

## Press Release

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### For Immediate Release

## Record-High Economic Impact from Tourism in New York State Clinton County Economic Impact for Tourism remained steady in 2015

Governor Cuomo announced Sunday that New York State's investment in tourism is paying dividends. Since 2011, the State has invested \$130 million in tourism; today, the economic impact of the industry in New York is at a record-high \$102 billion – an increase of 25 percent since 2010. The increase in tourism has brought industry-related jobs to a record 894,000 statewide – an increase of 21 percent since 2010.

Lieutenant Governor Hochul unveiled the good news at the 2016 Adirondack Summer Challenge to 150 local and state officials who recreated in the Adirondacks this weekend. Details of the breakdown are available in the Economic Impact of Tourism Report (full report attached), which includes the following findings for New York State tourism in 2015:

- The industry generated \$8 billion in State and local sales taxes
- Visitor spending was up 26 percent compared to 2010, at \$63 billion
- The number of domestic and international visitors to the Empire State is projected to have grown more than 19 percent since 2010, to nearly 234 million total visitors in 2015

The Economic Impact Tourism Report was conducted by Tourism Economics using IMPLAN software, which is used by governments, universities, and public and private sector organizations across the globe.

### Adirondack Tourism

Tourism is up across the board in the Adirondacks. Last year, the region brought in more than \$1.3 billion in direct visitor spending, an increase of more than 14 percent since 2010. In addition, regional tourism generated \$162 million in State and local taxes in 2015. This economic sector is particularly important to the region's economic growth, supporting more than 21,000 jobs and \$612 million in labor income in 2015.

**Howard Zemsky, President, CEO and Commissioner of Empire State Development said:** "Governor Cuomo's commitment to Upstate New York has resulted in record-breaking numbers, from the lowest unemployment rate since August 2007, to the highest economic impact from tourism in the State's history. At today's Adirondack Challenge we are experiencing first-hand all that there is to love about this world-class region, and encouraging visitors, in and out of the State, to come see for themselves why it's one of New York's most celebrated tourism destinations."

**Basil Seggos, Commissioner of the Department of Environmental Conservation said:** “The Adirondacks are a world class destination, and through Governor Cuomo's leadership, we are making this incredible Park more accessible to all New Yorkers and our visitors. Our open space and water quality protection efforts provide the basis for the growing tourism industry that provides vital economic support to local communities throughout the park.”

**Richard Ball, Commissioner of the Department of Agriculture and Markets said:** "No one has done more to promote our state's tourism assets and agricultural producers than the Governor. The Adirondack Challenge provides us with the opportunity to showcase the very best of these two industries in the region. Through the hugely successful Taste NY initiative and the iconic I LOVE NEW YORK campaign, we are able to share with the world both the North Country's world-class local foods and beverages and it's unique natural beauty and recreational attractions."

### **Clinton County Tourism**

Along with the regional and state tourism spending breakdowns, the study also showed how the counties in the Adirondacks are stacking. Clinton County had a solid year contributing greatly to overall tourism spending and to local and state sales tax.

After a challenging 2015 that saw a soft Canadian Exchange Rate, lower gas prices and a prison break during a peak tourism month, which made all lodging properties virtually full and tax free, Clinton County Tourism still boasts high numbers and significant Economic Impact, including:

- \$128,231,000 in tourism spending
- Collecting over \$7,134,0000 in state taxes
- Contributing over \$8,611,00 in local taxes

These numbers are on par with 2014 and show that even with a less than favorable exchange rate our Canadian visitors were still crossing the border and consuming goods. This speaks volumes to the ideology that the Adirondack Coast is a value added destination and a long standing tradition for our neighbors to the north.

Furthermore, during the 22-day prison break, when there were no taxes collected on many of the area hotel rooms, the Adirondack Coast stayed on par with 2014, proving that the area was able to maintain consistency with years past.

Kristy Kennedy, Director of Tourism at the Adirondack Coast Visitors Bureau and North Country Chamber of Commerce and Tourism Promotion Agency for Clinton County via I Love NY states, “These are welcome numbers for Clinton County tourism. They speak volumes for the marketing programs we are implementing daily and show our strong relationship with our Canadian visitors. I could not be more pleased to see the strong showing for Clinton County and can only imagine that 2016 will surpass these numbers as the exchange rate continues to climb and we continue to aggressively market and promote our destination to potential visitors.”

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