



TOURISM
ECONOMICS

A DIVISION OF OXFORD ECONOMICS

The Economic Impact of Tourism and the I Love New York Campaign

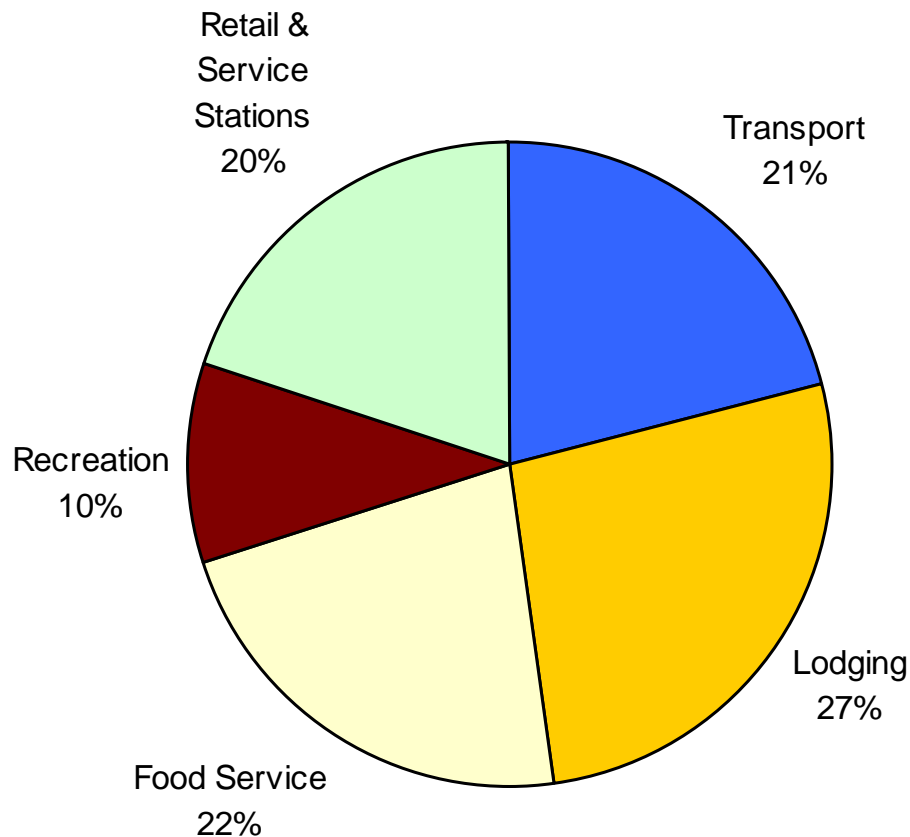
Executive Summary

November 2006

The Impact of Travel and Tourism on New York State

Tourism Sales

Tourism sales, or visitor expenditures, tallied \$43.4 billion in 2005.

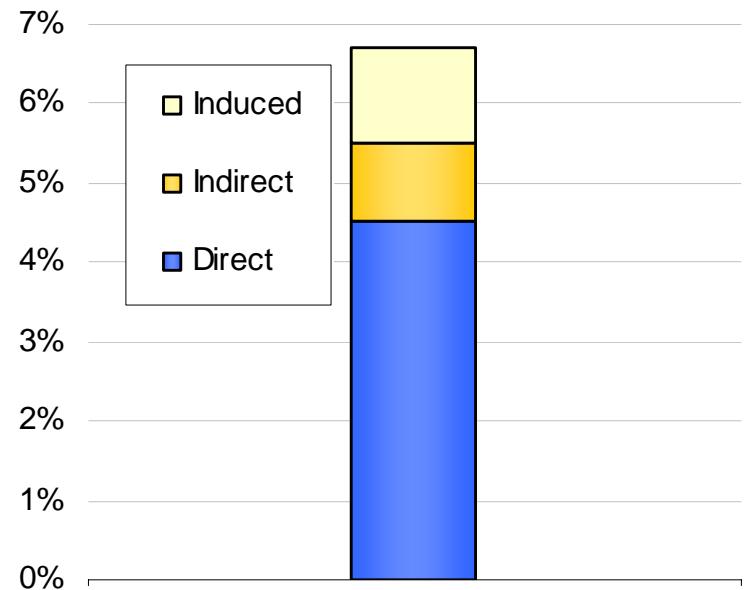


Tourism Employment

- Tourism directly generates 4.5% of the state's employment base.
- With the inclusion of indirect and induced impacts, tourism is the catalyst for 707,266 jobs, or 6.7% of all non-farm employment.

Tourism Share of Employment, 2005		Share
Tourism Direct	478,759	4.5%
Tourism Indirect	101,317	1.0%
Tourism Induced	127,190	1.2%
Total Tourism	707,266	6.7%
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Total Employment	10,564,487	

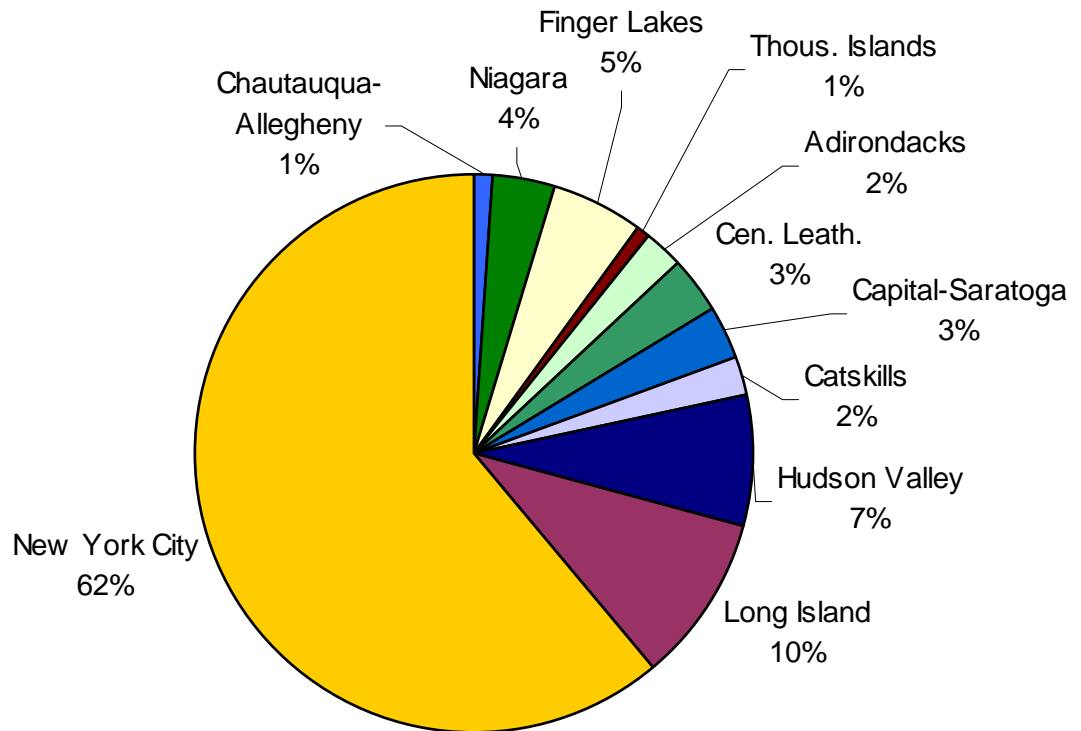
Tourism Employment Share of Total Non-Farm Employment, 2005



Regional Tourism Sales

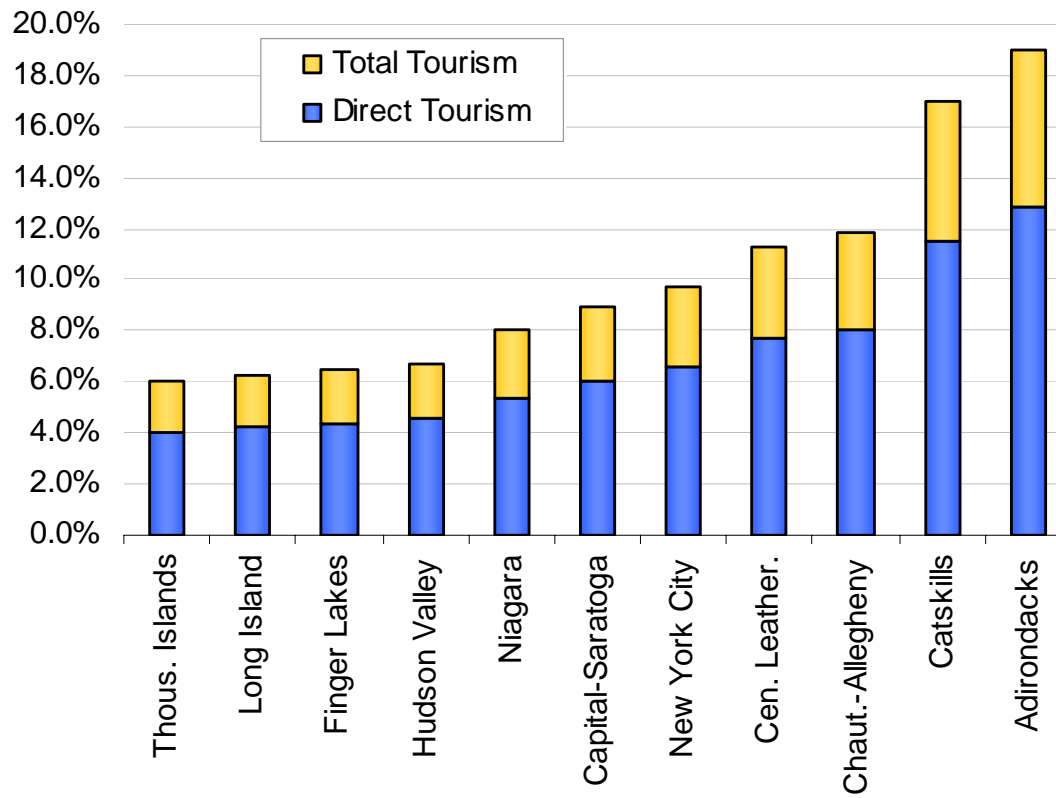
- New York State is divided into 11 economic regions.
- New York City is the largest single tourism region with 62% of state tourism sales.
- New York City, Long Island and Hudson Valley together comprise nearly 80% of New York State tourism sales.

Tourism Direct Sales, 2005



Relative Importance of Tourism

Tourism Share of Regional Employment 2005

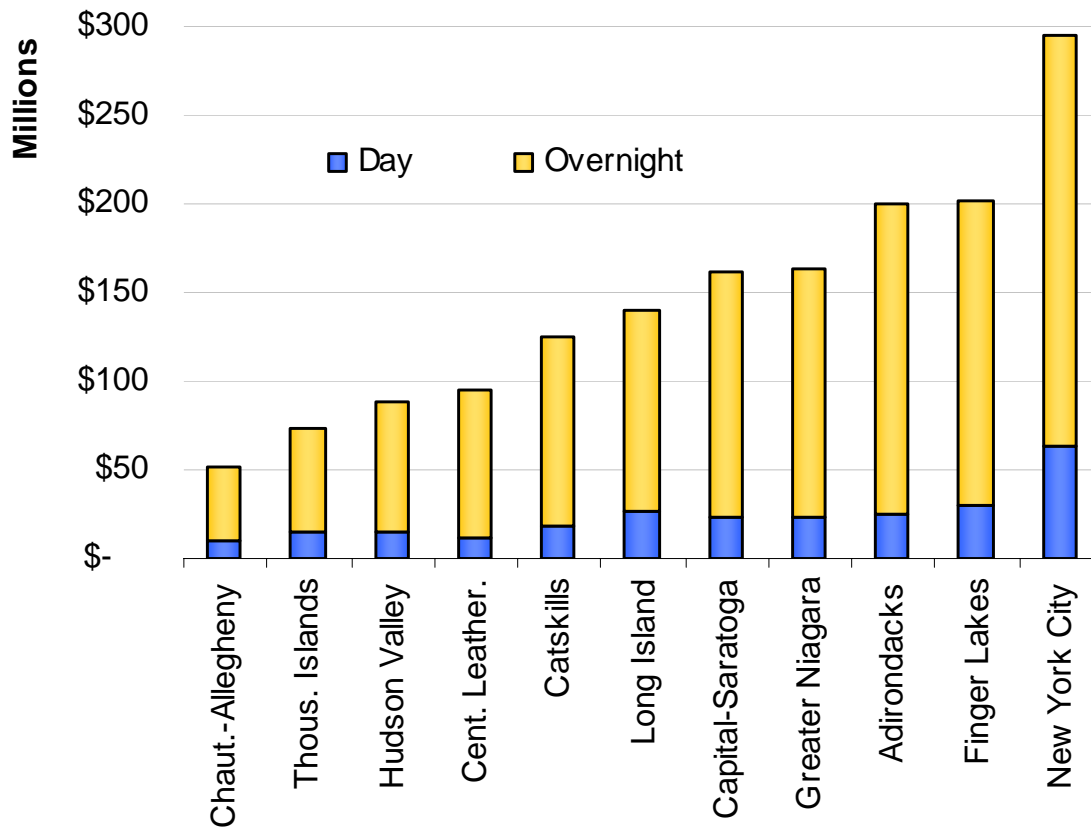


- Tourism is an integral part of every region's economy, generating at least 6% of employment.
- Tourism is most important to the Catskills and Adirondacks, generating 17% and 19% of total employment, respectively.
- Tourism generates nearly 12% of employment in Central Leatherstocking and Chautauqua-Allegheny.

The Impact of the I Love New York Campaign

Visitor Spending Generated by the State's ILNY Campaign in 2005

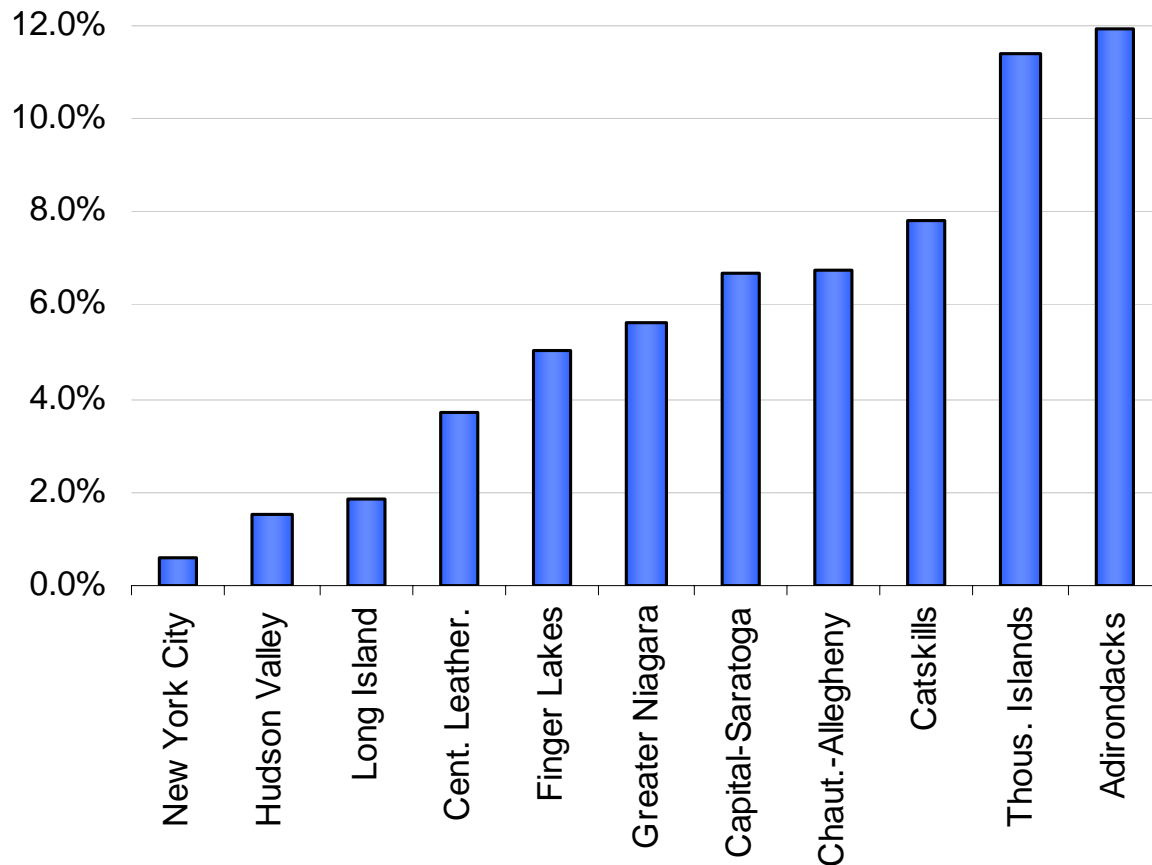
Regional Visitor Spending Generated by ILNY



- \$1.6 billion was spent by travelers in New York State in response to the I Love New York campaign
- 84% of this spending was by overnight visitors
- New York City, the Adirondacks, and the Finger Lakes regions benefited the most in absolute terms.

Share of Visitor Spending Generated by the State's ILNY Campaign in 2005

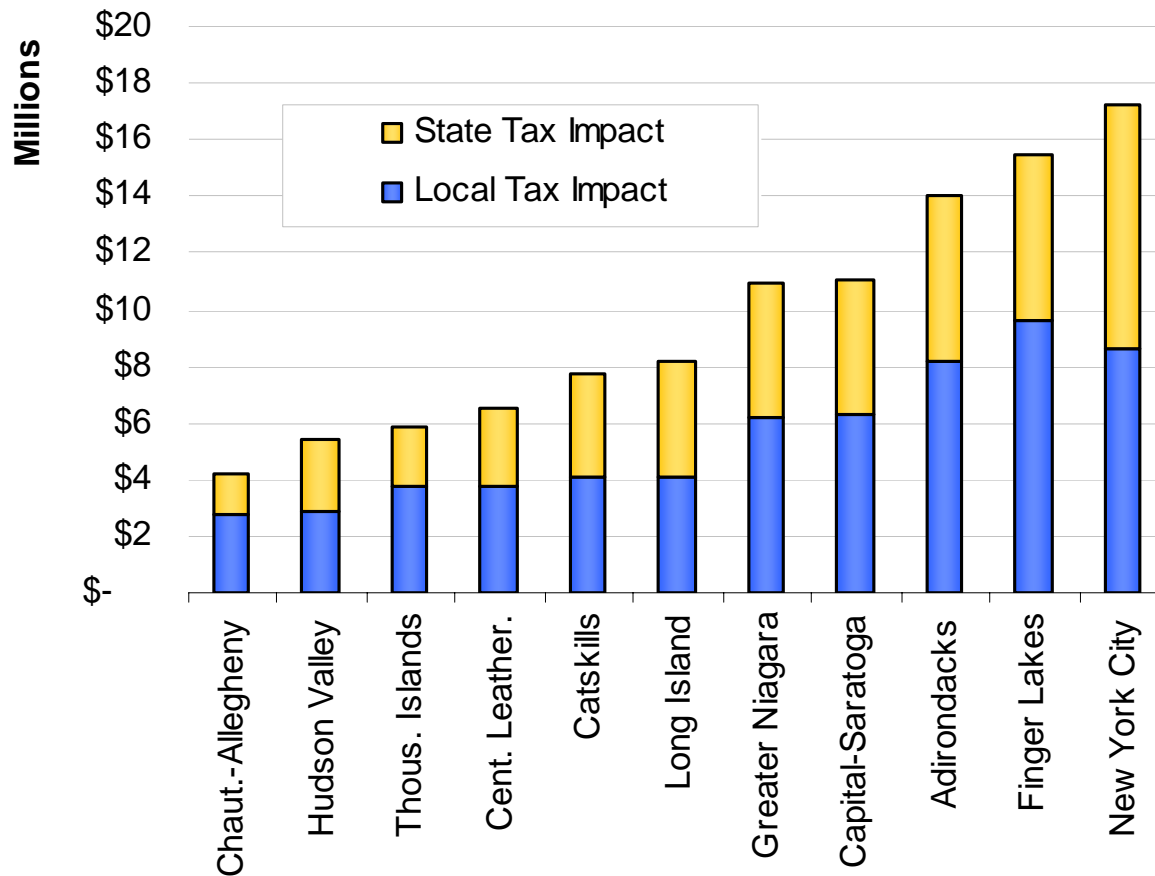
Share of Visitor Spending Generated by ILNY



- 2.1% of all visitor spending in NYS was driven by the ILNY promotion.
- The Adirondacks and Thousand Islands regions benefit the most from the campaign as a share of total visitor spending. Nearly 12% of their tourism market is driven by I Love New York.
- Less than 1% of NYC tourism is driven by the campaign.

Taxes Generated by the State's ILNY Campaign

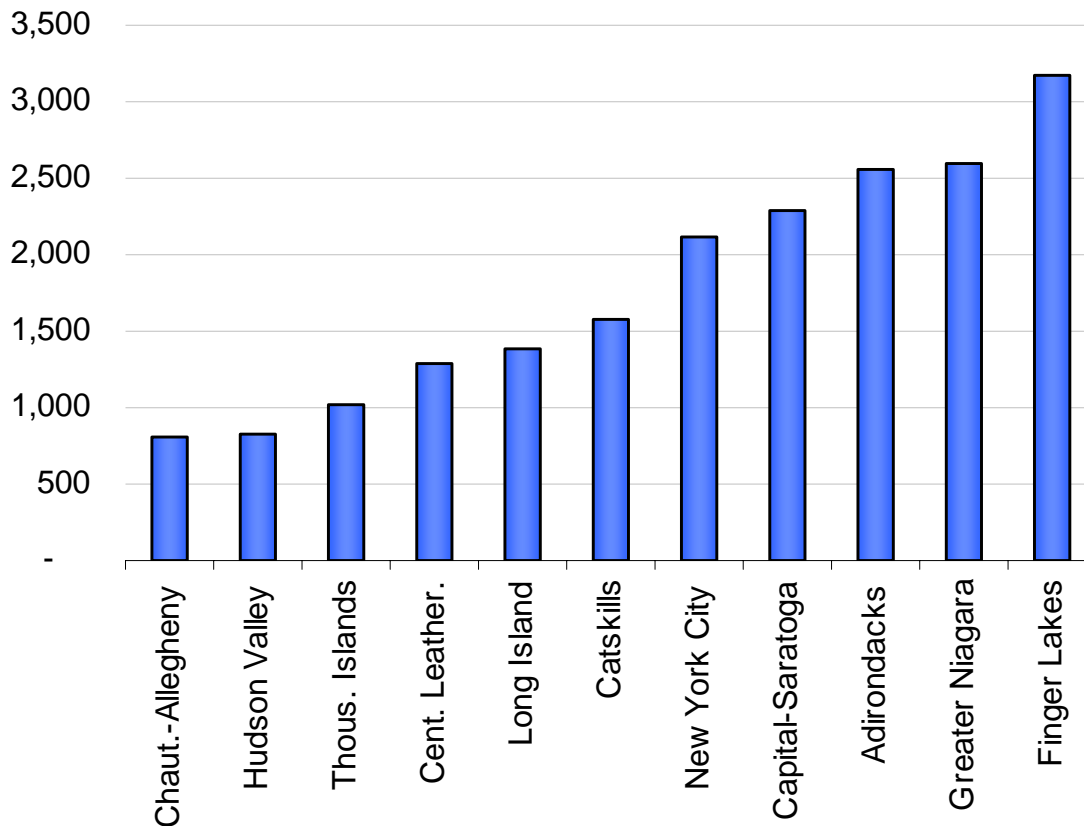
Taxes Generated by ILNY



- \$106.6 million in taxes were generated by the ILNY campaign.
- 56% (\$60.2 million) of this sum is local taxes.
- 44% (\$46.4 million) of this sum is state taxes.

Employment Generated by the State's ILNY Campaign

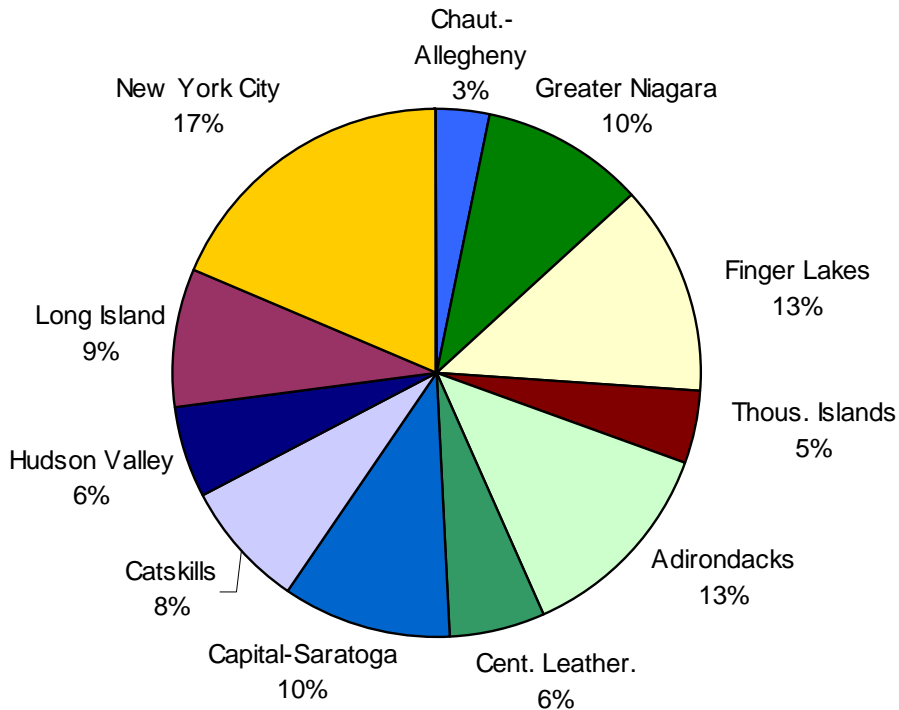
Employment Generated by ILNY



- 19,619 jobs (full-time equivalent) were generated by the ILNY campaign.
- The most jobs were generated in the Finger Lakes, Niagara, and the Adirondacks.
- 2.8% of tourism employment is sustained by the campaign.

Impact Distribution of State's ILNY Campaign

ILNY-Generated Tourism Spend Distribution



- 17% of the campaign's spending impact was in NYC, but only 11% of the jobs impact was in the city.
- The Finger Lakes region was top employment beneficiary of the campaign, followed by Greater Niagara and the Adirondacks.

ILNY-Generated Employment Distribution

