TOURISM®

It's Everybody's Business!

Tourism Affects Every Community & Every Resident in New York State

New York State's Visitor Economy Set All-Time Highs in 2025

New York State Welcomed 321 Million Visitors in 2025

Tourism has grown to be New York's 2nd largest private sector industry, generating a record

- $97.6 Billion in Visitor Spending
- $48.8 Billion in Personal Income
- $152.7 Billion in Total Economic Impact
- $11.9 Billion in State & Local Tax Revenue

Source: Tourism Economics, commissioned by Empire State Development / I LOVE NEW YORK.

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

Tourism done right is a catalyst for economic growth!

The New York State Tourism Industry Association (NYSTIA) assists our members in realizing the potential of New York's tourism industry to advance responsible, sustainable economic growth, create local jobs, add vitality to our destination communities, support small business success and increase state and local tax revenues.

We measure success in the improved standard of living, quality of life and pride of place for New York State communities and residents.

New York State TOURISM® Industry Association

The New York State Tourism Industry Association (NYSTIA) is a member-driven, member-directed, 501(c)6 nonprofit organization at the vanguard of transformational tourism marketing, stewardship and long-term strategic thinking.

® New York State Tourism Industry Association logo. Reg U.S. Pat. & Tm. Off.

Monroe County



What Does Tourism Mean to Monroe County?

In 2025, Visitor Spending at Local Businesses Totaled: $1,507,500,000!

- $485.5M was spent on Lodging / Accommodations
- $66.9M was spent on Recreation / Entertainment
- $5.3B was spent on Food & Beverage
- $258.4M was spent on Retail Goods and Services
- $154.8M was spent on Local Transportation
- $9.5M was spent on Vacation Property / Second Homes

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

- $101.8M in COUNTY TAX REVENUE, reducing the tax burden on residents
- $7.9B LOCAL EMPLOYMENT INCOME supported by visitor spending

Source: Tourism Economics, commissioned by Empire State Development / I LOVE NEW YORK

VISIT ROC ROCHESTER, NY

For more information please contact

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Monroe 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.