

Tourism Affects Every Community & Every Resident in New York State

Tourism is a New York State Success Story 1

NYS Tourism is BIG BUSINESS!

" # " \$ % " "
\$88.1B in Direct Sales, \$136.7B in Total Economic Impact

" (approx. \$1,420per New York State household)' \$ "% \$28.3B in Direct Labor Income¹

Visitor Spending is Worth \$240 Million!!! per Day to New York State Businesses!

- \$29.4M on LODGING
- \$22.2M in FOOD & BEVERAGE
- \$15.1M on RETAIL goods and services
- \$12.8M on LOCAL TRANSPORTATION
- \$8.6M on RECREATION

These expenditures generated, on average, \$29.6M daily in state and local tax revenue!

State & Local Tourism Budgets are an INVESTMENT in Tax Revenue Growth²

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Tourism is Not the Goal... It is the Means to an End



Sources:

- 1. Empire State Development, I LOVE NEW YORK & Tourism Economics
- 2 February 2024 Research Study Destination Promotion: A Catalyst for Community Vitality Tourism Economics, Destinations International

Steuben County



What Does Tourism Mean to Steuben County?

In 2023, Visitor Spending at Local Businesses Totaled: \$188,000,000!

- \$47M was spent on Lodging / Accommodations
- \$12M was spent on Recreation / Entertainment
- \$50M was spent on Food & Beverage
- \$26M was spent on Retail Goods and Services
- \$6M was spent on Local Transportation
- \$47M was spent on Vacation Property / Second Homes

Visitor spending enhances our Standard of Living in Steuben County, generating:

- \$12M in COUNTY TAX REVENUE, reducing the tax burden on residents
- \$76M LOCAL EMPLOYMENT INCOME supported by visitor spending

Source: Empire State Development, I LOVE NEW YORK & Tourism Economics



For more information please contact

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Steuben County residents enjoy many amenities and an enriched quality of life that simply wouldn't be possible in a community our size without the financial support of visitors. Lively arts and cultural facilities, diverse dining establishments, museums, attractions, and unique retail shopping and recreational opportunities rely on visitor patronage to survive and flourish.