

# Tourism Committee Meeting

October 1, 2019

Warren County Tourism Department



# Working Pictures



# Budget Breakdown

<b>.481 Promotion Itemization</b>	<b>Expense</b>
Media Buy – Ad Workshop	\$1,000,000
Print Ads	\$100,000
Social Media	\$115,000
Other	\$106,050
• Reusable Tote Bags	
• Photography purchases, i.e. Heilman	
• Fishing/Boating Map	
• Show Registration	
• Promotional Items	
• FAM Tours	
Total	<b>\$1,321,050</b>

# Key Performance Indicators

## STR + ATR

Source	2018 Demand	2019 Demand	Change
August STR	170,404	173,050	+ 2,646 ▲ 1.6%
August ATR	12,393	15,185	+ 2,792 ▲ 22.5%
YTD STR	720,340	730,242	+ 9,902 ▲ 1.4%
YTD ATR	48,336	61,520	+ 13,184 ▲ 27.3%

# The Economic Impact of Tourism in New York 2018 Calendar Year Adirondacks Focus



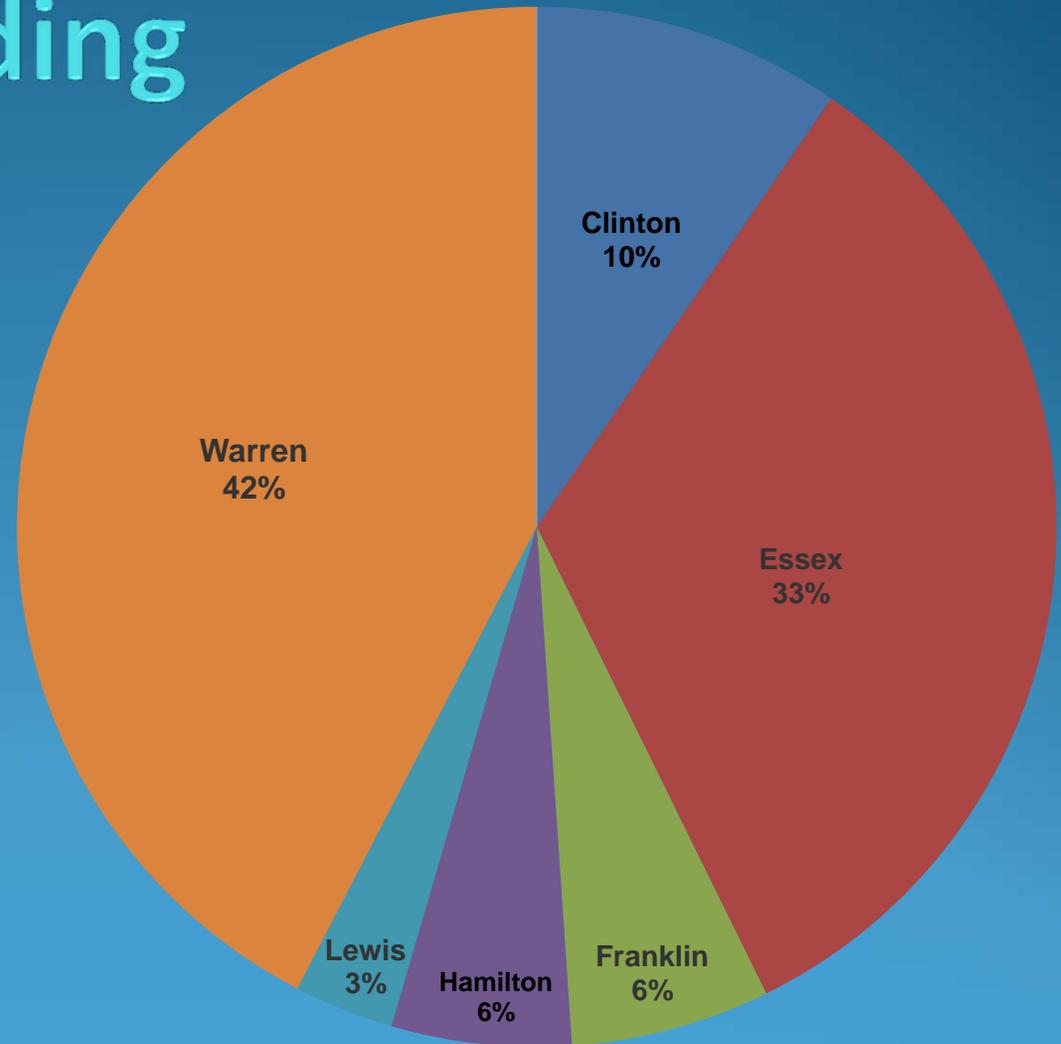
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# Traveler Spending

Tourism in the Adirondacks region is a \$1.5 billion industry

Warren County represents 42% of the region's tourism sales with \$629 million in direct tourism spending



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# Traveler Spending

2018 Traveler Spending	Lodging	Recreation	Food and Beverage	Retail and Svc Stations	Transport	Second Homes	Total
Clinton	\$39,991,000	\$4,485,000	\$37,977,000	\$22,806,000	\$18,997,000	\$17,455,000	\$141,712,000
Essex	\$208,578,000	\$37,883,000	\$94,778,000	\$89,604,000	\$5,449,000	\$58,531,000	\$494,822,000
Franklin	\$17,516,000	\$6,192,000	\$26,338,000	\$15,373,000	\$100,000	\$32,534,000	\$98,052,000
Hamilton	\$16,393,000	\$2,680,000	\$8,806,000	\$7,921,000	\$394,000	\$46,783,000	\$82,978,000
Lewis	\$4,333,000	\$483,000	\$5,455,000	\$3,421,000	\$0	\$30,711,000	\$44,404,000
<b>Warren</b>	<b>\$256,652,000</b> <b>(41%)</b>	<b>\$15,362,000</b> <b>(2.5%)</b>	<b>\$149,660,000</b> <b>(24%)</b>	<b>\$118,647,000</b> <b>(19%)</b>	<b>\$16,227,000</b> <b>(2.6%)</b>	<b>\$72,165,000</b> <b>(11.5%)</b>	<b>\$628,713,000</b>
Total	\$543,462,000	\$67,085,000	\$323,015,000	\$257,772,000	\$41,168,000	\$258,179,000	\$1,490,681,000

# Total Tourism Impact

Total Tourism Impact, 2018	Traveler Spending	Labor Income	Employment	Local Taxes	State Taxes
Clinton	\$141,712,000	\$68,673,000	2,418	\$9,245,000	\$7,729,000
Essex	\$494,822,000	\$227,137,000	5,575	\$34,124,000	\$26,988,000
Franklin	\$98,052,000	\$58,814,000	2,410	\$6,746,000	\$5,348,000
Hamilton	\$82,978,000	\$29,764,000	901	\$5,097,000	\$4,526,000
Lewis	\$44,404,000	\$15,220,000	638	\$3,287,000	\$2,422,000
<b>Warren</b>	<b>\$628,713,000</b>	<b>\$305,996,000</b>	<b>9,148</b>	<b>\$43,085,000</b>	<b>\$34,290,000</b>
Total	\$1,490,681,000	\$705,605,000	21,089	\$101,585,000	\$81,302,000

Were it not for tourism-generated state and local taxes, the average Warren County household would have to pay an additional \$2,840 to maintain the same level of municipal revenue.

Tourism-Generated Taxes, 2018	Local Taxes	State Taxes	Total Taxes	Regional Share	Tax Savings per household
<b>Warren County</b>	<b>\$43,085,091</b>	<b>\$34,290,205</b>	<b>\$77,375,296</b>	<b>42.3%</b>	<b>\$2,840</b>

# Return on Investment

$$\text{ROI} = \frac{\text{Revenue} - \text{Investment}}{\text{Investment}}$$

# Return on Investment

Funding Source	Revenue (Traveler Spending)	Budget	ROI
Warren County	\$628,713,000	\$2,478,917	252:1
Essex County	\$494,822,000	\$3,336,824	147:1

# Return on Investment

Funding Source	Revenue (Traveler Spending)	Budget	ROI
Warren County	\$628,713,000	\$2,478,917	252:1
Warren County with CVB funding	\$628,713,000	\$2,878,917	217:1
Essex County	\$494,822,000	\$3,336,824	147:1

# Return on Investment

Funding Source	Revenue (Traveler Spending)	Budget	ROI
Warren County	\$628,713,000	\$2,478,917	252:1
Warren County with CVB funding	\$628,713,000	\$2,878,917	217:1
Essex County	\$494,822,000	\$3,336,824	147:1
ROOST Counties	\$675,852,000	\$4,513,224	148:1

# Return on Investment

Funding Source	Revenue (Traveler Spending)	Budget	ROI
Warren County	\$628,713,000	\$2,478,917	252:1
Warren County with CVB funding	\$628,713,000	\$2,878,917	217:1
Essex County	\$494,822,000	\$3,336,824	147:1
ROOST Counties	\$675,852,000	\$4,513,224	148:1
Warren County Collections (Total Occupancy Tax collected in 2018)	\$628,713,000	\$4,510,948 (Total Occupancy Tax)	138:1