

2017 Westchester Visitor Statistics

Travel and Tourism is a \$1.9 billion industry for Westchester County (as measured by visitor spending).

- ❖ Visitor spending grew 3% in 2017, reaching record levels.
- ❖ This represents 51% of all visitor spending in the Hudson Valley region.
- ❖ Westchester County ranks third in visitor spending in New York State behind NYC and Long Island.
- ❖ Visitor spending in the county has grown 11% in the last five years, up \$188 million.
- ❖ All told, the industry has contributed \$15.2 billion into the county economy since 2009 (the end of the Great Recession).



Westchester County visitor spending supported 24,527 jobs directly and indirectly in 2017.

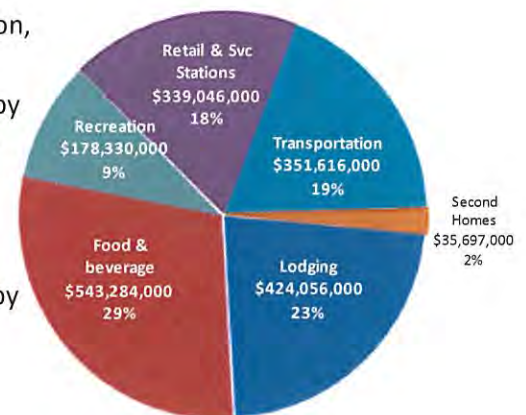
- ❖ This represents 5% of all jobs in the county.
- ❖ Westchester County comprises 42% of all Hudson Valley region visitor supported jobs.
- ❖ The number of jobs supported grew 2% over 2016.

Travel and Tourism continues to be a significant driver of the county's economy, providing revenue to support county services. Local taxes (hotel occupancy, sales and property) and state taxes generated by the industry were \$227.0 million in 2017.

- ❖ Local taxes generated rose 4% over the previous year, to \$124.2 million. In the last five years, the industry contributed more than half a billion dollars to local tax coffers (\$583.3 million).
- ❖ State taxes were \$103.0 million, up 1% compared to 2016.

Tourism activity benefits many industry sectors in Westchester County.

- ❖ All visitor spending categories, with the exception of transportation, grew in 2017.
- ❖ Expenditures on retail and services stations soared 7%, followed by recreation at 4%. Food & beverage grew 3%. Lodging climbed 2% and second homes inched up 1%. Transportation fell 2%, reflecting the trend throughout the state.



Hotel activity in the county grew in 2017, with room demand (measured by hotel room nights filled) up 4% to 1.6 million.

- ❖ Hotel occupancy remained stable at 70.0%.
- ❖ Hotel average daily rate (ADR) slipped to \$144.40, down 2%.

Source: *New York: Economic Impact of Tourism, Hudson Valley/Westchester report*, Tourism Economics and supplied by NYSDER; hotel statistics: Smith Travel Research

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