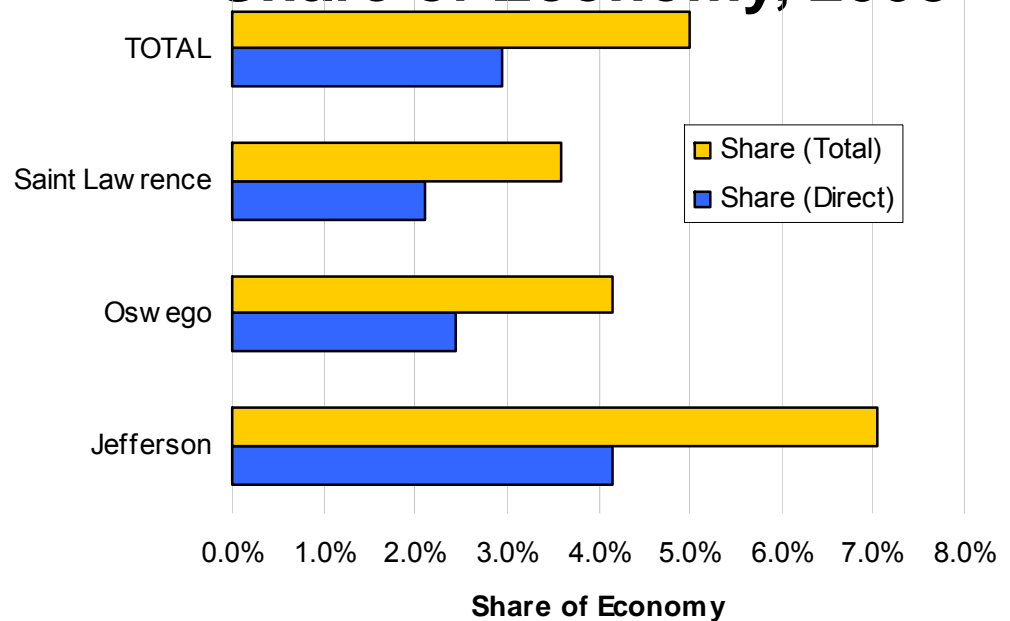
2008 Tourism Labor Income, '000	Direct	Total (Direct, Indir., Induced)	Share (Direct)	Share (Total)
Jefferson	\$56,971	\$96,835	4.1%	7.0%
Oswego	\$28,793	\$48,939	2.4%	4.2%
Saint Lawrence	\$26,544	\$45,118	2.1%	3.6%
TOTAL	\$112,308	\$190,892	2.9%	5.0%

Thousand Islands, Labor Income

- 5.0% of all labor income in the Thousand Islands region is generated by tourism.
- Jefferson county is the most dependent upon tourism with 7.0% of all labor income generated by visitors.
- Tourism in Oswego county generated 4.2% of all labor income last year.

Tourism-Generated Labor Income

Share of Economy, 2008

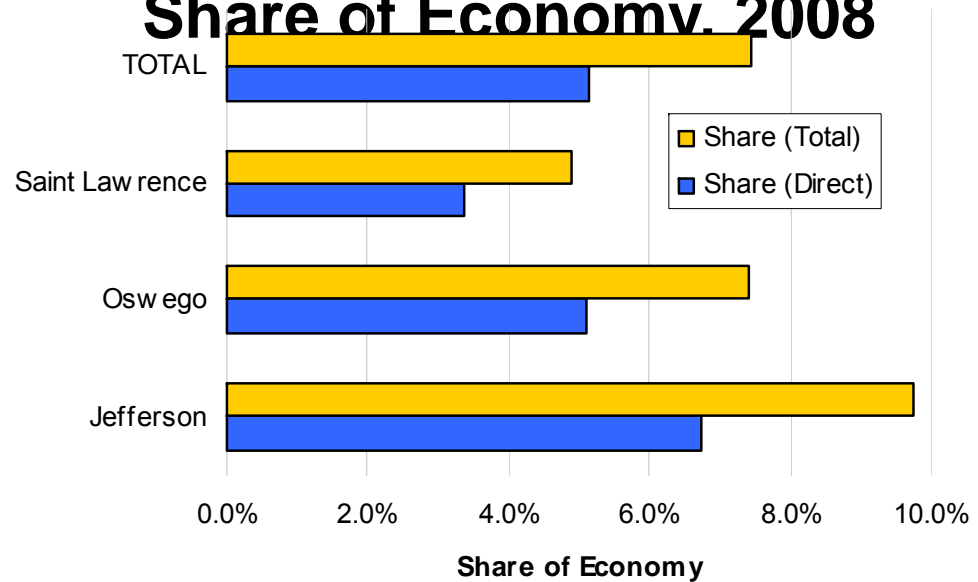


Thousand Islands, Tourism Employment

Tourism-Generated Employment

Share of Economy, 2008

- 7.4% of all employment in the Thousand Islands region is generated by tourism.
- Jefferson county is the most dependent upon tourism with 9.7% of all employment sustained by visitors.



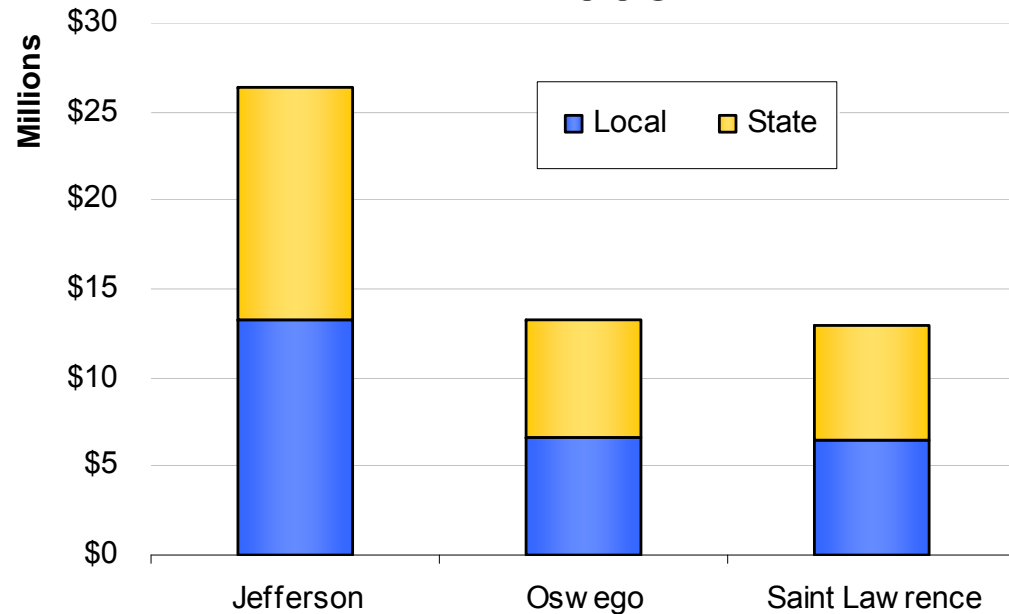
Thousand Islands, Tourism Employment

2008 Tourism Employment	Direct	Total (Direct, Ind., Induced)	Share (Direct)	Share (Total)
Jefferson	2,807	4,061	6.7%	9.7%
Oswego	1,706	2,467	5.1%	7.4%
Saint Lawrence	1,244	1,799	3.4%	4.9%
TOTAL	5,757	8,328	5.1%	7.4%

Thousand Islands, Tourism Taxes

- Tourism in the Thousand Islands generated \$55 million in state and local taxes in 2008.
- Sales, property, and hotel bed taxes generated \$27.6 million in local taxes.
- Jefferson county produced 51% of the region's tourism tax base in 2007.

Tourism-Generated Taxes, 2008



Thousand Islands, Tourism Taxes

Tourism-Generated Taxes, 2008	Local Taxes	State Taxes	Total	Region Share
Jefferson	\$14,039,583	\$13,562,039	27,601,622	50.6%
Oswego	\$6,695,502	\$6,661,363	13,356,865	24.5%
Saint Lawrence	\$6,844,093	\$6,748,246	13,592,340	24.9%
TOTAL	\$27,579,178	\$26,971,648	54,550,826	100.0%

Methods and data sources

- 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. BEA data shows (for example) state accommodations employment at 89,124, compared with QCEW at 82,190. For total employment (across all sectors), the difference is 20%.
- International methodology. Our approach (through Travel Industry Association calculations) 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. The NY data are consistent with TIA's state-by-state distribution which ensures against overestimation.
- Bottom-up vs. top-down. We have based our research on tourism expenditure analysis from surveys and controls to known industry measurements for key tourism sectors.

Methods and data sources

- 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

- Local taxes are a build-up of individual categories (sales, occupancy, property). The model is The economic activity generated by travel and tourism is complex. It spans various industrial sectors and represents only a part of most of these sectors. Therefore, the “tourism industry” is not identified in state or local economic accounts and must be measured separately.
- Tourism Economics, an Oxford Economics company, was commissioned to quantify the economic impact of tourism for the state of New York and each of its counties.

	Sector	Impact	Effect
Visitor Spending	Transportation	Direct Indirect Induced	<i>Production</i>
	Recreation		<i>Jobs</i>
	Entertainment		<i>Wages</i>
	Accommodations		<i>Taxes</i>
	Retail		
	Food and Beverage		

- The analysis requires an examination of visitor spending (the demand side) and related industry sales, value added, wages, and employment (the supply side).
- Economic modeling is used to quantify the linkages between visitor spending and industries and among industries.

Methods and data sources

- 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

- 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, please contact us at: info@tourismeconomics.com.