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Department
of Labor

BRIEFING ON LABOR MARKET DEVELOPMENTS

Tompkins County Strategic Tourism Planning Board

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REGIONAL TOURISM ECONOMICS' REPORTS

 [Tourism](#)  [Economic Development](#)

AUGUST 28, 2024 | Albany, NY

Governor Hochul Announces Record Setting Tourism Milestones for New York State

Historic 306.3 Million Visitors Explored the Empire State in 2023 – the Most in New York State History

Tourism Generated \$88 Billion in Direct Spending and \$137 Billion in Total Economic Impact, Exceeding Previous Highs in 2022

Ahead of Fall Travel Season, I LOVE NY Fall Foliage Reports Begin on September 12

[Traducción al español](#)

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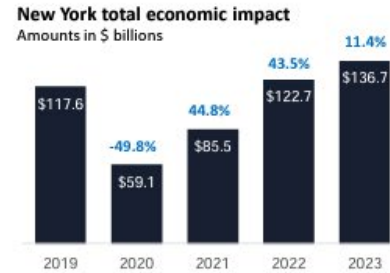
ECONOMIC IMPACTS KEY FINDINGS

VISITOR SPENDING

In 2023, visitors to New York spent \$88 billion across the state economy. Visitor spending increased more than \$9 billion, registering double-digit percentage growth for a third consecutive year.

TOTAL ECONOMIC IMPACT

The direct visitor spending impact of \$88 billion generated a total economic impact of \$137 billion in New York in 2023 including indirect and induced impacts. This total economic impact generated \$11 billion in state and local tax revenues in 2023.



Source: Tourism Economics



\$137 BILLION

Total Economic Impact of Tourism in New York in 2023



\$88B

Visitor Spending



\$137B

Total
Economic
Impact



\$11B

State & Local
Taxes Generated



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IT'S EASY TO LOVE NEW YORK

So much to see and so much to love in New York State's 11 unique vacation regions



Rock Island Lighthouse
Fishers Landing

1000 Islands-Seaway

Discover this freshwater paradise for sightseeing and outdoor recreation. Dive into hiking, boating and some of the world's best trophy fishing.



Niagara Falls State Park
Niagara Falls, USA

Greater Niagara

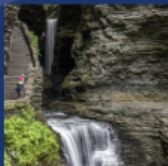
Marvel at the majesty of Niagara Falls and unparalleled natural wonders. Discover great architecture, museums and world-famous wings.



Allegheny State Park
Salamanca

Chautauqua-Allegheny

Enchanted mountains, tranquil lakes and bountiful vineyards. You'll find big outdoor adventures plus lots of laughs at the National Comedy Center.



Watkins Glen State Park
Watkins Glen

Finger Lakes

Eleven pristine lakes cross the heart of this region, along with refreshing waterfalls, gorgeous gorges, sun-kissed vineyards, and lush forests.



National Baseball Hall of Fame
Cooperstown
Photo Courtesy: Mitch Wojnarowicz/National Baseball Hall of Fame and Museum

Central New York

Rolling hills and farmland, the National Baseball Hall of Fame, cool caverns, craft breweries, hidden gems, and fun adventures.



Brooklyn Bridge
Brooklyn

New York City

Cultural diversity and world-famous landmarks, architectural wonders, museums, shopping, restaurants and shows.



Whiteface Mountain
Wilmington

Adirondacks

Acres of wilderness to discover with High Peaks, pristine lakes and rivers, scenic vistas, charming villages and wild thrills.



New York State Capital Building,
Empire State Plaza, Albany

Capital-Saratoga

Discover vibrant history, bubbling mineral springs, unique shops, captivating performance venues and riveting attractions.



Esopus Creek
Phoenicia

Catskills

Tranquil mountain forests attract artists, writers, naturalists and families to a world of fun and simple pleasures.



Olana State Historic Site
Hudson

Hudson Valley

Magnificent landscapes and cultural treasures that have inspired generations of artists, writers, chefs and political leaders.



Long Beach
Long Beach

Long Island

From famous white-sand beaches and world-class wineries to opulent estates and quaint villages, there's something for everyone.

I ♥ NY

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VISITOR SPENDING BY REGION

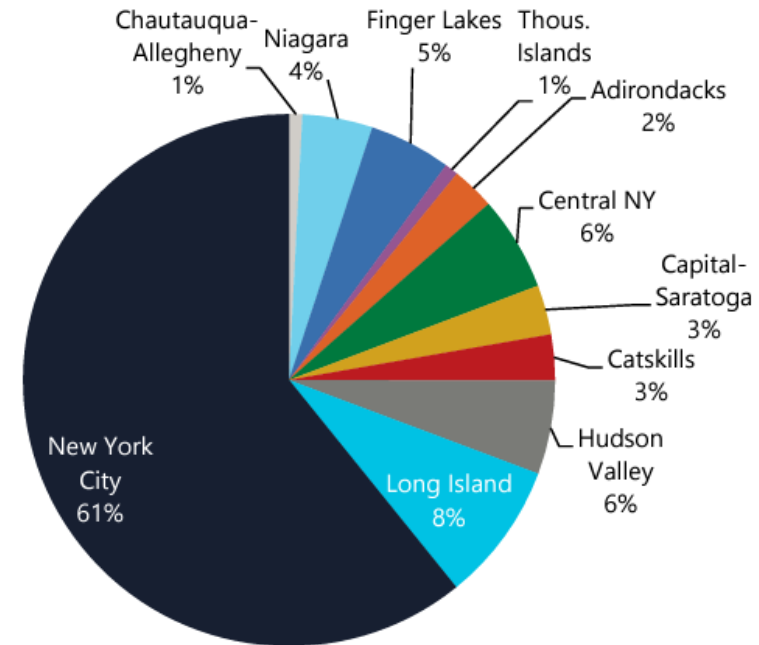
New York State is divided into 11 vacation regions.

The state experienced another year of strong growth in 2023, as its urban centers recovered.

The New York City tourism region had the largest volume of visitor spending in 2023 (61% of state-wide spending) and saw the largest increase in visitor spending as travel demand picked-up.

Visitor Spending by Region

Percentage of New York State visitor spend



Source: Tourism Economics

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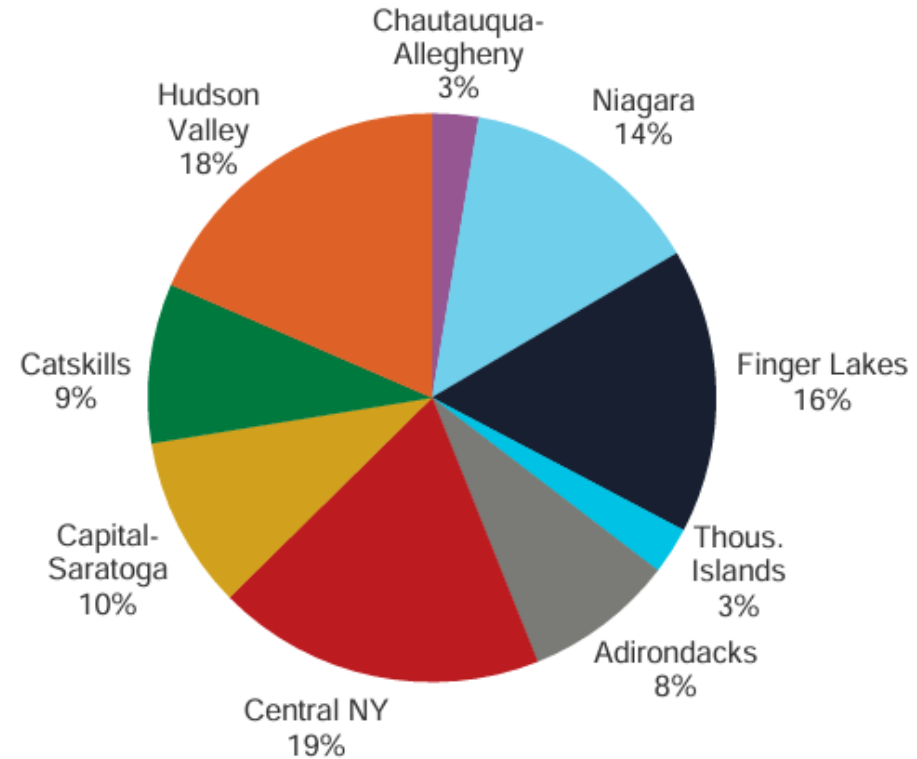


Visitor spending across the upstate regions of New York, excluding New York City and Long Island, is more evenly distributed.

In Upstate New York, visitor spending was largest in Central New York (19%), followed by Hudson Valley (18%) and the Finger Lakes (16%).

Upstate Visitor Spending by Region

Percentage of Upstate New York visitor spend



Source: Tourism Economics

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TOMPKINS COUNTY TOURISM STATISTICS - 2023

- Visitor spending in Tompkins County was estimated at \$301 million.
- Tourism in Tompkins County generated \$95.9 million in direct labor income and \$148.9 million including indirect and induced impacts.
- In 2023, 4.6% of all labor income in Tompkins County was generated by tourism, compared with 4.4% in 2022.
- Total tourism-generated employment registered 3,050 jobs, 6.4% of all jobs within the county. Direct employment in tourism accounted for 4.6% of all jobs.
- Tourism in Tompkins County generated \$35 million in state and local taxes in 2023. Sales, property, and hotel bed taxes contributed \$20.1 million in local taxes.

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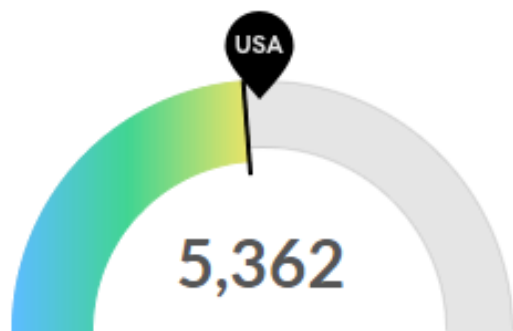


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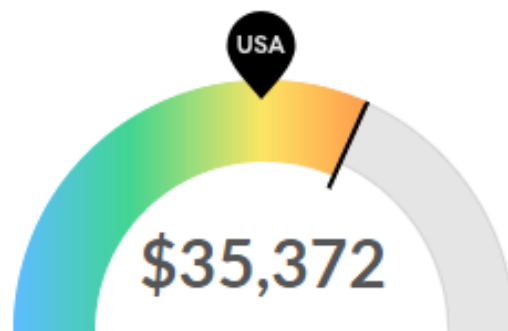
HOSPITALITY & TOURISM OCCUPATIONAL DATA

Aggressive Hiring Competition Over an Average Supply of Regional Talent



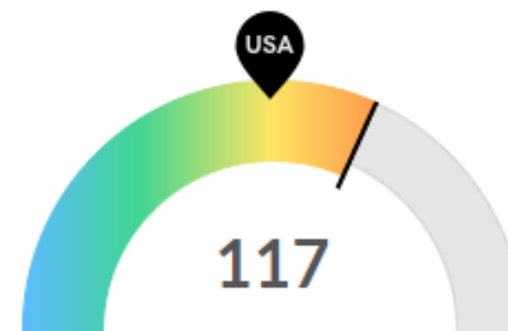
Supply (Jobs)

Tompkins County, NY is about average for this kind of talent. The national average for an area this size is 5,755* employees, while there are 5,362 here.



Compensation

The cost for talent is high in Tompkins County, NY. The national median salary for your occupations is \$33,083, while you'll pay \$35,372 here.



Demand (Job Postings)

Competition from online job postings is high in Tompkins County, NY. The national average for an area this size is 80* job postings/mo, while there are 117 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Tompkins County, NY. In other words, the values represent the national average adjusted for region size.

Note: Lightcast estimates a median salary of \$55,152 for all occupations

Source: Lightcast

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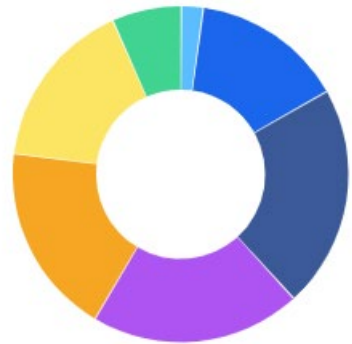


HOSPITALITY & TOURISM WORKERS SKEW YOUNGER

SHARE OF WORKERS BY AGE COHORT, TOMPKINS COUNTY, 2023

Occupation Age Breakdown ⓘ

ALL OCCUPATIONS



	% of Jobs
14-18	2.1%
19-24	14.6%
25-34	21.4%
35-44	20.3%
45-54	18.4%
55-64	16.4%
65+	6.7%

Occupation Age Breakdown ⓘ

HOSPITALITY & TOURISM



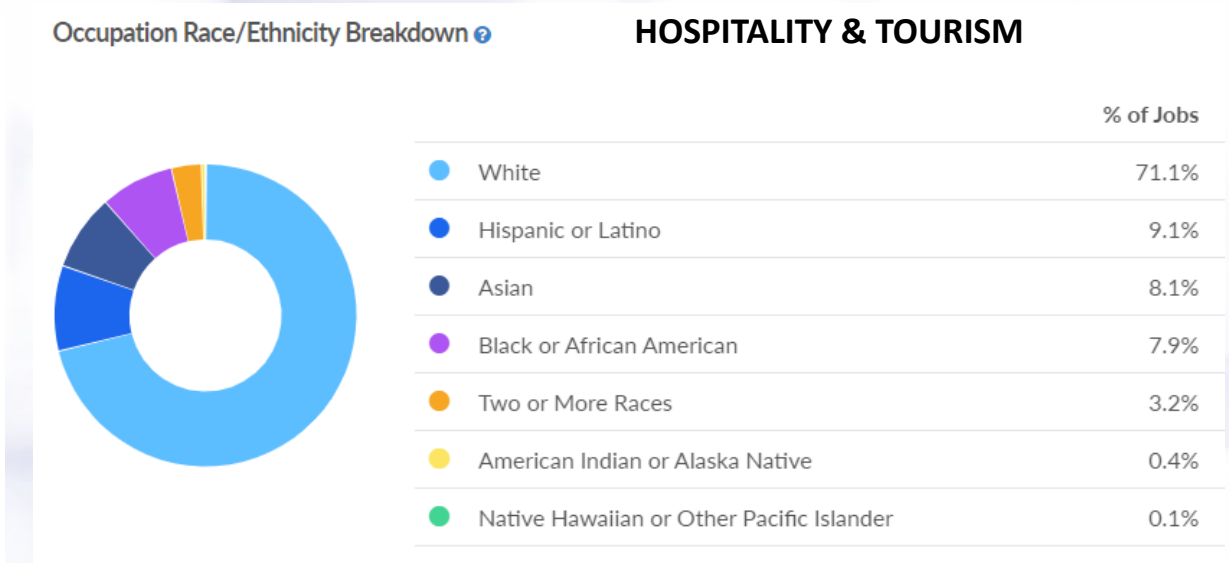
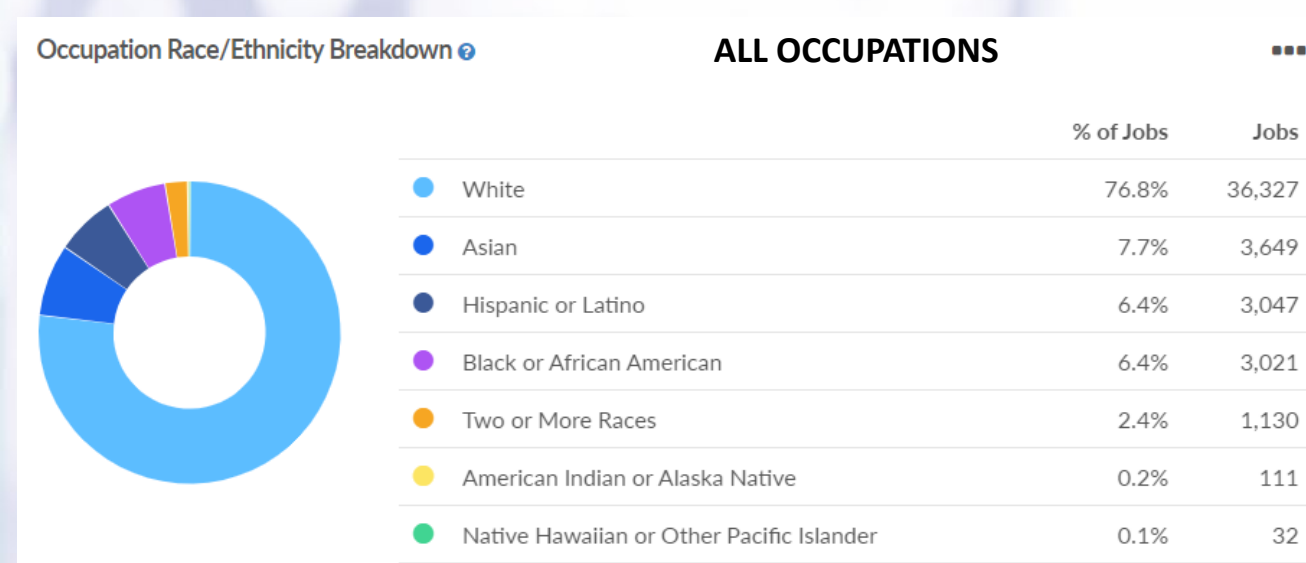
	% of Jobs
14-18	8.5%
19-24	23.3%
25-34	20.7%
35-44	17.6%
45-54	13.7%
55-64	10.9%
65+	5.3%

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HOSPITALITY & TOURISM WORKERS ARE MORE RACIALLY DIVERSE

SHARE OF WORKERS BY AGE COHORT, TOMPKINS COUNTY, 2023



HOSPITALITY & TOURISM JOBS WITH THE MOST ANNUAL OPENINGS

ANNUAL JOB OPENINGS, HOSPITALITY & TOURISM, TOMPKINS COUNTY, 2023-2028

OCCUPATION	ANNUAL OPENINGS
Fast Food and Counter Workers	233
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	127
Waiters and Waitresses	113
Bartenders	49
Cooks, Restaurant	48
First-Line Supervisors of Food Preparation and Serving Workers	48
Dining Room and Cafeteria Attendants and Bartender Helpers	42
Food Preparation Workers	41
Maids and Housekeeping Cleaners	38
Dishwashers	30

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QUESTIONS?

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