

**Tourism & Occupancy Tax Coordination
Committee Meeting
November 23, 2021
Warren County Tourism Department**



*VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS*

Occupancy Tax Collections

2019	\$4,864,331.73	
2020	\$4,238,439.27	
2021	\$5,420,999.16	(11.22.2021)

Smith Trend Hotel Analytics

YTD thru October

	<u>2019</u>	<u>2021</u>
Supply	1,698,907	1,774,054
Demand - Rooms Sold	935,425	945,573
Average Daily Rate	\$156.13	\$178.44
Revenue	\$146,048,727	\$168,731,383

AirDNA Short-Term Rental Analytics

YTD thru October

	<u>2019</u>	<u>2021</u>
Supply	250,400	287,400
Demand - Rooms Sold	80,200	146,400
Average Daily Rate	\$328	\$392
Revenue	\$26,164,260	\$56,444,648

Website Analytics

Visitor Sessions:

January - October 2019	1,690,720
January - October 2020	1,760,476
January - October 2021	2,188,206
<hr/>	
2019 Total Sessions	1,853,801
2020 Total Sessions	1,883,609

Key Performance Indicators Tourism Economics

	<u>2019</u>	<u>2020</u>
Traveler Spending	\$654.5 million	\$502.6 million
Tourism-related Jobs	9,066 jobs	7,003 jobs
Property Tax Savings	\$2,978	\$2,627
Tax Generated	\$44.3 million local \$35.8 million state	\$42.6 million local \$30.9 million state

(Tourism Economics 2020 State of New York)