

# Tourism

## a Catalyst for Economic Growth

New York State Association of Counties  
2025 Centennial Legislative Conference  
February 25, 2025



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

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# An Enlightened Perspective: TOURISM DONE RIGHT

**Tourism is NOT the goal...** *it is the means to an end!*

The ultimate customer of tourism is the **resident...**  
*not the visitor!*

# An Enlightened Perspective: TOURISM STEWARDSHIP

- **Drives** responsible, sustainable economic growth
- **Enhances** community vitality
- **Creates** local jobs
- **Supports** small business success
- **Increases** local tax revenues
- **Improves** the standard of living, quality of life and pride of place for our destination communities and residents

# New York State Tourism: RESILIENT & RESURGENT

- **Visitor Volume:** 306 million, up 40 million vs 2019
- **Visitor Spending:** \$88.1 billion, +20% vs 2019
- **Employment Income:** \$43.8 billion
- **Tax Revenues:** \$10.8 billion

**Tourism is a New York State Success Story**

Source: Empire State Development / Tourism Economics, calendar year 2023

# Check out how tourism continues to help drive success in your county!

Select a County from the drop down below or click on the interactive map to view stats and download a detailed PDF that is easy to share with key stakeholders for promoting tourism advocacy.

**Please Note:** The most recent data available is sourced from Empire State Development / I LOVE NEW YORK & Tourism Economics for calendar year 2023.

Select a County ▾

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AND PROMOTING TOURISM ADVOCACY  
ACROSS NEW YORK STATE  
AND BEYOND!**

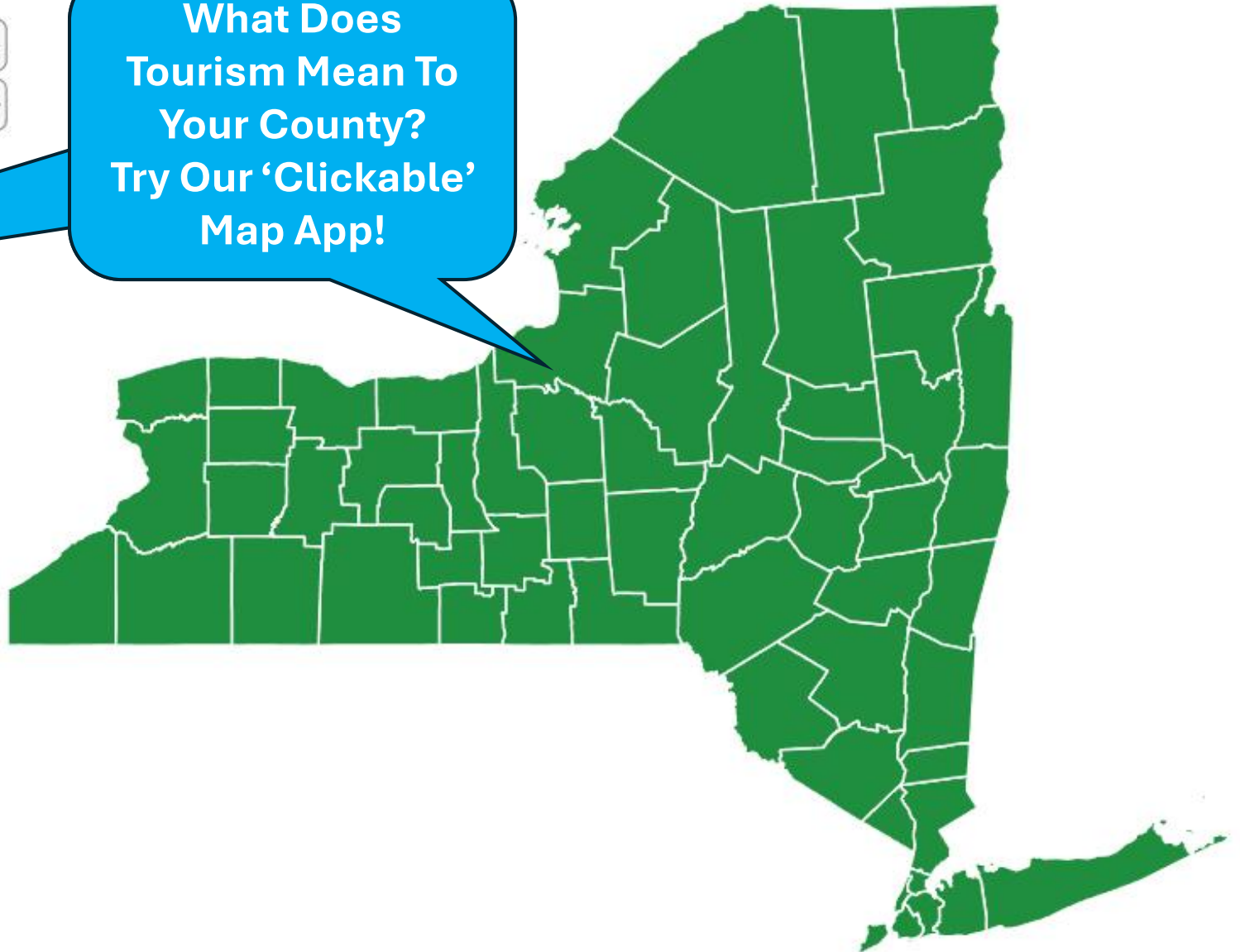
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**What Does  
Tourism Mean To  
Your County?  
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## Madison County



### What Does Tourism Mean to Madison County?

In 2023, Visitor Spending at Local Businesses Totaled: \$138M!

- \$33M was spent on Lodging / Accommodations
- \$4M was spent on Recreation / Entertainment
- \$52M was spent on Food & Beverage
- \$24M was spent on Retail Goods and Services
- \$4M was spent on Local Transportation
- \$21M was spent on Vacation Property / Second Homes

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

- \$9.3M in COUNTY TAX REVENUE, reducing the tax burden
- \$61M LOCAL EMPLOYMENT INCOME supported by visitor spending

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

**MADISON COUNTY**  
IT'S IN OUR NATURE.

For more info  
K  
kaytynn@

## Chautauqua County



### What Does Tourism Mean to Chautauqua County?

In 2023, Visitor Spending at Local Businesses Totaled: \$314M!

- \$107M was spent on Lodging / Accommodations
- \$6.5M was spent on Recreation / Entertainment
- \$78.1M was spent on Food & Beverage
- \$42.4M was spent on Retail Goods and Services
- \$30.1M was spent on Local Transportation
- \$50M was spent on Vacation Property / Second Homes

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

- \$24M in COUNTY TAX REVENUE, reducing the tax burden
- \$132M LOCAL EMPLOYMENT INCOME supported by visitor spending

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



For more information please contact  
Andrew Nixon

Chautauqua 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, and diverse dining establishments, museums, recreational opportunities rely on visitor attractions,

## Schoharie County



### What Does Tourism Mean to Schoharie County?

In 2023, Visitor Spending at Local Businesses Totaled: \$106M!

- \$40M was spent on Lodging / Accommodations
- \$3M was spent on Recreation / Entertainment
- \$19M was spent on Food & Beverage
- \$10M was spent on Retail Goods and Services
- \$0 was spent on Local Transportation
- \$33M was spent on Vacation Property / Second Homes

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

- \$6M in COUNTY TAX REVENUE, reducing the tax burden
- \$39M LOCAL EMPLOYMENT INCOME supported by visitor spending

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

*Visit Schoharie County*

For more information please contact  
Cassandra Harrington  
info@

Schoharie 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, and diverse dining

establishments, museums, recreational opportunities rely on visitor attractions, and shopping patronage to flourish.

# What Does Tourism Mean to YOUR County?

Source: Empire State Development / Tourism Economics

# Is TOURISM a Catalyst for Increased Vitality?

## NYS REDC strategic plan: *The Future*

*Looking forward we see many challenges  
that must be a focus in this strategic plan:*

- *Demand for jobs from tech and manufacturing projects  
strain our existing talent pipeline*
- *Attracting and retaining a younger workforce to offset an aging population*
  - *Communicating and delivering a quality of life  
sought by Gen Z and Millennial populations*



# Is TOURISM a Catalyst for Increased Vitality?

*Research demonstrates that a desirable tourism brand, together with tourism marketing outreach and visitation will support the attraction of*

- *students for local colleges and universities*
- *skilled/educated employees to the workforce*
- *new business investment/expansion*

# “Halo Effect” of the Pure Michigan campaign

How tourism marketing/visitation impacted external perceptions of Michigan:

- ✓ **58% strongly agree that Michigan is a “good place to live”**
  - *vs 26% of those unaware of Pure Michigan campaign / non-visitors past 2 years*
- ✓ **66% strongly agree Michigan is a “good place to attend college/trade school”**
  - *vs 27% of those unaware of Pure Michigan campaign / non-visitors past 2 years*
- ✓ **52% and 49% strongly agree Michigan is a “good place to start a career or business”**
  - *vs 24% and 23% of those unaware of Pure Michigan campaign / non-visitors past 2 years*
- ✓ **73% strongly agreed Michigan is a “place with exciting outdoor activities to enjoy”**
  - ✓ *vs just 33% of those unaware of Pure Michigan campaign / non-visitors past 2 years*

Source: 2024 SMARInsights Advertising Effectiveness Research for Pure Michigan – Longwoods International



## - Short Term Rental (STR) Industry -

**The Paradox:** An industry that, strategically managed, offers incredible upside economic potential to communities and entrepreneurial residents; unchecked and unregulated, it can displace residents and threaten the integrity of your communities.

### Owner-Occupied Short-Term Rental: Should Be Fostered & Encouraged

- Enables new home buyers
- Sustains existing home ownership
- Drives local income multipliers
- Supports visitor economics
- Is compatible with residential neighborhoods

### Commercial Short-Term Rental: MUST Be Strategically Developed & Managed

- Supports visitor economics, but exports income – no multiplier
- Increases tax revenues, but potentially drives up residential property values
- Dilutes residential neighborhoods due to vacancy rates
- Diminishes community vitality (family and workforce attrition)

## - Short Term Rental (STR) Industry Census Estimates\* -

- **New York State:** 73,586 unique rental units (Feb 2025)
- **Unit Type:** 90% 'Entire Home'; 9% 'Partial Home'
- **Listing Type:** 85% Single Family Home; 13% Multi-Family
- **ADR (Average Daily Rate):** \$266

## - STR Legislation Sales Tax Revenue Impact\* -

- **New York State Sales Tax Revenue Growth:**
  - +\$90 million (50% occupancy) to +\$125 million (70% occupancy)
- **Local (County) Sales Tax Revenue Growth:**
  - +\$100 million (50% occupancy) to +\$140 million (70% occupancy)

\*Source: Granicus.com Host Compliance Proprietary Data



**Each \$1** invested in tourism marketing generates an **ROI\***:

- **\$10+** in visitor spending,
- **\$4** in local employment income and
- **\$1.20** in direct, indirect and induced tax revenues.

**NYS Matching Funds for Tourism to Counties 2025: \$3.4 million,**  
a decline of over 30% since the 1980's.

**Adjusted for inflation,** Counties should be receiving **\$14.7 million.**

## **- PROPOSAL -**

### **ADVOCATE NOW TO INVEST IN THE FUTURE**

Dedicate a small percentage of state and local sales tax revenue growth (10%)  
to restore vitality to the tourism matching funds program for counties.

Source: Feb. 2024 Tourism Economics, Destinations International  
Destination Promotion – A Catalyst for Community Vitality

## **PROPOSAL - ADVOCATE NOW TO INVEST IN THE FUTURE**

Dedicate a small percentage (10%) of increased state and local sales tax revenues from the short-term rental legislation to restore vitality to the tourism matching funds program for counties.

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*Source: Feb. 2024 Tourism Economics, Destinations International  
Destination Promotion – A Catalyst for Community Vitality*

# Tourism done right happens by DESIGN... Not DEFAULT!

Harnessing the capacity of tourism as a catalyst for positive change requires  
a shared, strategic vision for the future  
and an informed, proactive leadership.

**Will YOUR county  
be a tourism success story?**

