Snapshot of Orange County Tourism
Rise of Craft Beverage and Agritourism
Coming in 2020:
LEGOLAND New York Resort
Changes in Tourism

It’s no secret the Tourism climate is changing in Orange County

- This is the first time we will see our hotel inventory expand by 40% in the next 18 months, from 50 to 70 hotels
- This is the first time we’re seeing land values increase exponentially on our I86/17 Corridor
- This is the first time we will have approximately 10,000 visitors a day to the county!
Tourism Opposition
Community Engagement
Managing the Media

How much more will NY pay?

Legoland developer asks for another $6M
Managing the Media

HEADLINE:

Orange County Tourism Seeks to Increase Budget for 2020 for New Creative Marketing Strategy

HEADLINE:

Orange Considers $1M Marketing Handout for Legoland
Orange considers $1M marketing handout for Legoland
Welcome Center

While in planning, before even approved, the team at LEGOLAND New York was very much involved in community engagement.

- Providing Information to the Community
- Introductions to Businesses
- Creating Events for Community Inclusion
New York International Airshow
Awesome Awareness Days

- Construction
- Education
- Banking
- Wellness/Medical
- Charities
- Food & Beverage
- Accommodations
- General
Working With Our Non Profit Partners
Informing + Training Tourism Staff
County Leadership Engagement
Creating Family Fun Events

- Locally Sourced Apples from Pennings Farm are used to create the World Famous Apple Fries exclusively sold at LEGOLAND Parks

- Our Vocational School Orange-Ulster BOCES supplied the students

- Community Scavenger Hunt
“Tourism Builds Community”

www.OrangeTourism.org

Steven M. Neuhaus
County Executive

Thank You!

Source: Destinations International, 2019