

WORKSHOP

An integrated brand
engagement engine

Final Campaign Report
January 1 - December 31, 2024
Prepared For:





Executive Summary

In **2024**, the Great Northern Catskills of Greene County saw significant growth in tourism engagement through our strategic, multichannel marketing approach. The **"It Happens Here"** campaign continued to build brand awareness, leveraging paid media, social media, influencer partnerships, public relations, and email marketing to attract visitors and strengthen Greene County's position as a premier travel destination.

Key Highlights:

- Paid Media & Digital Advertising: Delivered strong engagement, with click-through rates and ad performance exceeding industry benchmarks.
- Social & Influencer Marketing: Expanded reach through TikTok and influencer collaborations, significantly increasing audience engagement and visibility.
- Public Relations: Secured widespread media coverage in top-tier travel and lifestyle publications, reinforcing Greene County's reputation as a must-visit destination.
- Website & SEO Performance: Organic search remained a key driver of web traffic, with the majority of visitors being new users, highlighting strong brand discovery.
- Email Marketing Success: Achieved engagement rates well above industry averages, driving increased traffic to key landing pages.

Looking Ahead to 2025

Building on this momentum, the focus for 2025 will include expanding the **#RealCatskills** and **"Be Here"** campaign, optimizing content strategies, and refining digital targeting for even greater audience engagement and tourism impact.

It Happens Here

It Happens Here - Overview

It Happens Here is the brand campaign crafted in 2023 that we continued to leverage in 2024. “It happens here” emphasizes that Greene county is the singular destination—to be alive for music, culture, colorful downtowns/main streets, new experiences, and life. This campaign takes form with both contextually and visually.

The visual subject of these ads defines the “it” and leaves enough room for the viewer to interpret and project what that means to them. The message uses subtle peer pressure as agency by implying the Great Northern Catskills is the place to be. The imagery is meant to elucidate an in-the-moment feeling, for the viewership.

Goal:

Elevated awareness
with pointed messaging
Experience-centered travel

Tone:

Aspirational
Nostalgic
Immersive
Forward-Thinking

Tactics:

Video
Print
Paid Media
Organic Social



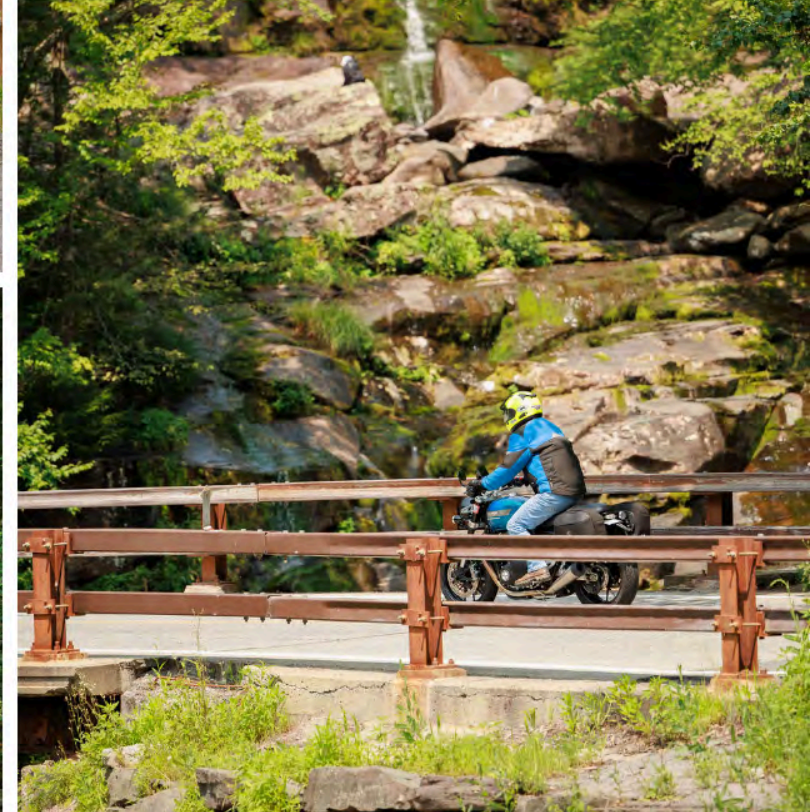
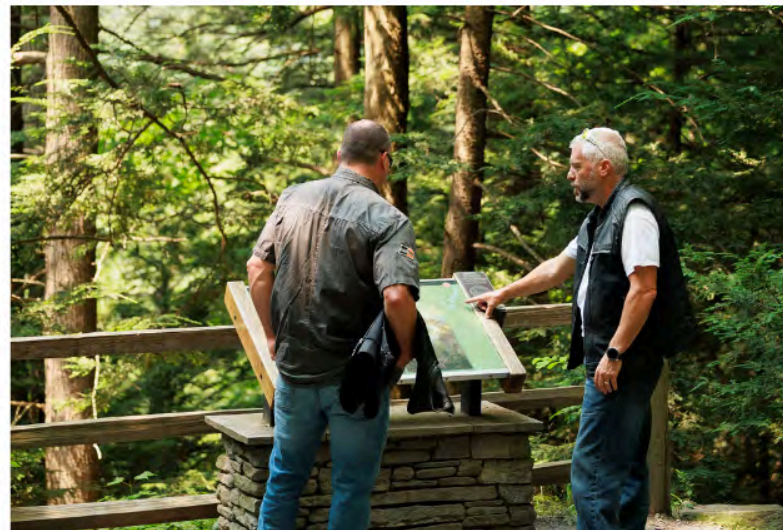
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Photo and Video Capture



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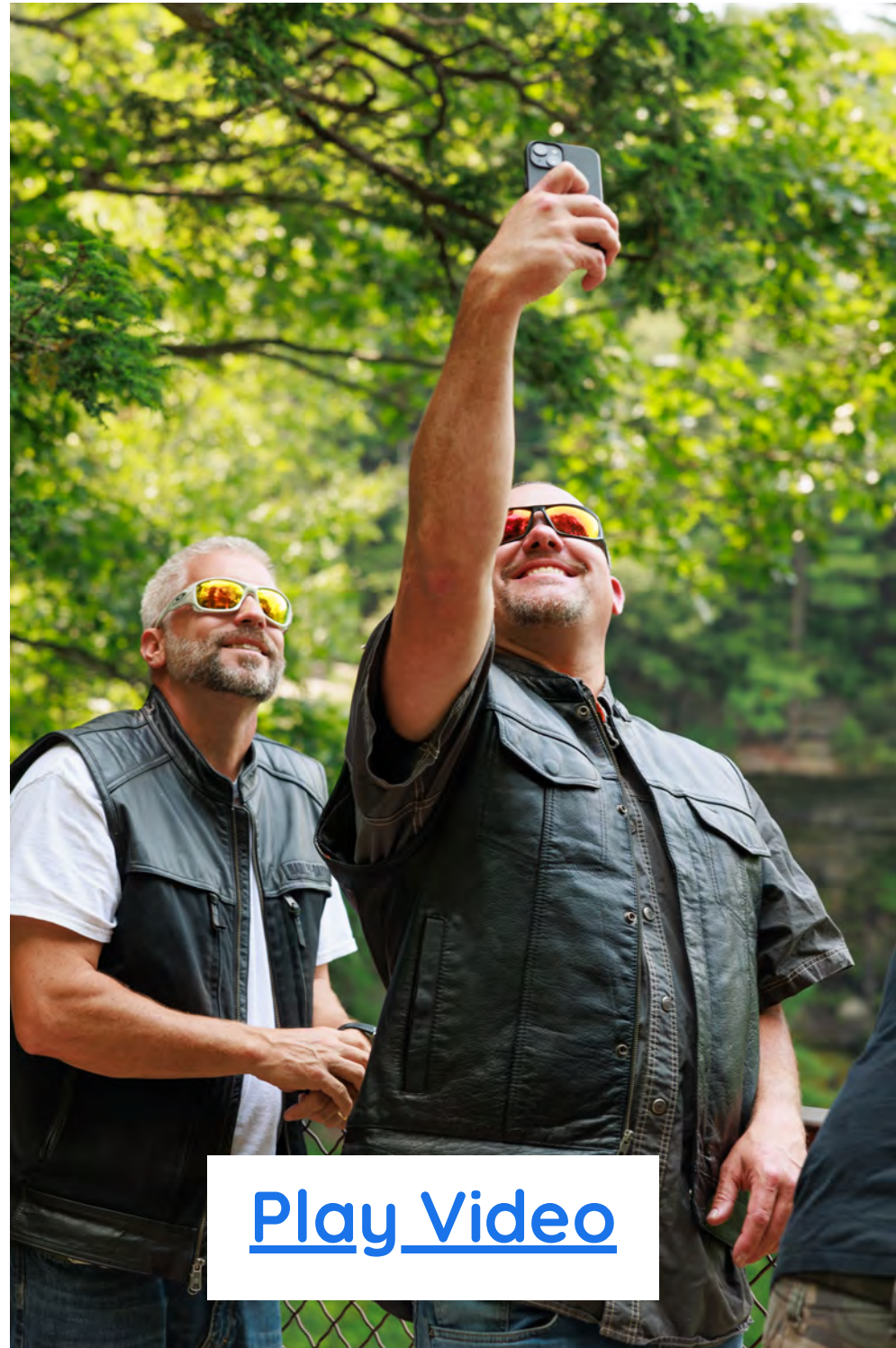
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[Play Video](#)

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2025 Travel Guide



BUCKET LIST

Ideas and Inspiration from Images Captured by Visitors

Uncover under-the-radar treasures of the Great Northern Catskills, where natural beauty, local charm, and hidden wonders collide. From majestic waterfalls and historic landmarks to breathtaking viewpoints, we offer the perfect spots for adventurers looking to explore off the beaten path. But don't take it from us, let other visitors' snapshots shared here lead you to unforgettable experiences in Greene County.

Discover the beauty, adventure, and hidden gems of the Great Northern Catskills! Follow our pages to explore Greene County and make the most of your visit.



catskilltourism



GreatNorthernCatskills



KAATERSKILL TROLLEY »

If you're looking for a truly unique way to discover "The Painted Village in the Sky," the Kaaterskill Trolley Company can save you a seat. The route travels between Tannersville and Palenville, with stops at 11 of the most popular places to visit in the #GreatNorthernCatskills.



PRATT ROCK »

Talk about a monumental view. Often referred to as "New York's Mount Rushmore," Pratt Rock is a larger-than-life monument carved into the mountainside and a must-hike to see while you're here in the #GreatNorthernCatskills. @sao_traveler



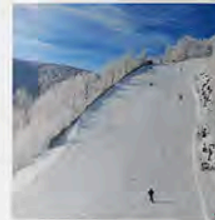
BE CAT N' AROUND IN CATSKILL «

Explore the village of Catskill on a hunt to find all 70 of this year's cat statues. Why so many cats, you ask? Each year, the Heart of Catskill Association creates fiberglass statues for local artists to design and Catskill businesses to sponsor. The outdoor art exhibit is on display from Memorial Day through Labor Day before the pieces are auctioned off with proceeds given to local charities and community projects. @wanderfuse

BUCKET LIST

GREY FOX »

The grass is always bluer on the other side. What an incredible few days at Grey Fox! From the soulful strumming of banjos to the mesmerizing melodies of fiddles, we were captivated by the sound of bluegrass filling blue Catskill skies.

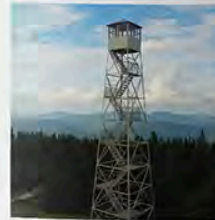
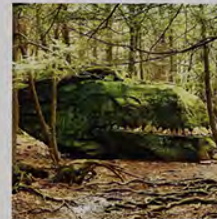


WORLD CLASS SKIING AND SNOWBOARDING AT HUNTER AND WINDHAM MOUNTAINS «

Carve down some of the East Coast's best slopes and enjoy après in the Catskills' coziest mountain towns this year.

ALLIGATOR ROCK »

Let's see how well you know the #GreatNorthernCatskills. Where in our sprawling mountainous region is this iconic rock structure located? @four.weeks.per.year

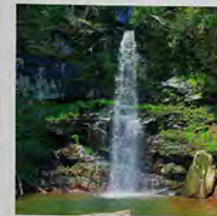


THE HUNTER MOUNTAIN FIRE TOWER «

Feeling on top of the world at Hunter Mountain Fire Tower. And the view? Absolutely breathtaking. @thediamondnotch

CHASING WATERFALLS »

Don't tell the band TLC, but we are all about chasing waterfalls...how many can you find? @sao_traveler



HUDSON-ATHENS LIGHTHOUSE »

A beacon of history wrapped in autumn's embrace. The lighthouse surrounded by fall colors is a sight to behold. @ilovevny



THOMAS COLE »

Let your creativity soar at Thomas Cole National Historic Site, the birthplace of American Landscape painting. @melissahmaria



A 4-Day Itinerary for Adventurous Families

Meet @wechoseadventures, an adventurous family of five from Baltimore, MD. Known for their epic road trips and love for the great outdoors, they recently spent four unforgettable days exploring the Great Northern Catskills of Greene County. Follow along as they bring their trip to life!



8 Great Northern Catskills of Greene County 10 Travel Guide

PHOTOS: JESSICA HUMAN PHOTOGRAPHY



ARTIST FALLS

DAY 1

Once we arrived at **Winter Clove Inn**, we felt as though we had stepped into a postcard of Catskills beauty. The charming, family-owned resort is set on 300 acres of private land and has been welcoming guests since 1838, making it one of the oldest continuously operating inns in the Catskills.

Immediately after checking in we went to explore the property! We tried our hand at pickleball, shuffleboard, and tennis before rallying the boys and taking a hike up to **Artist Falls**—a stunning 25-foot waterfall just a short jaunt from the inn. Years of natural erosion have carved a beautiful basin at its base, and the Alfred Clark Covered Bridge perches right above, offering a picture-perfect view.

As the sun set, we headed back to wash up before settling in for dinner at the resort, followed by live local music and an outdoor barbecue. This place was making all my classic Catskills resort dreams come true!

LONG WEEKEND ADVENTURE

"THE CATSKILLS REGION IN NEW YORK IS ONE OF OUR FAVORITE PLACES TO VISIT ALL YEAR ROUND. ESPECIALLY PERFECT FOR OUTDOOR-LOVING FAMILIES. THINK ENDLESS MOUNTAIN VIEWS, CASCADING WATERFALLS, AND A WHOLE LOT OF ADVENTURE PACKED INTO OVER 700,000 ACRES OF WILDERNESS. IT'S THE BEST DESTINATION FOR FAMILIES CRAVING A MIX OF RELAXATION AND EXCITEMENT IN THE GREAT OUTDOORS. TIME TO PACK YOUR BAGS AND GET READY FOR A CATSKILLS MOUNTAIN ESCAPE!"

- Jessica Human, travel photographer, mother and homeschooler



greatnortherncatskills.com 9

All Traffic Channels + Search Engine Optimization



Web Traffic Overview: Users and Sessions

In 2024, we achieved over one million Sessions to the website from 815K Users across all referral channels. This was approximately 2% growth YOY.

GOOGLE GA4 DATA FROM JANUARY 1- JUNE 30, 2024

Total users 814,550 ↑ 1.5%	New users 809,658 ↑ 2.2%	Sessions 1,027,415 ↑ 2.3%	Engagement rate 51.29% ↓ -4.0%	Average session duration 00:02:07 ↓ -8.6%
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- 54% of all traffic came to the site by Organic Search, with Meta Paid Social Media coming in second for the year at 22%.
- Direct Traffic sent 10% of referrals, with Google Paid driving around 5% of traffic.
- Behavior metrics suggest an opportunity to increase content "stickiness" through additional real time content and features or guides.
- Below, we have broken down the top15 traffic sources by Source/Medium to show the further breakdown of sources across Organic and Paid, including our top 2024 3rd-party Referrers: Visitthecatskills.com and ILoveNY.com

GA4 DATA FROM JANUARY 1- JUNE 30, 2024

	First user source / medium	Total users ▼	New users	Sessions	Engaged sessions	Engagement rate
1.	google / organic	412,721	408,394	530,399	333,791	62.9%
2.	meta / social-paid	179,192	178,500	201,370	57,644	28.6%
3.	(direct) / (none)	86,547	84,535	111,086	43,556	39.2%
4.	google / cpc	41,146	41,091	51,507	36,644	71.1%
5.	stackadapt / paid-media	16,315	16,313	18,266	2,667	14.6%
6.	tiktok / social-paid	10,954	11,055	11,053	1,775	16.1%
7.	bing / organic	10,424	10,352	13,169	9,857	74.9%
8.	visitcatskills.com / referral	7,451	7,479	9,618	6,296	65.5%
9.	yahoo / organic	5,257	5,223	6,692	4,769	71.3%
10.	duckduckgo / organic	3,628	3,600	4,658	3,126	67.1%
11.	constantcontact / email	2,936	2,930	3,984	2,233	56.0%
12.	m.facebook.com / referral	2,602	2,600	2,778	1,218	43.8%
13.	nyps / paid-media	2,562	2,563	2,613	782	29.9%
14.	springfield-republican / paid-media	2,544	2,533	2,624	1,392	53.0%
15.	iloveny.com / referral	1,454	1,443	1,822	1,214	66.6%



Content Categories

Below, we have collected total Views across categories for 2024, and compared to 2023 for trending discussion.

Resorts-Lodging

Views

238,372

↓ -3.6% from previous year

Events

Views

276,134

↓ -18.7% from previous year

Dining

Views

84,271

↑ 8.1% from previous year

Arts & Culture

Views

46,133

↓ -18.3% from previous year

RL as Landing Page

Views

145,217

↓ -4.6% from previous year

Events as Landing Page

Views

226,271

↓ -21.1% from previous year

Dining as Landing Page

Views

219

↓ -40.8% from previous year

A&C as Landing Page

Views

33,333

↓ -20.2% from previous year

-Year-Over-Year improvements in Overall Views were led by **Camping, Outdoors** and **Dining**. Conversely, Arts & Culture dropped the most YOY, with Events and Attractions also having less views.

- As for Landing Pages, it is good to see the Home page as a starting point for 67% more visitors than last year, with Campaign and Outdoors also growing.

Outdoors

Views

407,651

↑ 8.8% from previous year

Attractions

Views

296,140

↓ -10.1% from previous year

Homepage

Views

66,927

↑ 0.4% from previous year

Camping

Views

106,718

↑ 13.7% from previous year

Outdoors as Landing Page

Views

345,819

↑ 12.2% from previous year

Attractions as Landing Page

Views

216,648

↓ -13.6% from previous year

Home Page as Landing

Views

58,876

↑ 67.3% from previous year

Camping as Landing Page

Views

85,161

↑ 12.8% from previous year



All Channels: Audience Insights

Top Cities by Sessions

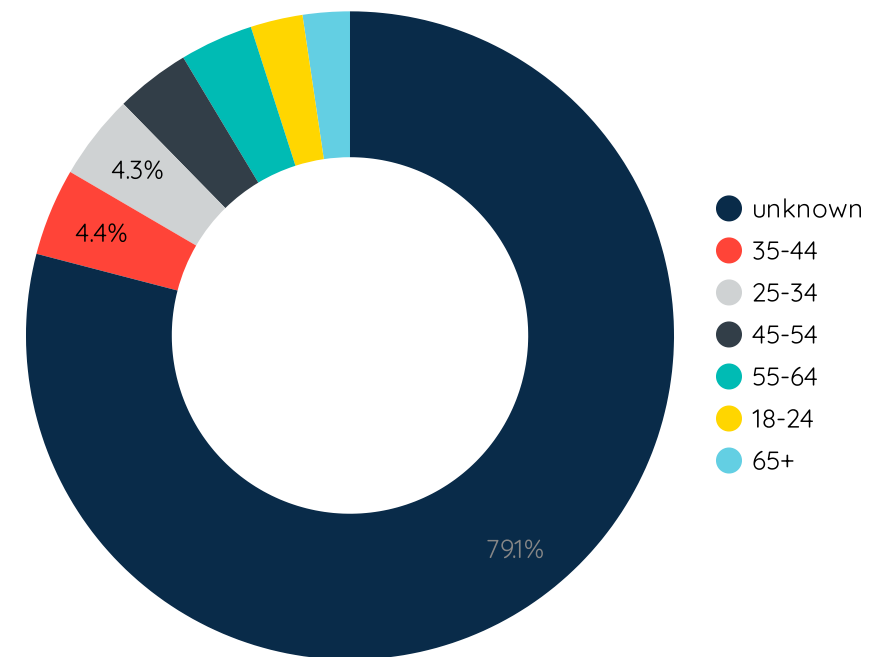
	City	New users	Total users	Sessions ▾
1.	New York	212,474	223,642	275,870
2.	(not set)	55,342	61,830	69,898
3.	Boston	22,034	25,176	28,558
4.	Albany	17,621	20,028	22,459
5.	Philadelphia	15,166	16,776	18,837
6.	Ashburn	10,918	12,690	14,141
7.	Syracuse	9,188	10,709	12,522
8.	Cairo	5,937	6,746	8,515
9.	Catskill	5,540	6,200	7,963
10.	Atlanta	4,884	5,777	6,627
11.	Greenville	3,480	4,073	5,041
12.	Chicago	3,512	3,793	4,500
13.	Newark	3,680	4,076	4,380
14.	Windham	2,933	3,458	4,345
15.	Jersey City	3,179	3,331	4,205

From the sample reported, 35-44 is the top-reported age range, but with a nearly equal amount of reported visitors in the 25-34 range.

NYC continues to be #1, with Boston and Albany ahead of Philadelphia.

**Note the (not set) traffic should be split evenly across other cities; also the "Ashburn" traffic represents people using Spectrum or other internet providers routing traffic through the old AOL data centers in VA.*

Sessions by Age





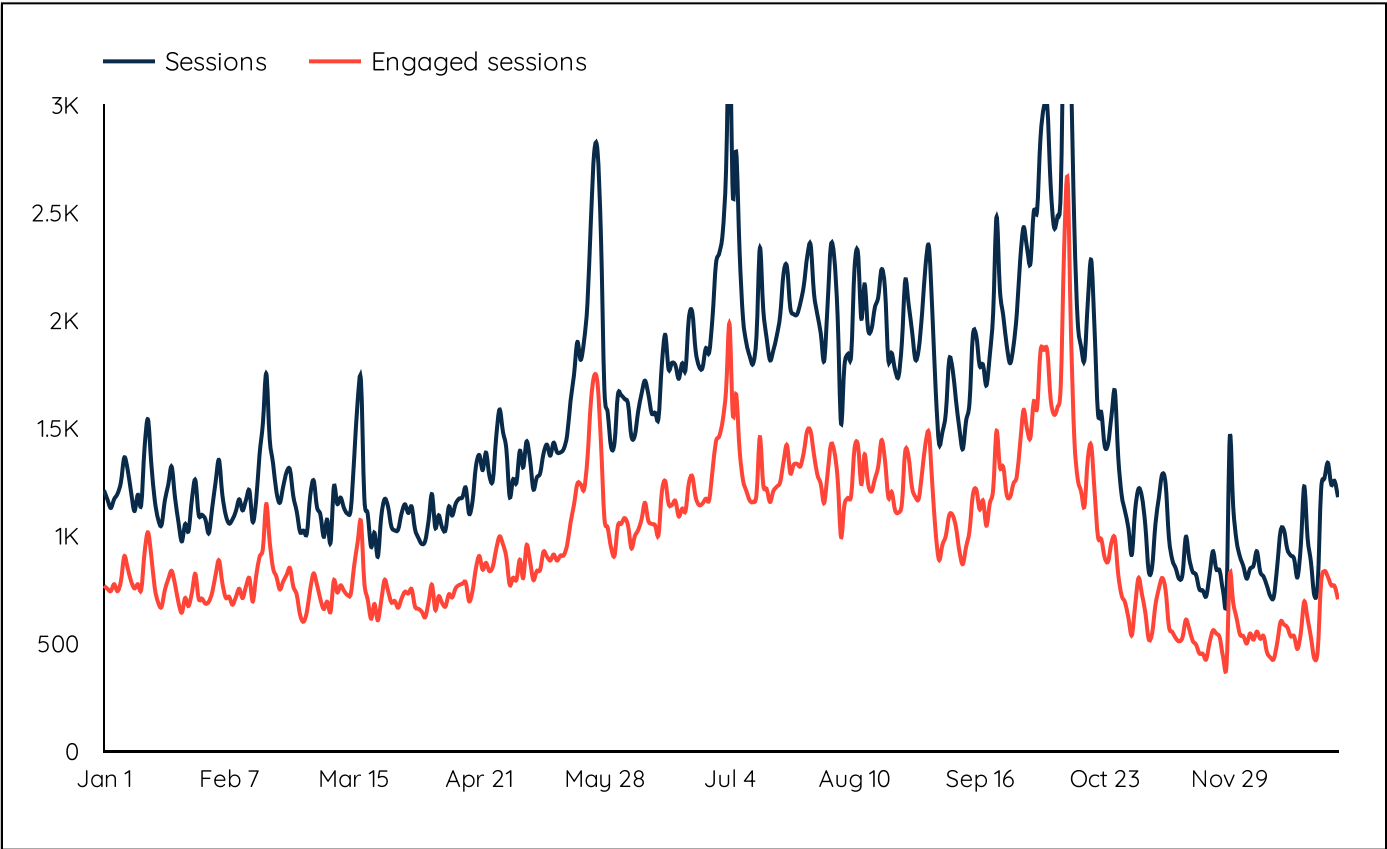
SEO - Organic Traffic Overview

GA4 DATA FROM JANUARY 1 TO DECEMBER 31, 2024, COMPARED TO 2023:

Total users 431,345 ↓ -1.9%	New users 428,700 ↓ -1.7%	Sessions 553,569 ↓ -1.3%	Engagement rate 63.61% ↑ 0.3%	Average session duration 00:02:40 ↓ -2.1%
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- Organic Search sent 54% of the total visitors to the site in 2024, with an average session duration of over two and a half minutes, and an Engagement rate of 63%.
- Most metrics are flat YOY, indicating **an opportunity to add more content to increase keywords and compete with other regional and news sites** publishing content more regularly. Having a "blog" type content section would increase our competitive level.
- The top Landing Page for Organic is **Kaaterskill Falls**, along with the following:

GA4 DATA FROM JANUARY 1 TO DECEMBER 31, 2024:



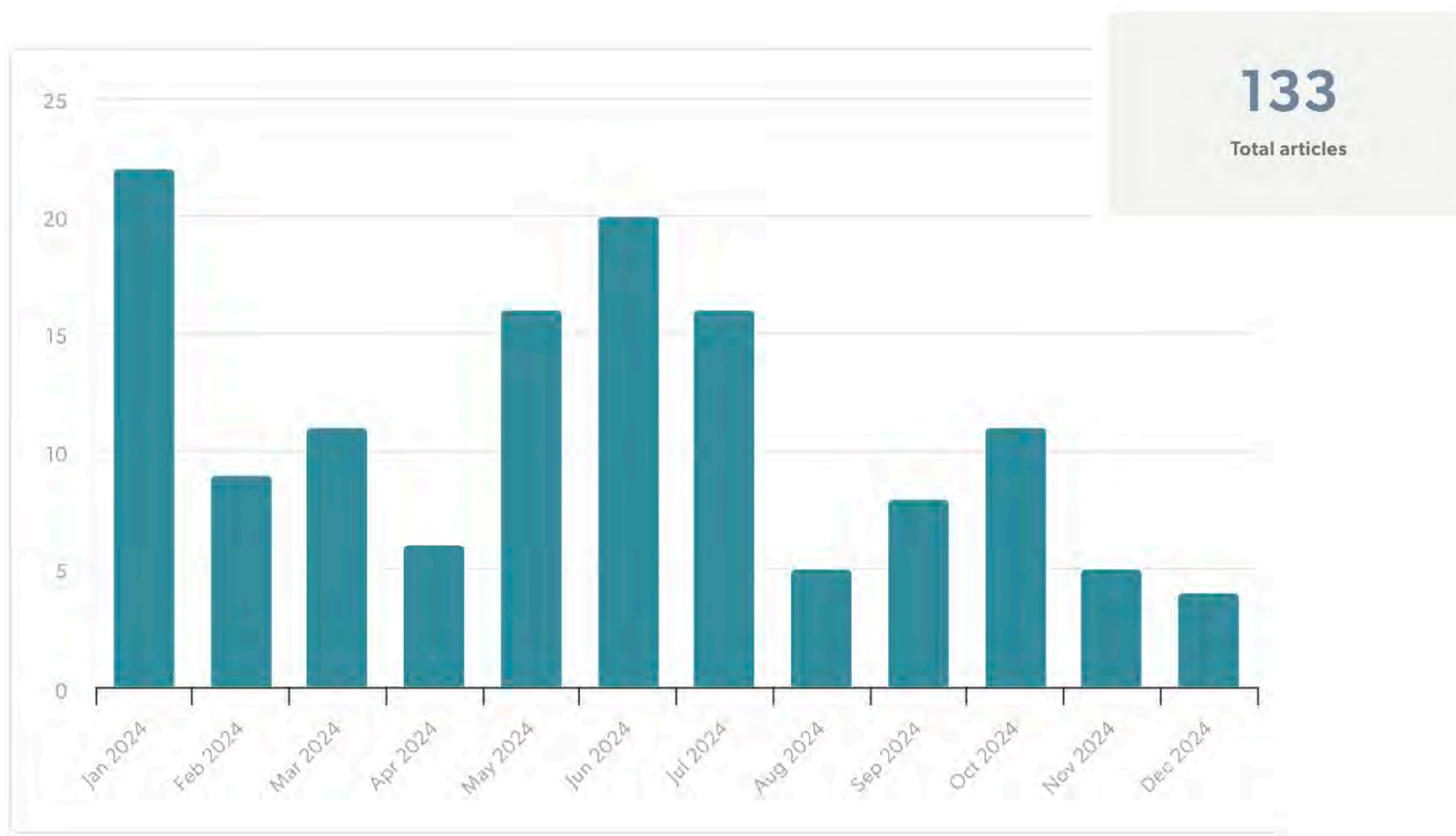
TOP ORGANIC SEARCH LANDING PAGES:

	Landing page	New users ▼	Total users	Sessions
1.	/outdoors/kaaterskill-falls	34,510	36,809	43,367
2...	/attractions/top-attractions	26,952	28,992	32,578
3...	/attractions/hunter-mountain-scenic-skyride	11,818	12,924	14,620
4...	/arts-culture/rip-van-winkle	11,041	11,203	12,086
5...	/resorts-lodging/family-resorts	8,591	9,089	9,843
6...	/outdoors/hiking	8,532	9,503	10,403
7.	/	8,518	12,487	13,794
8...	/catskill-ny	8,496	9,000	9,705
9...	/catskills-fall-foliage	7,690	8,295	9,222

Public Relations

Public Relations - Overview

The Great Northern Catskills continues to earn considerable media attention in the travel and tourism realm with an identified 133 articles identified in 2024 as focusing on or mentioning assets and attractions located in Greene County.



Outlet Summary

Outlet Name ↕	Total Articles ↕
Yahoo Life	7
Hudson Valley Magazine	6
Chronogram Magazine	6
Daily Freeman	6
Condé Nast Traveler	6
Hudson Valley Post	4
New York Upstate	4
Travel + Leisure	4
Times Union (Albany)	4
HudsonValley 360	3
Woodstock Times	3
Patch	3
Aol	3
Vogue	3
Times Union (Hudson Valley)	3
Passport Magazine	2
Irish Star US	2
The New York Times	2
I Love New York	2
Observer	2



Reactive PR: Part of Workshop's job is to quickly (immediately) field reporter inquiries. Two examples of this work in 2024 include:

- working closely with a [Fox Business News](#) producer for a last-minute trend piece on glamping.
- assisting a producer at Inside Edition on an Oct. 4 news report on leaf peeping.

We regularly respond to time-sensitive media inquiries funneled through I Love NY.



"We try to talk to people and give them options for where else they might be able to park or go, where they can do things safely."- Ryan Penny, Camp Catskill, Tannersville



"If you're going to travel to see some fall colors, I highly recommend it. It is stunning up here. But you do have to follow some ground rules. Make sure you're never trespassing, follow local traffic laws, and, definitely, do not litter."



In talking about glamping 4 seasons a year: "This is the Catskills New York, there is Belleayre Ski Resort, Hunter Mountain and Windham...."

GA4 data showed a spike in visitors to GreatNorthernCatskills.com glamping page in late May.

Proactive PR: Actively engaging and building relationships with journalists and media outlets to share positive stories, updates, and messages and increase visibility for the region through planned and strategic communication efforts.

Promotion objectives in 2024:

- Events (in continuation)
- Anything new or existing with a new spin
- Greene County as the ultimate destination for the Catskill *and* Hudson Valley travel experience
- Windham Mountain Club as open to the public
- Evergreen attractions - maintaining in the spotlight, creating new spin
- Existing media attention - building off of (i.e. National Geographic's callout on antique destinations)
- Web content syncing

≡ Parade

NEWS ENTERTAINMENT FOOD PETS SHOPPING HEALTHY NC

HOME > TRAVEL

19 Fall Foliage Trips To Plan For Leaf-Peeping Season

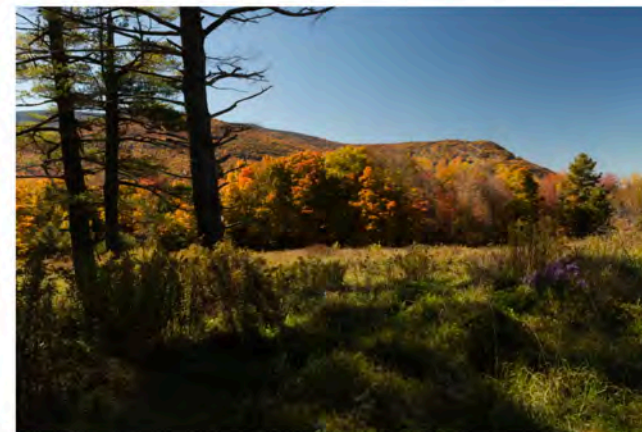
Where to go in the U.S. to see fall colors near you this autumn.

KELLI ACCIARDO • UPDATED: OCT 18, 2024



19 Best Fall Foliage Spots

Fall Foliage in the **Catskills**, New York



Catskill Regional Tourism Office

New York takes their fall foliage seriously. So much so, that information is gathered weekly for an interactive [fall foliage report](#) by 85 volunteer leaf spotters, offering real-time insights into the changing colors in several vacation regions. One of our favorites happens to be the **Catskills**, where the leaves peak around mid-October but have already started turning shades of red and yellow this year.



NEWS & ADVICE

This Summer's Most Exciting Hotel Openings, From California to Cape Cod

High-adventure mountain hotels and beachside escapes—here's where to beat the heat this season.

BY TODD PLUMMER
June 24, 2024



The Matilda restaurant at the Henson. The Henson

The Henson—Catskills, New York

Where it's located: If you've heard of Hensonville—a once-sleepy hamlet with 292 permanent residents and zero stop lights—it's probably thanks to chefs Jeremiah Stone and Fabian von Hauske, the duo behind popular downtown NYC restaurants *Contra* and *Wildair*. The duo opened an upscale pantry and provisions store *Paracasa* here in 2022, a luncheonette next door called *Day June* in 2023, and have now opened *The Henson*, a sixteen-room boutique hotel.

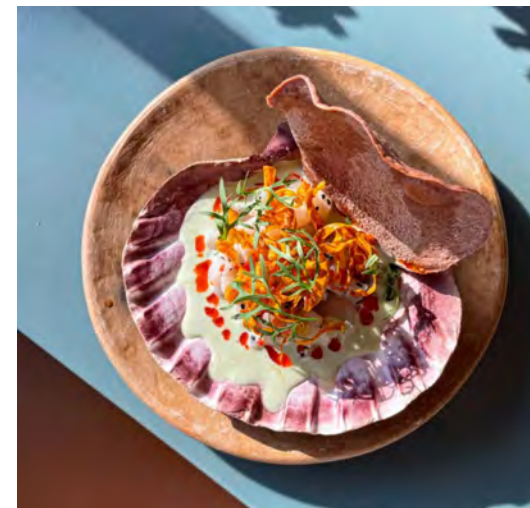


Think Hotel Restaurants Are Overpriced and Boring? These Might Change Your Mind

And because I was staying one flight of stairs up from Matilda, I did eat its food every day over that long weekend, from delicate prawns wrapped in shiso leaves to slow-grilled Amish chicken. Today, Matilda is not as rare as you might think.

For so long, hotel restaurants have doled out “elevated” mediocrity: Think a burger with a brioche bun or a club sandwich fancied up with avocado or a bland crudo. Well-intended Italian and Japanese options often feel like ways to pander to the most basic “international” tastes—and charge a hefty sum for it. But a new breed of hotel restaurants like Matilda is proof that they can be more than a moneymaking scheme or an afterthought. They can be proper, chef-led restaurants that are destinations themselves.

That was the case when I visited Casa Susanna at Camptown Lodge in Leeds, N.Y., where chef Efrén Hernández is cooking some of the best Mexican food on the East Coast. After a dinner that consisted of a squash-blossom tetela and mackerel al pastor, I ignored all the other places at which people had suggested I dine in the area and simply had lunch and dinner at Casa Susanna the next day, too. I wanted to try everything.



TRAVEL

BEST OF THE WORLD

20 of the coolest travel adventures for 2024

From a horseback safari in Kenya to river rafting in West Virginia, here's our ranked list of the top travel experiences right now.

By National Geographic Staff

January 30, 2024

#19: Go antiques in Hudson Valley



The bucolic [Hudson Valley](#) is booming, thanks to an influx of [New York City](#) residents during the pandemic. But it's long been a mecca for creatives: Its landscapes inspired America's first artistic fraternity, the Hudson River School. Antique collectors will be drawn to the hundreds of stores, boutiques, craft shops, and flea markets that sell everything from colonial furniture and rare books to mid-century modern decor. For vintage finds, head to the [Antique Warehouse](#) in Hudson, [Sister Salvage](#) in Catskill, and [Opera House Co.](#) in Athens.

"There's a common denominator here—the charming historic villages," says Sarah Gray Miller, owner of Coxsackie antique store [UnQuiet](#). From Stuyvesant to Saugerties, these towns "share a strong commitment to preservation."

The Rounds at Scribner's

TRAVEL+
LEISURE

TRIP IDEAS

DESTINATIONS

WORLD'S BEST

TIPS + PLANNING

CRUISES

ABOUT US



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HOTELS + RESORTS > HOTEL REVIEWS

This Chic Lodge in New York's Catskills Now Has Standalone, Yurt-shaped Cottages for the Perfect Weekend Getaway From NYC

Scribner's Catskill Lodge in Hunter, New York, now has a hotel within a hotel featuring gorgeous, 12-sided cottages — and we were among the first to stay.

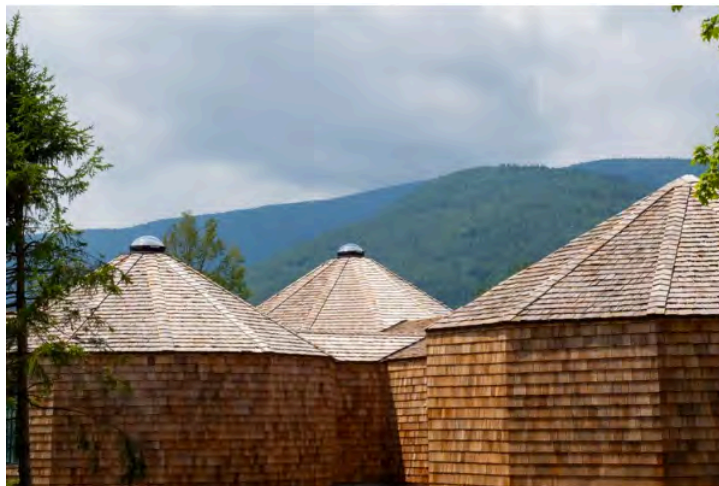


PHOTO: MORIAH WOLFE/COURTESY OF SCRIBNER'S CATSKILL LODGE

The New York Times

Make Sparks Fly at 5 Romantic Getaways

Hoping to slip away with your sweetheart this month? Check out one of these intimate spots where you can sip wine, stroll, stargaze and enjoy a candlelit Valentine's Day dinner.

COOL
HUNTING

Read Buy Sections

TRAVEL

Scribner's Lodge, a Catskills Retreat, Gets Further Elevated

11 round cabins add to the uniqueness of the upscale experience

MICHAEL FRANK—30 MAY 2024

NEW YORK POST

READ THE LATEST ON Page Six

TRAVEL

From Florida to Washington, brand new hotels across the nation to check out in 2024

Email Marketing



Email Marketing - Overview

Our 2024 strategy has been to not only grow our contact list but to create a database of highly engaged individuals with real interest in the Great Northern Catskills. We're striving to make a meaningful impact with our subscribers that extends beyond their inbox and inspires continued travel to Greene County.

Because of the great success we saw with our graphical campaigns in 2023, we've created a design savvy newsletter template to guide users easily and aesthetically through the content giving the Great Northern Catskills a competitive edge.

As always, we strive to engage our audience by approaching these email campaigns in a human and helpful way.

Great Northern Catskills of Greene County

Email Sends
129,347

Website Visits
5,220

Unsubscribe Rate
.5%

Open Rate
39.1%

Click Rate
2.4%

Bounce Rate
1.0%

Travel and Tourism Industry Standards:

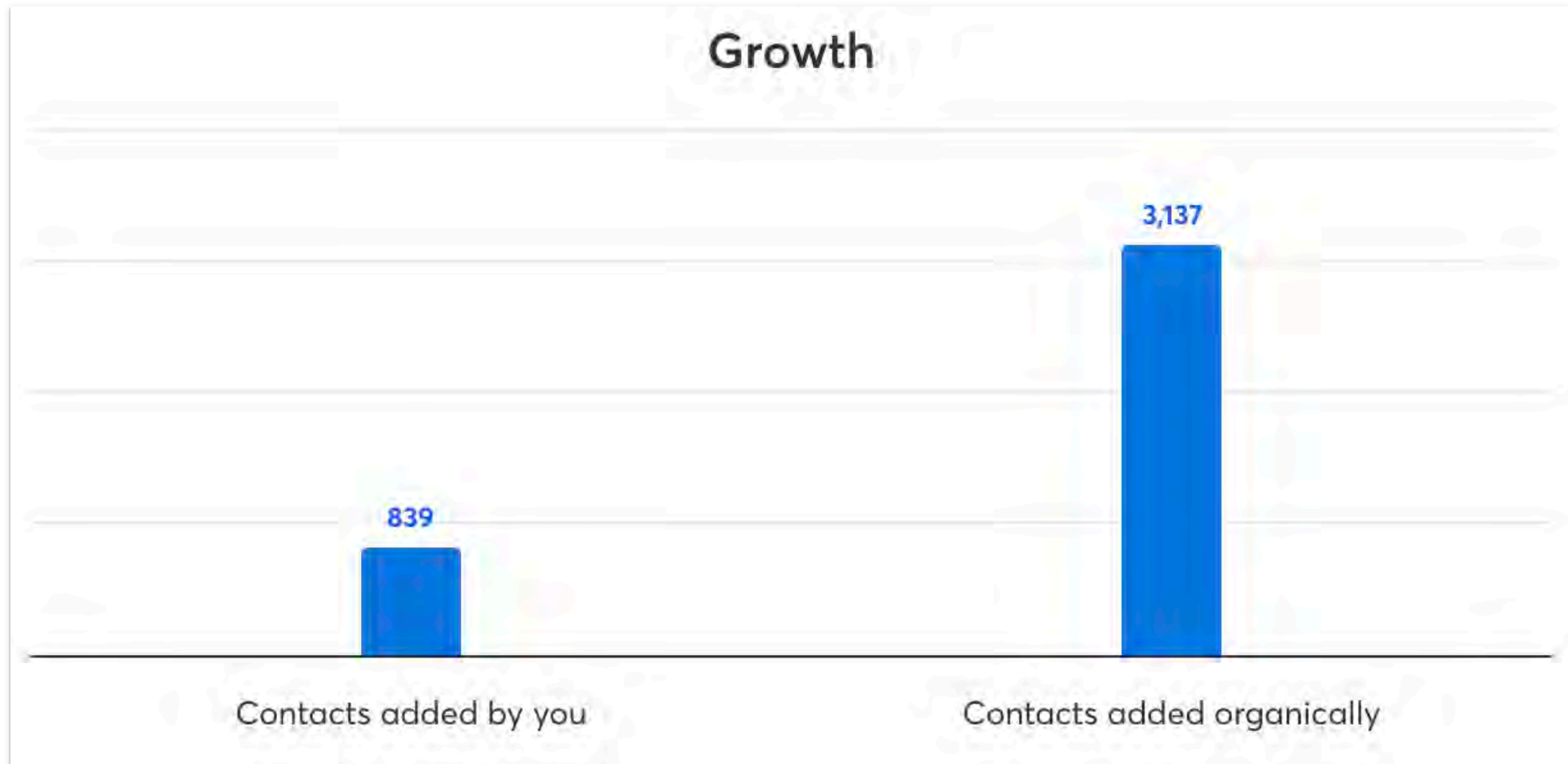
Open Rate
32.2%

Click Rate
1.2%

Bounce Rate
7.2%



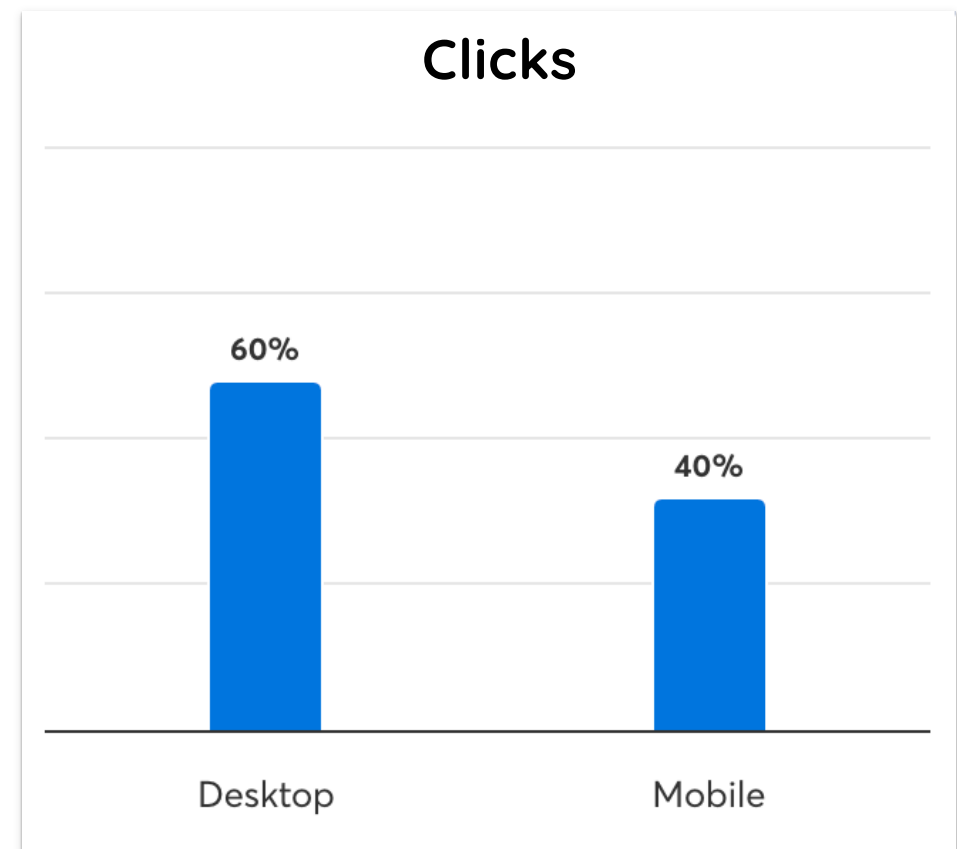
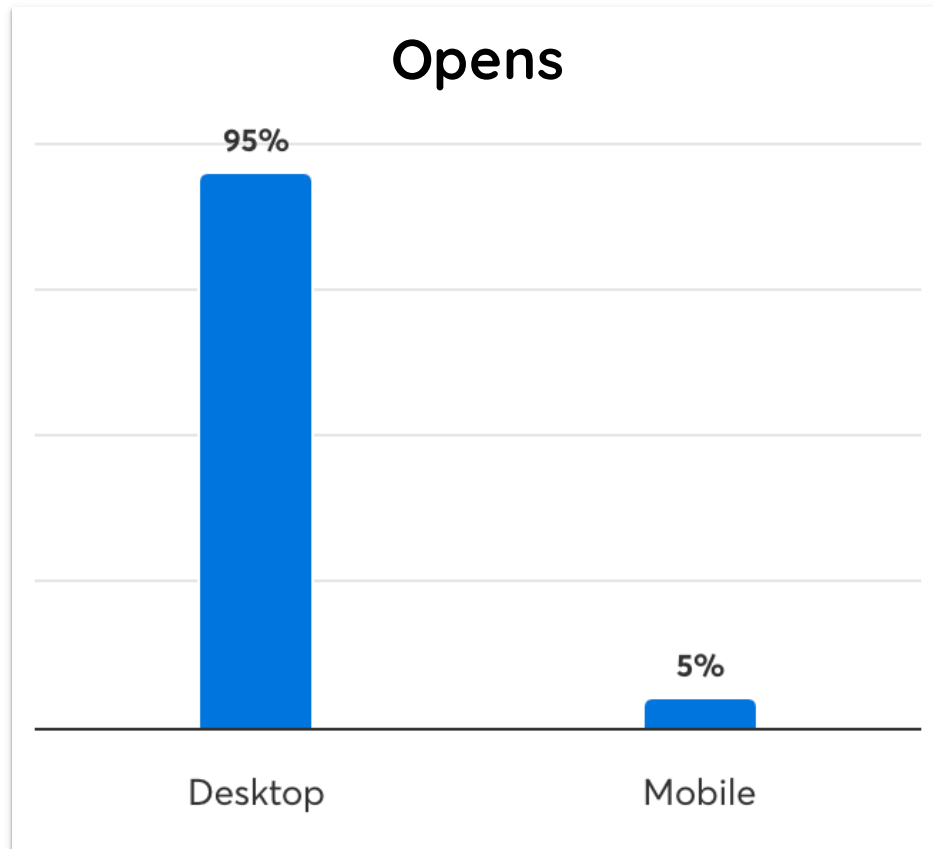
Email Marketing - Contact Growth



The creation of the lead form pop-up on your website has been crucial in the organic growth of our email marketing efforts. In the last six months, your contact database of 14,451 contacts has acquired more than 3,137 new subscribers from the website alone. We are up +3,002 net new contacts in 2024, meaning that those who are subscribed are some of the most highly engaged users we've ever had on this account.



Email Marketing - User Behavior



**Graphs are based off data from Great Northern Catskills 2024 email marketing sends*


Key Takeaways:

1. Mobile clicks are down almost 12% from last year while overall clicks are up nearly 55%.
2. The split between desktop opens and mobile opens has stayed the same year over year.
3. Desktop still reigns for the Great Northern Catskills email marketing.

Email Marketing - Campaigns

#1 March
Open Rate: 50%

CATSKILLS
OF GREENE COUNTY



Small Towns Upcoming Events Cozy Stays

Marching Toward Spring in the Great Northern Catskills of Greene County

Explore East Durham


Celebrate St. Patrick's Day surrounded by the echoes of Irish history in *East Durham!*

Find rolling green hills, warm hospitality, and a unique 200-year-old cottage that once made a special voyage from the old Emerald Isle to its final home here in Greene County.

Get Your 2024 Guide

Undiscovered hidden gems and world-class outdoor adventures await in the Great Northern Catskills.

Check out our downloadable **FREE 2024 Travel Guide** today to begin planning the unforgettable getaway you've been longing for.




Immerse Yourself in Creativity

The Thomas Cole House, founder of the art movement known as the Hudson River School of American landscape painting, features many of the famous artist's original paintings plus tours of his former home and studio spaces.

See What's Cooking

Follow your appetite to the Great Northern Catskills of Greene County from *April 6th to the 13th* to dine, sip, and savor local specialties at celebrated restaurants!



Easy to plan, easy to love, easy to get away. It happens here!

#2 June
Open Rate: 42%

CATSKILLS
OF GREENE COUNTY



Small Towns Upcoming Events Cozy Stays

Wonder, Wonder, Repeat in the Great Northern Catskills of Greene County


Visit Zoom Flume

If you're looking for adrenaline-pumping summer fun, look no further.

Defy gravity on the Typhoon Twister, catch waves in Riptide Cove Wave Pool or zoom down the 300-foot Rip Van Racer slide.

Celebrate With a Bang

The 4th of July in the Catskills is an explosion of excitement with lively parades, dazzling fireworks, and plenty of family-friendly activities all week long!



Paddle Into Paradise


The perfect way to smooth out the ripples of your day.

Dip your paddle into these sparkling mountain lakes and scenic Hudson River shorelines.

Mark Your Calendars

Join us at the Greene County Youth Fair this July for a fun-filled family event!

Enjoy FREE admission, exciting music, interactive displays, and hands-on agricultural education.



Share your experience using #GreatNorthernCatskills and #FindYourCatskills on [social media](#)

#2 September
Open Rate: 40%

CATSKILLS
OF GREENE COUNTY



Top Attractions Great Outdoors Upcoming Events

Experience Autumn in the Great Northern Catskills of Greene County

An Autumn Wonderland

Our mountain communities are transforming in shades of apricot and amber with all the best cozy activities to accompany them. From scenic hikes and apple picking to warm campfire moments, there's no better time to explore.

An EVENT-ful Autumn

Find bustling Main Streets, kid-friendly crafts, and a full lineup of fun-filled fall festivities.

Don't Miss:

- Gavin's Guinness Festival
- Windham Autumn Affair
- Hunter Mountain Oktoberfest
- Catskill Mountain Makers Camp
- Hudson-Athens Lighthouse Tour
- Hudson Valley Dance Festival



Horseback Adventures

Saddle up for an unforgettable adventure! Trot over scenic mountain trails, meander through the tall grass, and experience the beauty of the Great Northern Catskills.





Catskills Comedy Fest

Laugh your way through a fun-filled weekend!

The Catskills Comedy Festival is set for Oct. 18 - 20, bringing together top talent from across the country for an unforgettable weekend of stand-up, improv, workshops, and more.



Share your experience using #GreatNorthernCatskills and #FindYourCatskills on [social media](#)

Organic Social Media

W

Organic Social Media - Overview

2.25M

Impressions/Video Views

114.9K

Engagements

7.8K

Audience Growth

Instagram

+ 748.8K Impressions
+ 69.1K Engagements
+ 3,198 Audience Growth

Facebook

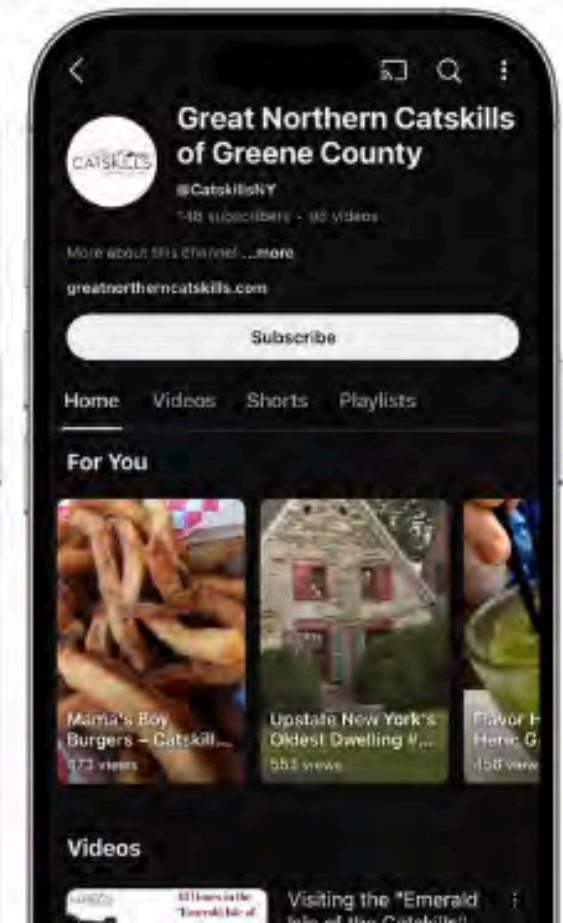
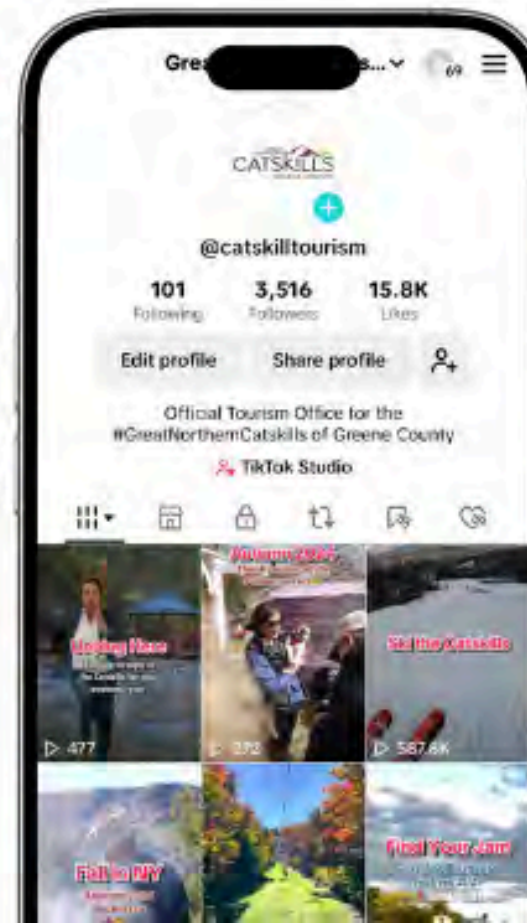
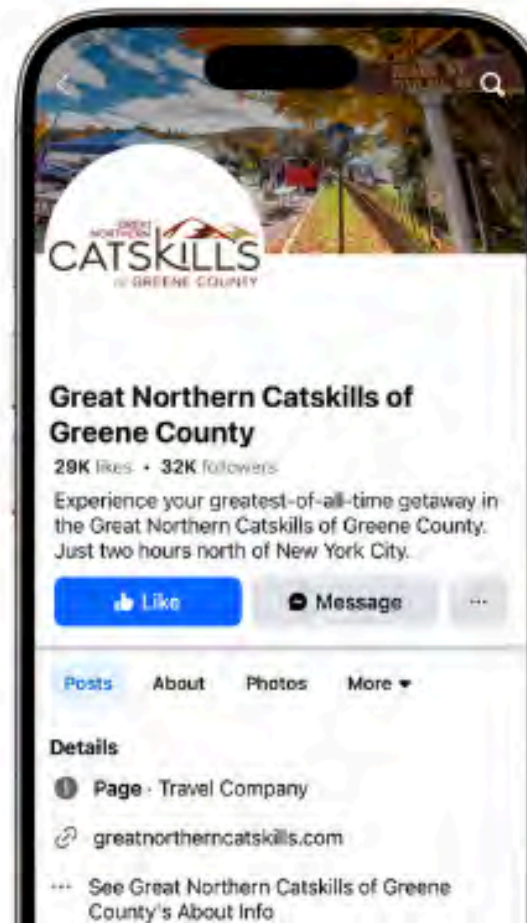
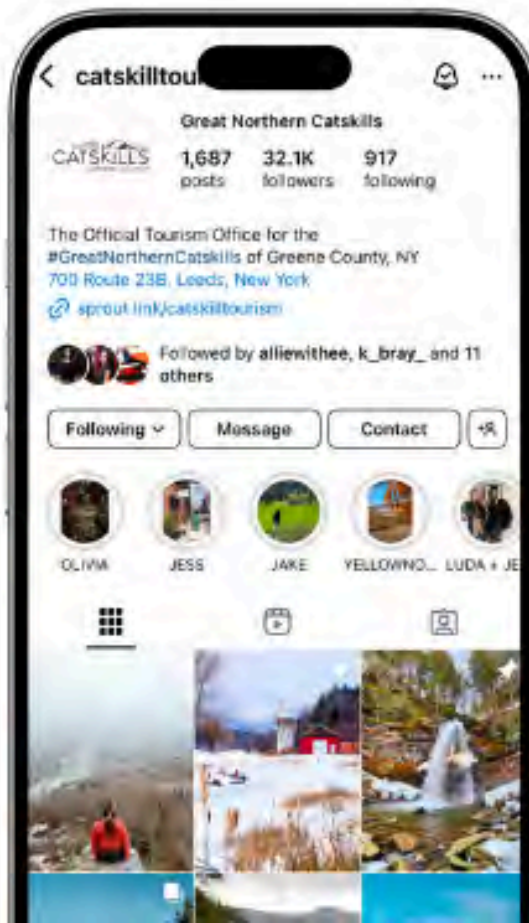
+ 1M Impressions
+ 32.3K Impressions
+ 2,708 Audience Growth

TikTok

+ 497K Impressions
+ 13.1K Engagements
+ 1,892 Audience Growth

YouTube

+ 4,865 Impressions
+ 324 Engagements
+ 37 Audience Growth



W

Organic Social Media - Video

734,482

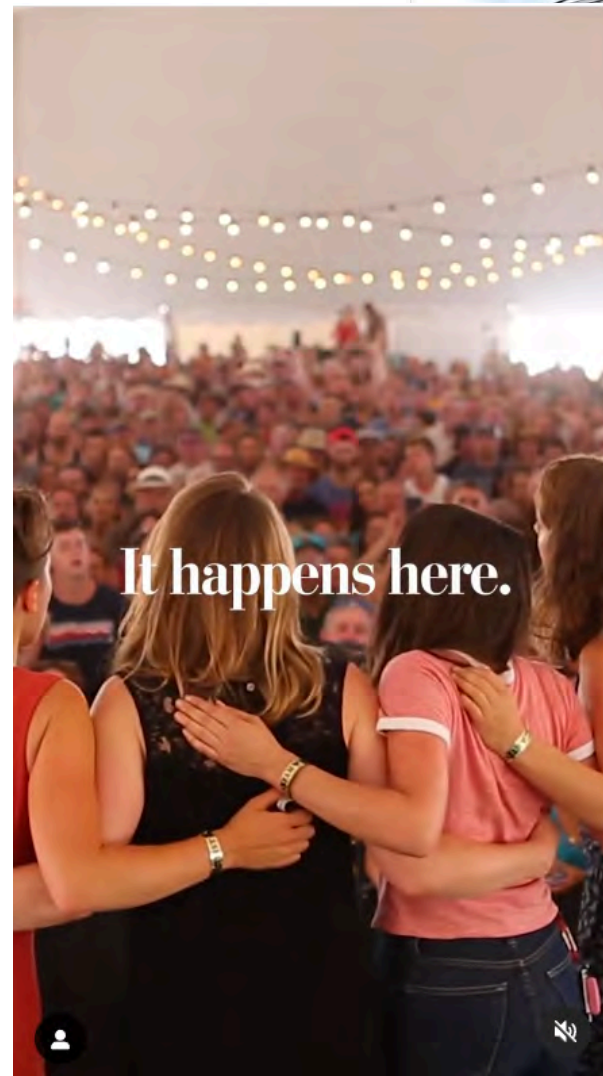
Video Views

2,433

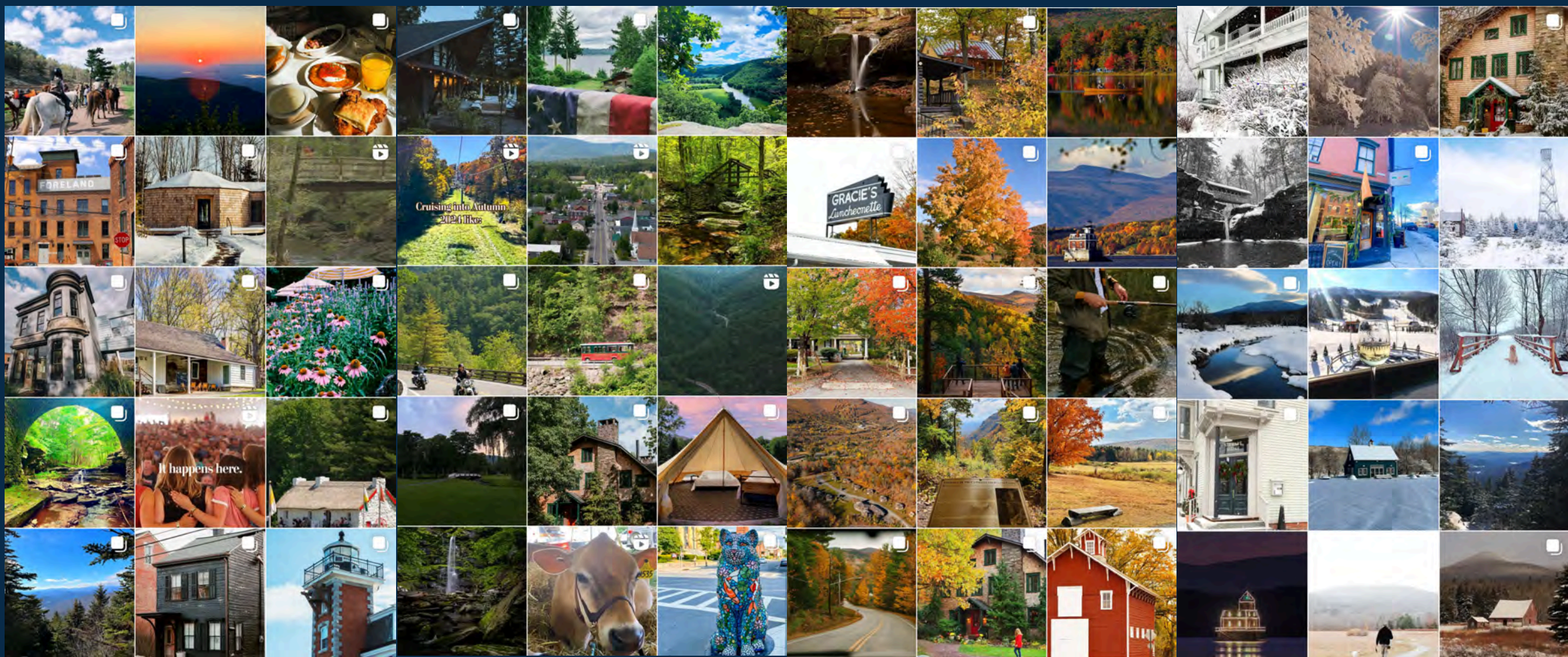
Total Hours

Our objectives for your video strategy are simple and clear for 2024: (1) share more videos on social, (2) earn more viewership on those videos and (3) create a more engaged tourism audience with video. We are winning by each metric.

With these focal points and TikTok becoming a larger part of our platform mix, our ability to make video central to your social brand grows with each day.



Four Seasons of Connection



Moments of Buzz



longstoryshortny love this spot

8w Reply



juliaslocal One of the most beautiful spots in our area. We ❤️ @atherien_upstate & its talented owner @stephenellwood



Top fan

Karen Hulse

I've done that hike and climb up the mountain to the Tower and then climbed the tower steps. I remember looking out into the valleys and caught view of an eagle calling out as it flew and cruised through the valley.... can only be described as a spiritual experience.



Samster12

love this place, used to go to it all the time, it's fun, my friend loves it
2024-11-7 1 Reply



Emily Schaubeck

I have the best memories from this place as a child 🥰



puppuparup Love this place. I make sure to visit every year when I'm there.



Bird

This looks amazing. ❤️❤️❤️

2024-6-26 1 Reply

CATSKILLS

Great Northern Catskills · Creator

More charming than you can imagine 😊

2024-6-28 1 Reply



natchitwood 🌲 Grateful for that magic






Kelly Pappas

Hunter is forever in my heart. And on my foot, where I have a tattoo of the mountain from Camp Loyaltown!















Organic Social Media - Top Facebook Posts

Picture	Post	Post Rea... ▾	Post Engage...
	<p>Take a walk in the woods 🌲 You never know what you will discover.</p> <p>📍 Hunter Mountain Fire Tower 📷: @zaksuhar</p>	67,864	1,056
	<p>A beacon of history wrapped in autumn's embrace 🕯️ 🍂 The lighthouse surrounded by these fall colors is truly a sight to behold.</p> <p>📍 Hudson-Athens Lighthouse 📷: I LOVE NEW YORK</p>	64,991	2,435
	<p>A place to just be in the mountains - we love you Hunter 🏡</p> <p>Discover the endless serenity of this quintessential Catskill Mountain town ➡️ https://bit.ly/3MbTQue</p>	37,332	2,837



Organic Social Media - Top Instagram Posts

Media	Caption	Reach	Like Count ▾	Comments Cou...
	<p>This Just In: Scientists have uncovered the world's OLDEST forest and it's located in the #GreatNorthernCatskills! 🌲👀</p> <p>By examining fossils of different plants and trees, scientists from Binghamton University and the University of Cardiff in Wales were able to determine that this forest in Cairo, NY is the oldest discovered on Earth so far.</p> <p>Dive into the deep roots of this new discovery at the link in bio!</p> <p>📍 Cairo, New York</p>	12,794 	1,751 	31 
	<p>Let's see how well you know the #GreatNorthernCatskills 👀</p> <p>Where in our sprawling mountainous region is this iconic rock structure located?</p> <p>Leave your answers in the comments: 📌</p> <p>📍 Greene County, NY 📷: @four.weeks.per.year</p>	10,040 	844 	27 
	<p>When it comes to fall colors, we set the gold standard.</p> <p>📍 Haines Falls 📷: @the_blvck_widow #GreatNorthernCatskills</p>	6,688 	785 	14 

Organic Social Media - Top TikTok Posts

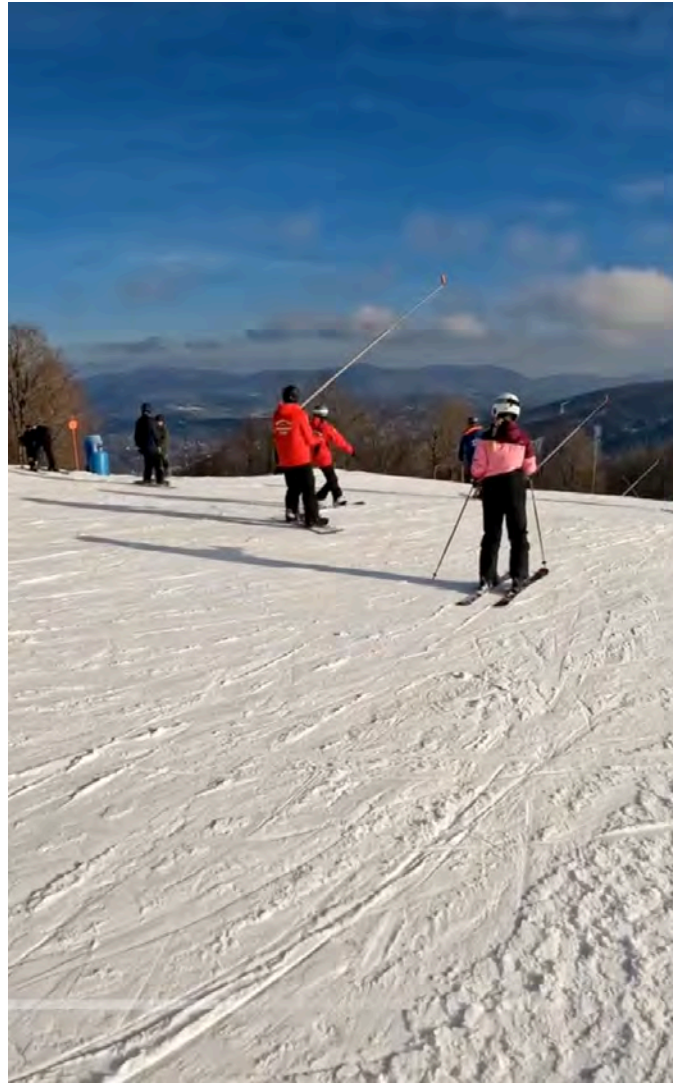
#1

Total Engagements: 3,406



#2

Total Engagements: 3,376



#3

Total Views: 2,038



Influencer Marketing



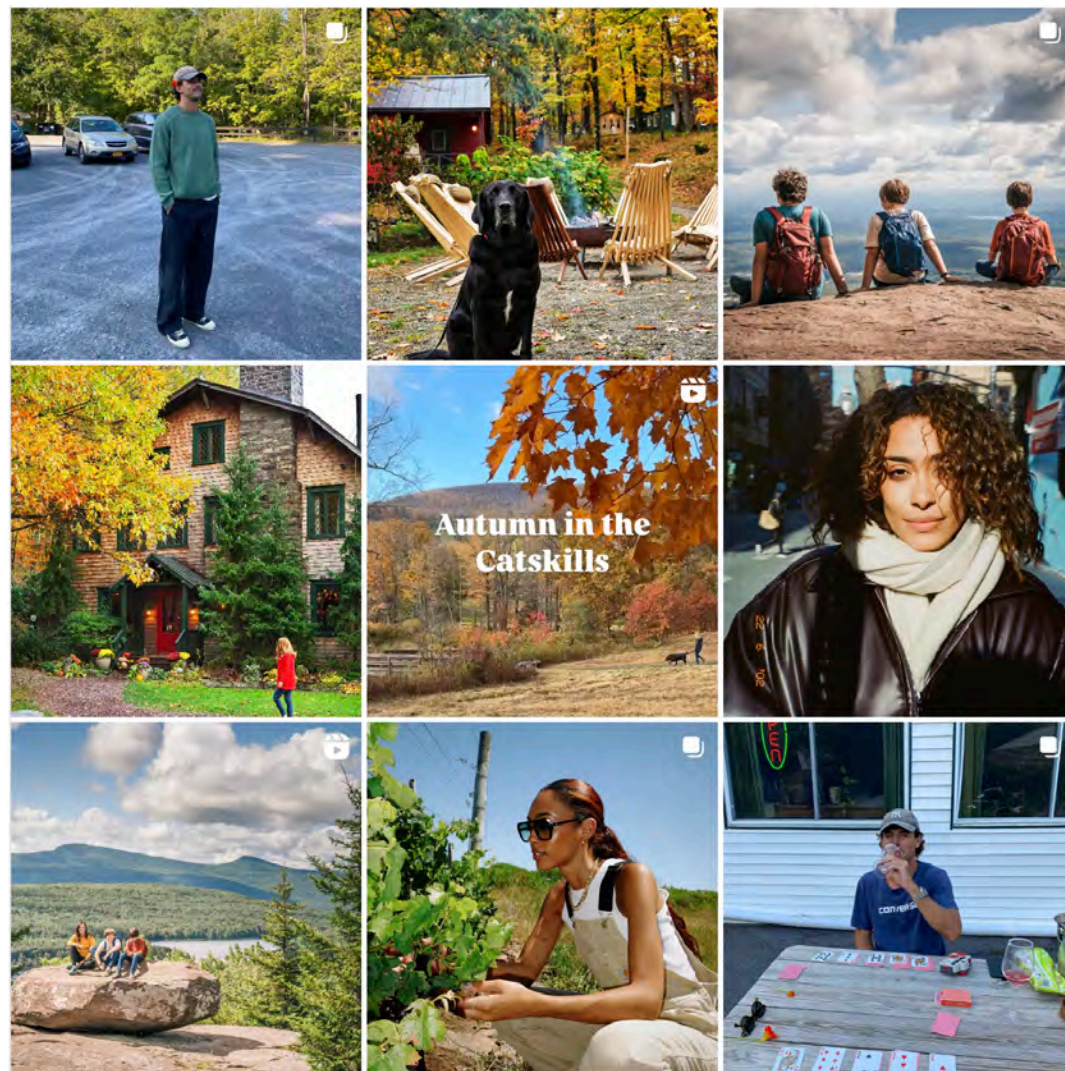
Influencer Marketing - 2024 Strategy

Feel it. Breathe it. Live it.

“Find Your Catskills” emphasizes that the Great Northern Catskills are the home base for any type of adventure—the crown jewel of the Catskills. Whether you find your way to Greene County as an outdoor enthusiast, creator, foodie, with family or friends, we want travelers to know that this is a place to have “it” your way on your getaway. We’re leaving the “it” as undefined so as to leave room for the viewer to interpret whatever it is that “it” means to them.

High Level Goals:

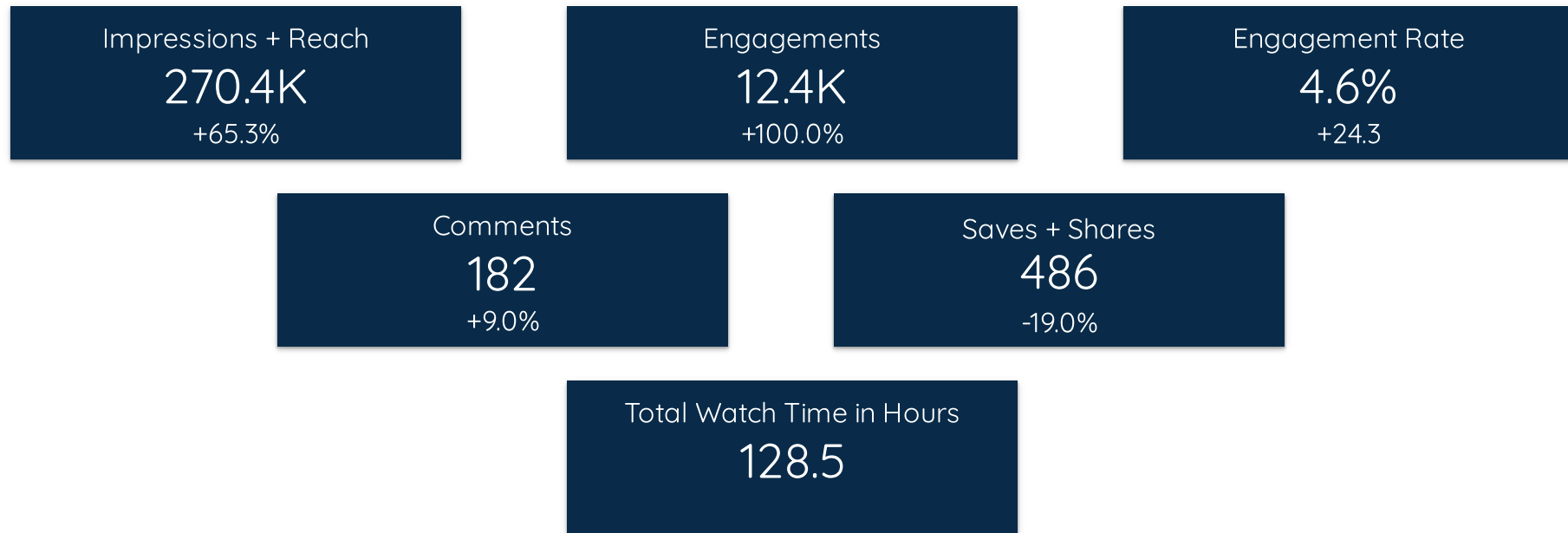
- Position Greene County as the home base for any type of adventure
- This is a place for outdoor enthusiasts, creators, foodies, families and friends.
- Show our audience what makes Greene County the crown jewel of the Catskills.
- Collect a variety of assets, grow our vertical video library, expand the brand.





Influencer Marketing - Overview

Strategically, we set similar goals for our Influencer activation as we did our organic social media efforts. A successful influencer activation extends the reach of your brand, engages new audiences, and stimulates organic conversations with their digital communities around your brand. The following KPIs reflect how our efforts tracked against our activation goals.



With high total impressions and engagement rates, we judge that our influencers' efforts were effective not just in connecting the Great Northern Catskills, but in deepening their affinity with the destination. When looking closer at engagements, we saw that our influencer's audiences commented, saved and shared these posts at a high level. When paired with a bump of organic followers surrounding the activations, these results indicate consideration of Greene County as a destination.



Influencer Marketing - Campaign 1

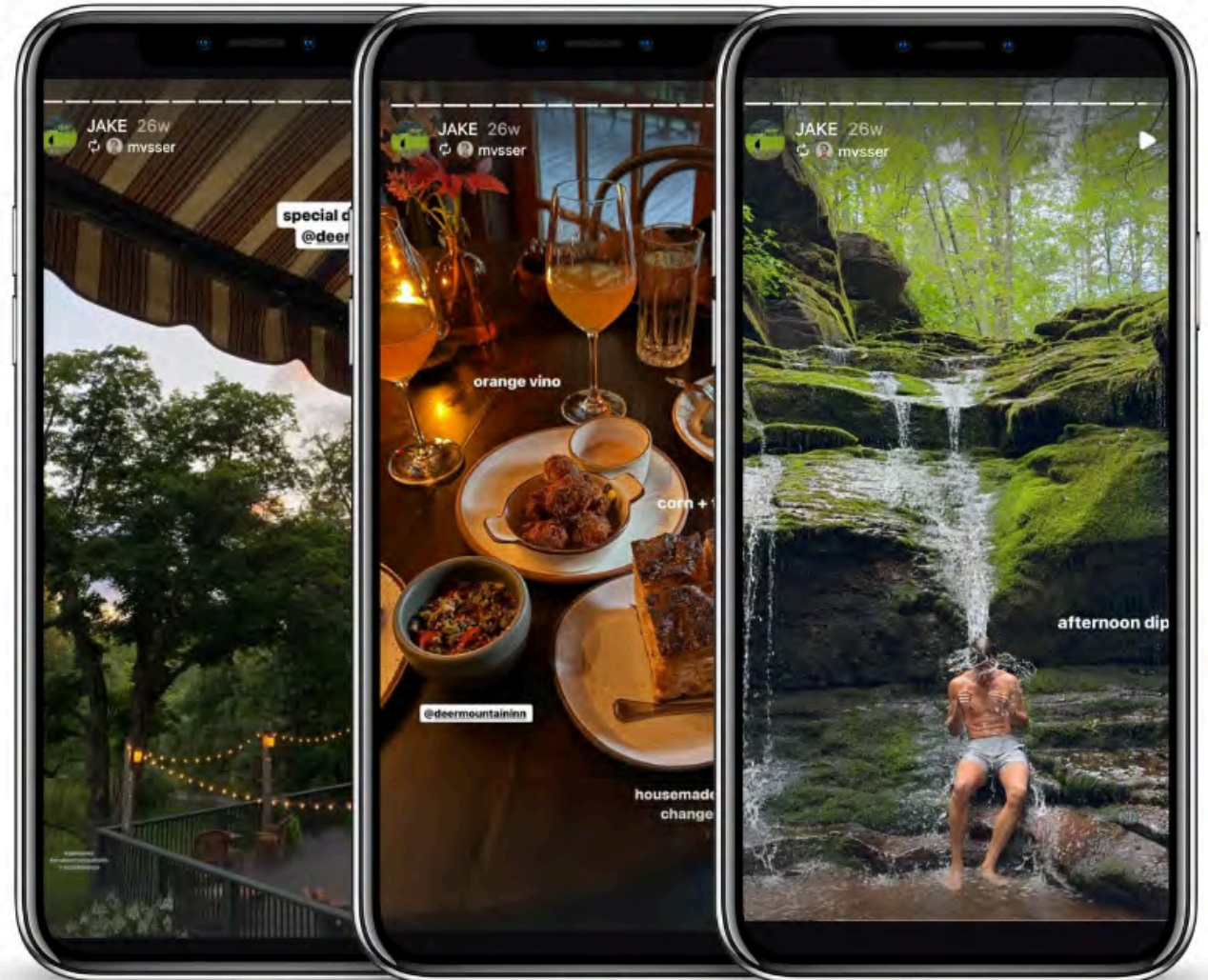
Jake Musser x Greene County

Deliverables:

- 1 Tik Tok
- 1 Instagram Post
- 1 Instagram Story Series

Results:

51.5K Combined Reach + Plays
6.0K Total Engagements
20 Comments + Replies
182 Shares + Saves
55 Hr 32 Min Total Watch Time





Influencer Marketing - Campaign 2

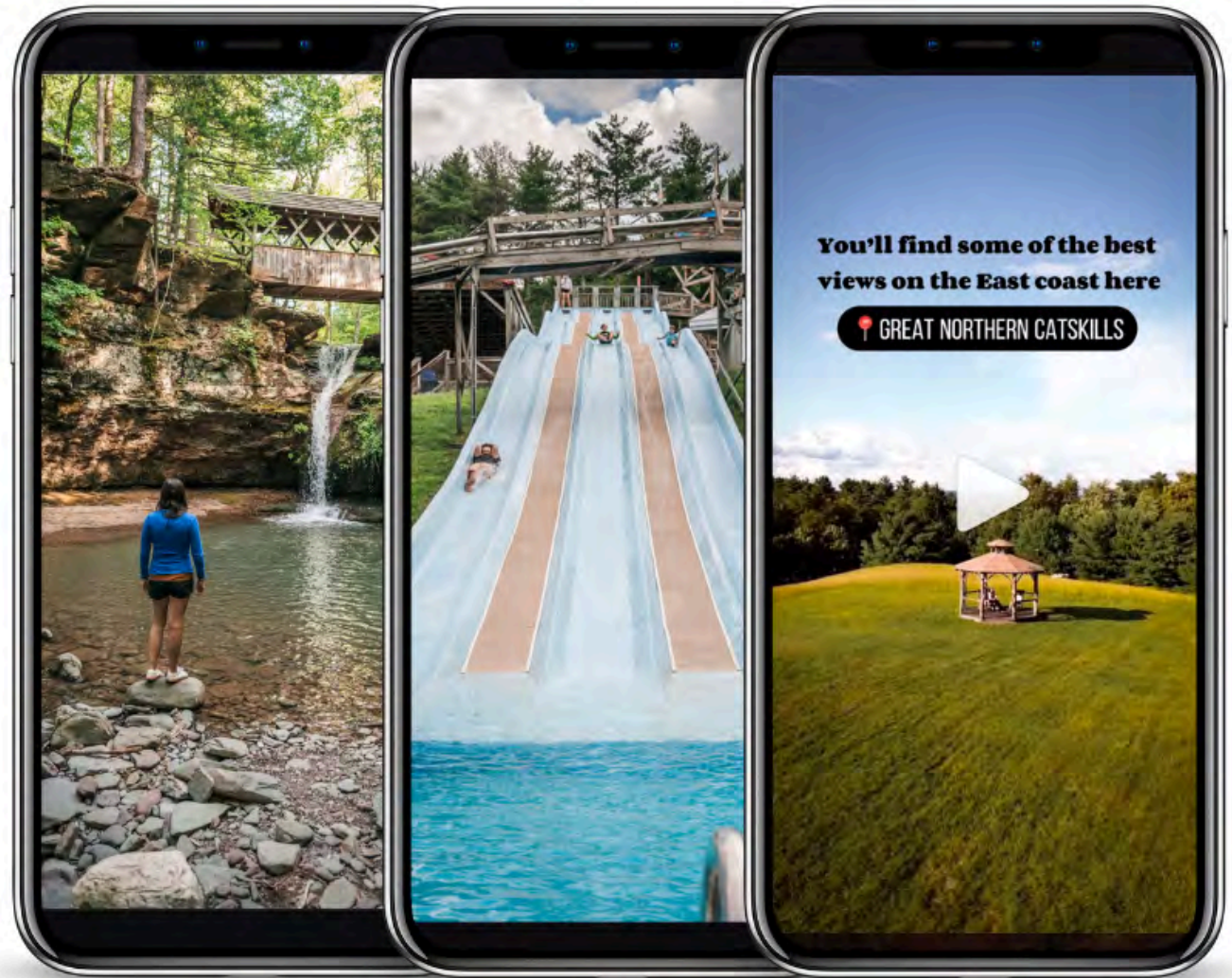
Jessica Human x Greene County

Deliverables:

- 1 Instagram Reel
- 1 Instagram Post
- 1 Instagram Story Series
- 1 Written Blog

Results:

- 20.2K Combined Reach + Plays
- 929 Total Engagements
- 98 Comments + Replies
- 63 Shares + Saves
- 5 Hr 55 Min Total Watch Time





Influencer Marketing - Campaign 3

Briana Lyons x Greene County

Deliverables:

- 1 Instagram Reel
- 1 Instagram Post
- 1 Instagram Story Series

Results:

- 52.7K Combined Reach + Plays
- 2.9K Total Engagements
- 69 Comments + Replies
- 169 Shares + Saves
- 16 Hr 53 Min Total Watch Time





Influencer Marketing - Campaign 4

Olivia Joan x Greene County

Deliverables:

- 1 Tik Tok
- 1 Instagram Post
- 1 Instagram Story Series

Results:

- 91.6K Combined Reach + Plays
- 2.6K Total Engagements
- 33 Comments + Replies
- 72 Shares + Saves
- 50 Hr 12 Min Total Watch Time





ski_daze @cmcs94 Catskill Mountain Country Store 🍷

13w 1 like Reply



jackiegreaaney This place looks great!

14w 3 likes Reply



minnmomlife Good place for younger kids? Age 4?

17w 1 like Reply

— Hide replies



wechosedventures @minnmomlife absolutely!
This is a great spot for all ages

17w Reply



neezyfbaby

Otis on vacation! 🍷🍷🍷🍷



wynne

The best girls trip ever!!!! 🍷🍷🍷🍷



rooted_homelife We love the Catskills! It's so close to us!!

17w 1 like Reply



breckandgrier So beautiful, wow!!

14w 2 likes Reply



Joan Johnson

I want to go!



travelingbambinos We went here once absolutely loved it

17w 1 like Reply



zionadventurephotog This looks like such a fun itinerary

16w 2 likes Reply



stacieflinner 🌟 So beautiful! 🍷 taking note for a trip with miss darcy 🐾

14w 3 likes Reply



fromnewenglandwithkids 🌟 Wow, amazing itinerary, and what an incredible area to visit and explore!!



rooted_homelife Saving this! We love the Catskills!

16w 2 likes Reply



adventuresinmomlife_ 🌟 This looks so idyllic! And my kids would love the little cat sculpture scavenger hunt.



everydayoutdoorfamily 🌟 This looks beautiful 🍷 I would love to go here!

Paid Media



Paid Media - Overview

2024 performed very well for paid media tactics:

The Connected TV campaign, served 565,000 with 1,2545 website visits. Audio advertising delivered 752,000 impressions with an 95% completion rate and 3,551 website visits.

The retargeting campaign targeted users who have visited the website and/or completed viewing or listening to a Connected TV or audio ad. The CTR from retargeting was 87% above the benchmark.

Overall, paid social delivered outstanding engagement with over 11.7 million impressions served, over 489,000 clicks, and a CTR of 4.17% which is 363% above the Facebook Travel & Hospitality benchmark CTR of 0.90%. The top campaign was Hiking by clicks and engagements. Additionally, we boosted several reels this year resulting in 2.3 million engagements. TikTok advertising was new this year and delivered over 3.2 million impressions and strong engagement.

Native advertising has been utilized for seasonal and the monthly town spotlight campaigns. The CTR for all campaigns was 0.63% which is 110% above the native CTR benchmark of 0.30%.

Google Ads delivered over 451,000 impressions and 51,000 clicks with a CTR 145% above the Google Ads Travel & Hospitality benchmark. Outdoor and Attractions were the top performing campaigns.

We contracted several digital direct placements with various vendors and publishers this year with the main goal of promoting downtowns and events. Placements included e-newsletter sponsorships with Chronogram, banner ads with Discover Upstate NY, banner ads & e-newsletter ads/sponsorships with Hudson Valley Magazine, banner ads with NJ Advance Media, and e-newsletter sponsorships and blogs with NY By Rail.

Print ad placements during 2024 included RoadRUNNER, NY By Rail, Hudson Valley Magazine, Hudson Valley Wine, NY Family (+7 more Families), Chronogram, and Jersey's Best Magazine. All print ad design aligned with the It Happens Here campaign theme.



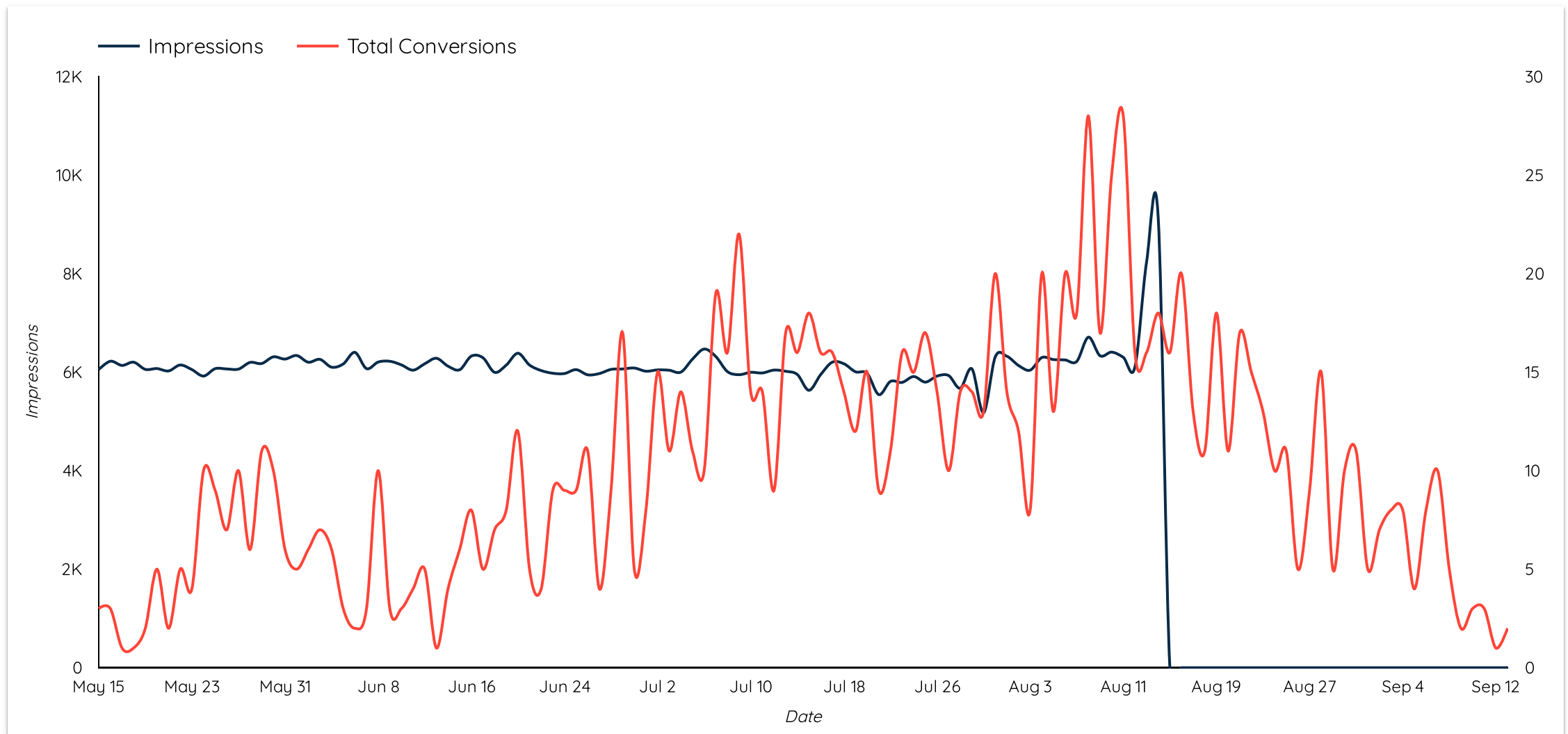
Paid Media - Connected TV

Target audiences focused travel interests being the primary target. Connected TV has been used to generate brand awareness by reaching users on TV streaming devices. We are now able to measure "website visits" from users who were served a Connected TV ad and track them as under Total Conversions.

Impressions
565,980

Video Completion Rate
98.14%

Total Conversions
1,254





Paid Media - Audio Advertising

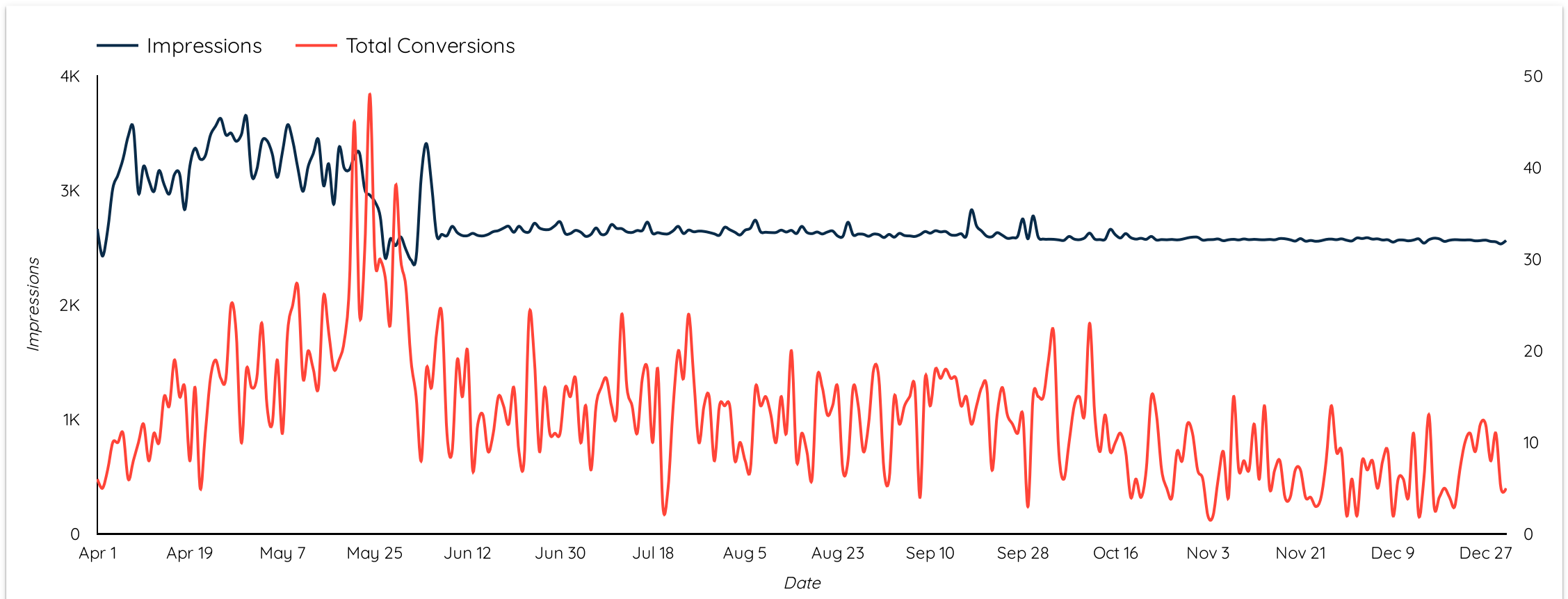
Target audiences were focused on travel interests as the primary target. Audio advertising has been used to generate brand awareness through serving an engaging audio spot to users on music and podcast streaming channels. Total Conversions measures website visits following audio ad impression.

Audio Script: *Beyond towering skylines and rolling farmland, the Great Northern Catskills of Greene County rise above the shores of the Hudson River. From the thrill of adventure to the chill of star gazing, come feel it, breathe it and live it! Our towns are buzzing with shopping, dining and activities. Come make your memory here. It happens here. Visit Great Northern Catskills dot com to learn more*

Impressions
752,318

Audio Completion Rate
95.6%

Total Conversions
3,551





Paid Media - Paid Social

Overall, paid social continued to deliver outstanding engagement. We delivered over 11.7 million impressions and 489,000 clicks with a CTR of 4.17% which is 363% above the Facebook Travel & Hospitality benchmark CTR of 0.90%.

Impressions

11,725,654

Clicks (All)

489,310


CTR (All)

4.17%

Post Engagement

227,438


Top Ads

Great Northern Catskills of Greene County

Sponsored · 🌐

Take a walk in the wild this summer 🌲 From secret swimming holes to secluded coves, you never know what you might discover.

📷: @noreasterexposure



greatnorthandcatskills.com

Hike the Catskills

Learn more

Great Northern Catskills of Greene County

Sponsored · 🌐

Immerse yourself in nature without sacrificing comfort. Glamping in the Great Northern Catskills is the best of both worlds.

📷: @travelandcheworld



greatnorthandcatskills.com

Camp in Comfort 🏡

Learn more

Great Northern Catskills of Greene County

Sponsored · 🌐

Hike the Catskill Park, explore Thomas Cole's studio, or soar among the peaks on mountain-side skyride. Adventure awaits!



greatnorthandcatskills.com

See Top Attractions

Learn more

Great Northern Catskills of Greene County

Sponsored · 🌐

Experience a legacy of fun! These all-inclusive Catskill resorts offer epic family vacations with dedicated hospitality.

📷: @climbacrossamerica



greatnorthandcatskills.com

Be Our Guest 🏡

Learn more



Paid Media - Paid Social Campaigns

Campaign Name	Impressions	Clicks (All) ▾	CTR (All)	Post Engagement
MED-0652 Greene - Hiking 2024	2,204,835	63,813	2.89%	28,450
MED-0652 Greene - General Events 2024	876,939	52,251	5.96%	25,189
MED-0652 Greene - Family Resorts 2024	821,834	42,685	5.19%	19,907
MED-0652 Greene - Top Attractions 2024	946,955	41,171	4.35%	18,158
MED-0652 Greene - Glamping 2024	761,762	37,985	4.99%	19,060
MED-0652 Greene - Motorcycling 2024	874,041	30,024	3.44%	12,097
MED-0652 Greene - Dining & Beverage 2024	811,045	28,715	3.54%	11,968
MED-0652 Greene - Experiential Stays 2024	591,479	24,562	4.15%	12,640
MED-0652 Greene - Farmers' Markets 2024	252,108	17,874	7.09%	8,008
MED-0652 Greene - Mountain Biking 2024	869,969	17,697	2.03%	8,927
MED-0652 Greene - Golf 2024	510,799	17,039	3.34%	10,135
MED-0652 Greene - WIndham Autumn Affair 2024	107,360	15,683	14.61%	7,258
MED-0652 Greene - Rip Van Winkle 2024	171,846	13,772	8.01%	3,844
MED-0652 Greene - Paddling 2024	666,357	12,943	1.94%	6,398
MED-0652 Greene - Sunflower & Sangria 2024	164,323	11,448	6.97%	5,809
MED-0652 Greene - Music in the Park 2024	155,892	11,303	7.25%	5,374
MED-0652 Greene - Downhill Skiing 2024	302,355	10,208	3.38%	4,977
MED-0652 Greene - Greene County Youth Fair 2024	237,012	10,097	4.26%	4,403
MED-0652 Greene - Catskill Mountain Thunder 2024	104,811	9,313	8.89%	4,236
MED-0652 Greene - Grey Fox 2024	161,153	9,219	5.72%	4,681
MED-0652 Greene - East Durham Irish Festival 2024	92,976	7,215	7.76%	3,820
MED-0652 Greene - Concert in the Catskills 2024	39,803	4,293	10.79%	2,099

The top campaign by clicks and engagement was Hiking. General Events and Family Resorts were close top performers with a high number of clicks and engagements. Most event campaigns held high CTRs. All targeting was campaign-specific with travel interests as the primary target.

Paid Media - Paid Social Reels

Based on last year's success boosting reels, we implemented a larger "boosted reel" strategy. We want to expand the reach of organic social and the development of these reels by serving them to our target audience. By collaborating with the organic social team, we select reels to boost monthly and seasonally. The goal of boosted reels is on-post engagement, rather than clicks to the website.

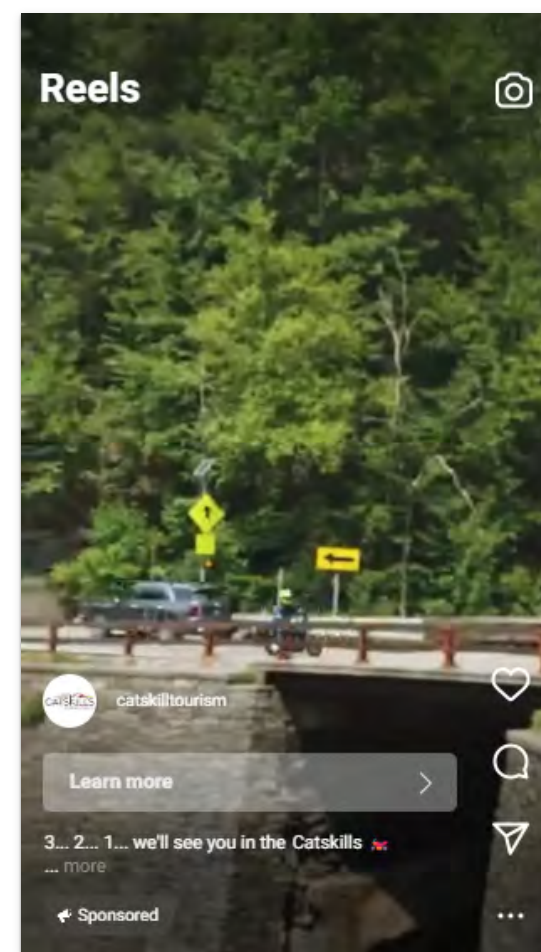
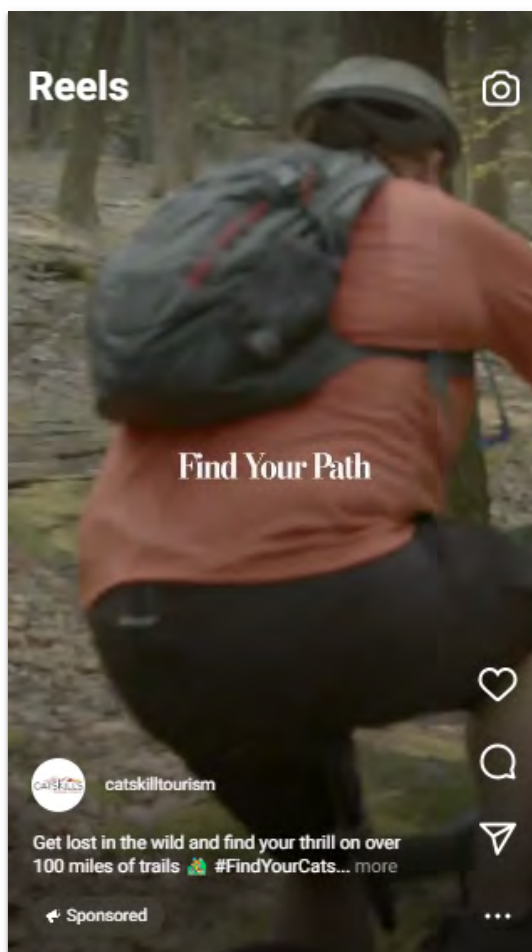
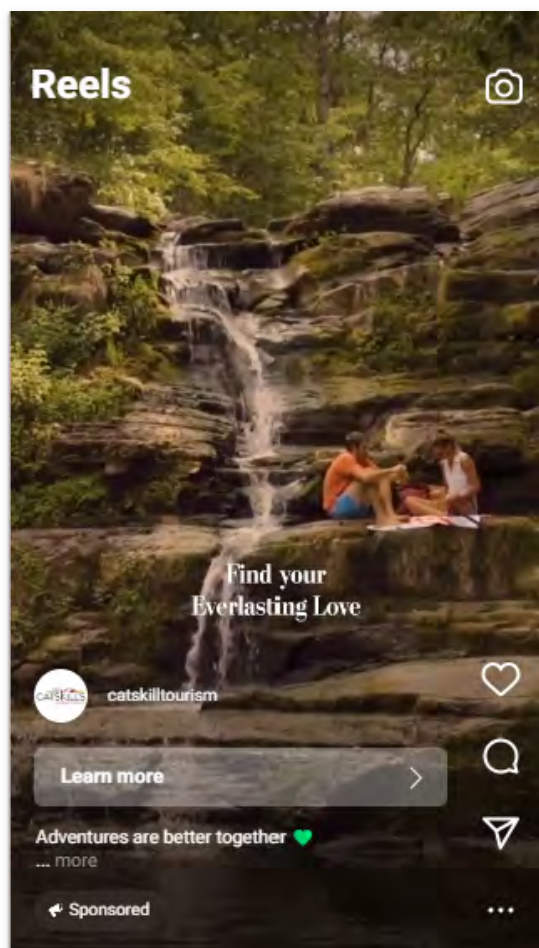
Impressions
5,284,454

Clicks (All)
75,123

CTR (All)
1.42%

Post Engagement
2,351,473

Top Ads





Paid Media - Paid Social Reels Campaigns

Campaign Name	Impressions	Clicks (All)	CTR (All)	Post Engagement ▾
MED-0652 Greene - Summer (Boosted Reel) 2024	616,663	6,791	1.10%	345,030
MED-0652 Greene - Mountain Biking (Boosted Reel) 2024	413,033	1,762	0.43%	184,582
MED-0652 Greene - Spring (Boosted Reel) 2024	316,724	836	0.26%	166,758
MED-0652 Greene - Motorcycling (Boosted Reel) 2024	327,189	2,550	0.78%	159,019
MED-0652 Greene - Mahayana Temple (Boosted Reel) 2024	281,726	3,206	1.14%	157,524
MED-0652 Greene - Winter Clove (Boosted Reel) 2024	334,345	6,628	1.98%	134,367
MED-0652 Greene - Winter (Boosted Reel) 2024	239,460	3,641	1.52%	115,240
MED-0652 Greene - Tannersville (Boosted Reel) 2024	217,681	3,388	1.56%	101,662
MED-0652 Greene - Grey Fox (Boosted Reel) 2024	167,159	3,725	2.23%	90,421
MED-0652 Greene - Things We Love About Summer (Boosted Reel) 2024	216,538	1,497	0.69%	89,151
MED-0652 Greene - Fall (Boosted Reel) 2024	386,344	20,470	5.30%	88,632
MED-0652 Greene - Glens Falls House (Boosted Reel) 2024	217,912	2,194	1.01%	87,396
MED-0652 Greene - Coxsackie (Boosted Reel) 2024 - Copy	143,392	1,279	0.89%	75,456
MED-0652 Greene - Windham (Boosted Reel) 2024	169,958	1,339	0.79%	74,755
MED-0652 Greene - Downhill Skiing Winter Fun (Boosted Reel) 2024	136,354	905	0.66%	70,996
MED-0652 Greene - Athens (Boosted Reel) 2024	168,426	1,610	0.96%	68,405
MED-0652 Greene - Round Top (Boosted Reel) 2024	170,658	1,495	0.88%	67,321
MED-0652 Greene - East Durham (Boosted Reel) 2024	151,722	1,587	1.05%	58,186
MED-0652 Greene - Catskill Mountain Thunder (Boosted Reel) 2024	76,386	660	0.86%	54,962
MED-0652 Greene - Fall Bucket List (Boosted Reel) 2024	253,423	4,216	1.66%	45,762
MED-0652 Greene - East Durham Irish Festival (Boosted Reel) 2024	90,385	3,500	3.87%	39,742
MED-0652 Greene - Catskill (Boosted Reel) 2024	73,786	383	0.52%	33,147
MED-0652 Greene - Sunflower & Sangria (Boosted Reel) 2024	71,247	912	1.28%	25,735
MED-0652 Greene - Windham Autumn Affair (Boosted Reel) 2024	40,590	476	1.17%	15,152
MED-0652 Greene - Concert in the Catskills (Boosted Reel) 2024	3,353	73	2.18%	2,072



Paid Media - Paid TikTok

New this year is strategically boosting TikToks monthly based on the organic social media team's recommendations. This has proven very successful and allowed us to reach new and target audiences across the highly consumed TikTok platform.



Ad Group Name	Impressions ▾	Clicks	CTR	Likes	Comments	Paid Shares	Profile Visits	Follows
Windham Mountain Club	542,009	3,812	0.7%	2,419	29	232	552	200
Fall Video 2024	501,294	4,818	0.96%	1,798	15	67	1,354	155
Treetopia	423,611	871	0.21%	406	4	19	127	49
Experiential Stays	400,656	795	0.2%	497	2	7	123	20
Fall Bucket List	395,217	550	0.14%	638	2	3	89	25
Mountain Biking	344,667	510	0.15%	413	1	5	127	24
Downhill Skiing Winter Fun	272,882	1,730	0.63%	467	3	4	221	26
Pratt Rock	239,757	3,415	1.42%	169	2	6	2,034	28
Family Resorts	80,272	0	0%	3,065	19	65	492	1,537



Paid Media - Native Advertising

Target audiences were campaign specific with travel interests being the primary target. Native advertising has been utilized during our seasonal campaigns as well as the monthly town spotlights The overall CTR of 0.63% is 110% above the native advertising benchmark of 0.30%.

Impressions

2,584,156

Clicks

16,253

CTR

0.63%

Campaign	Impressions	Clicks ▾	CTR
MED-0652 Greene County - Summer 2024 Native	587,857	3,472	0.59%
MED-0652 Greene County - Fall 2024 Native	387,181	3,345	0.86%
MED-0652 Greene County - Prattsville 2024 Native	144,199	1,693	1.17%
MED-0652 Greene County - Winter 2024 Native	260,762	1,034	0.40%
MED-0652 Greene County - Athens 2024 Native	147,408	915	0.62%
MED-0652 Greene County - Tannersville 2024 Native	158,285	907	0.57%
MED-0652 Greene County - Spring 2024 Native	173,442	906	0.52%
MED-0652 Greene County - Coxsackie 2024 Native	146,561	870	0.59%
MED-0652 Greene County - Round Top 2024 Native	145,865	859	0.59%
MED-0652 Greene County - Windham 2024 Native	146,336	807	0.55%
MED-0652 Greene County - East Durham 2024 Native	138,830	728	0.52%
MED-0652 Greene County - Catskill 2024 Native	147,430	717	0.49%



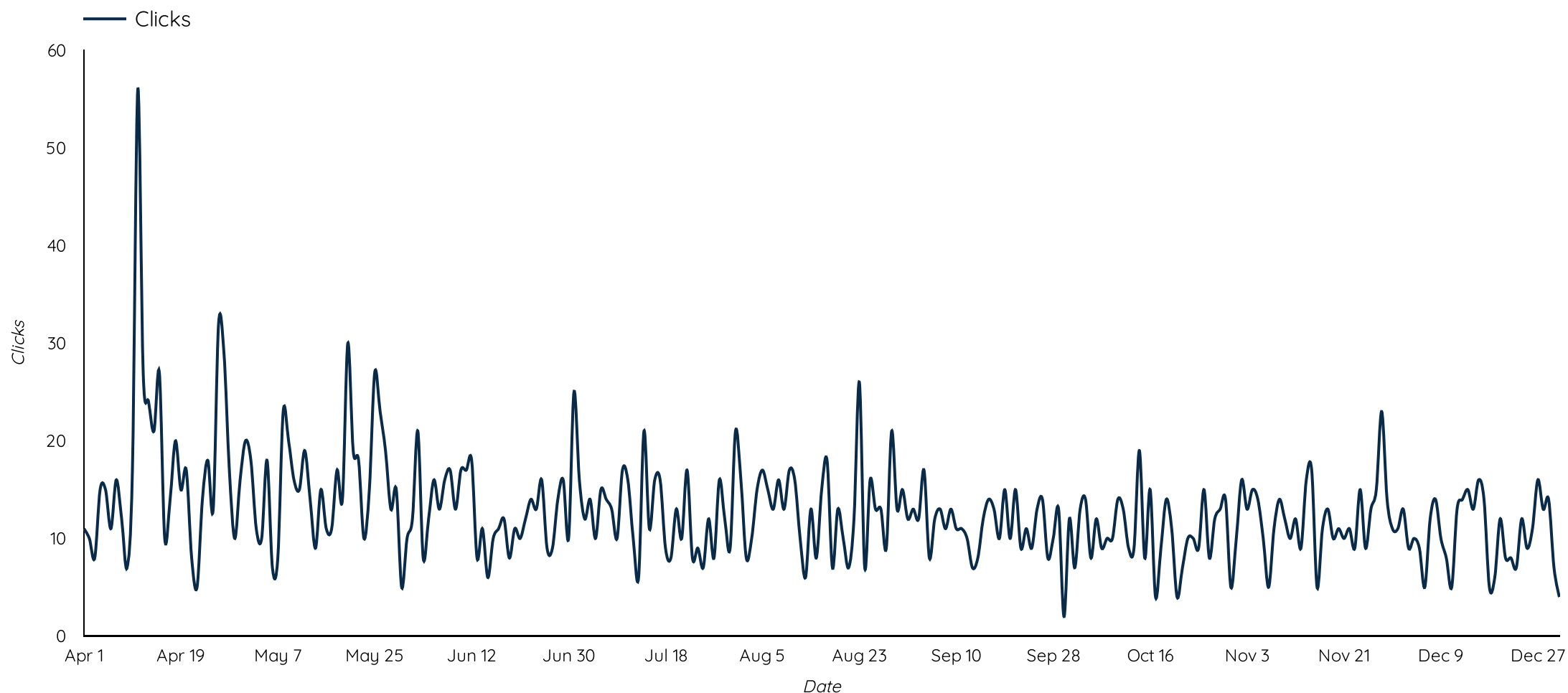
Paid Media - Retargeting

The retargeting campaign audience includes previous website visitors as well as users who have completed a video, Connected TV, or audio advertisement. During this reporting period, we have seen a CTR that is 87% above the benchmark of 0.15%. The retargeting ads are banner ads were updated seasonally.

Impressions
1,279,108

Clicks
3,534

CTR
0.28%



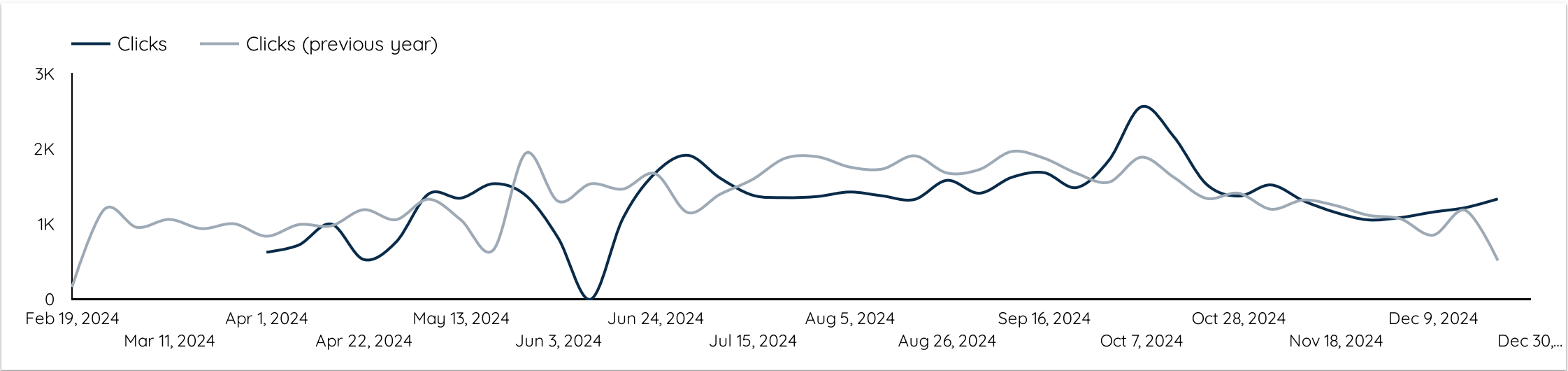


Paid Media - Paid Search

Target audiences were audiences searching for keywords and search queries related to our various campaigns and ad groups. Geographical targets included the northeastern states. Overall, the Google Ads campaign held a CTR of 11.46% which is 145% above average. The top performing campaigns were Outdoor and Attractions with the highest number of clicks. The Lodging campaign received the highest number of conversions. All campaigns performed well above the Google Ads Travel & Hospitality benchmark CTR (4.68%) and below the Google Ads Travel & Hospitality benchmark CPC (\$1.53).

Impressions	Clicks	CTR	CPC	Conversions	Conv. rate
451,797	51,783	11.46%	\$0.58	3,906.73	7.5%
↓ -17.6%	↓ -14.5%	↑ 3.7%	↑ 14.6%	↑ 45.9%	↑ 70.7%

	Campaign	Impressions	Clicks ▾	CTR	CPC	Conversions
1.	outdoor	149,984	17,318	11.55%	\$0.58	587.16
2.	attractions	98,128	12,743	12.99%	\$0.56	326.8
3.	lodging	71,356	8,898	12.47%	\$0.71	2,279.4
4.	events	72,469	6,438	8.88%	\$0.34	248.49
5.	general	41,876	4,627	11.05%	\$0.62	459.36
6.	weddings	17,984	1,759	9.78%	\$0.83	5.52





Paid Media - Direct Placements

Chronogram - During this reporting period, we delivered two Eat. Play. Stay. Newsletter sponsorships. All placements focused on upcoming events in Greene County.

- 5/10 E.P.S. Newsletter (East Durham Irish Festival & Concert in the Catskills) - delivered to 34,512 recipients resulting in 88 clicks (CTR of 0.61%)
- 6/20 E.P.S. Newsletter (Grey Fox & Greene County Youth Fair) - delivered to 34,222 recipients resulting in 92 clicks on ads (CTR of 0.64%)
- 7/20 E.P.S. Newsletter (Farmers' Markets & Music in the Park) - delivered to 31,636 recipients resulting in 72 clicks (CTR of 0.57%)
- 8/15 E.P.S. Newsletter (Sunflower & Sangria and Catskill Mountain Thunder) - delivered to 33,414 recipients resulting in 142 clicks on ads (CTR of 1.02%)
- 9/7 E.P.S. Newsletter (Windham Autumn Affair & Catskills Comedy Festival) - delivered to 30,943 recipients resulting in 173 clicks on ads (CTR of 1.21%)

Discover Upstate NY - During this reporting period, we ran two banner ads in featured positions on the discoverupstateny.com website.

- Impressions: 1,268,836
- Engagements: 5,301

NJ Advance Media - We received placements for Display and Social ads on nj.com and their social media channels from June 20 to July 23.

- Display: 214,998 impressions, 253 clicks, CTR of 0.12%
- Social: 138,682 impressions, 5,882 clicks, CTR of 4.24%

Hudson Valley Magazine - During this reporting period, we had a variety of banner ads and two e-newsletter ads.

- The logo was also placed on every page of the website and on all eNewsletters in May resulting in 975,377 impressions, 1,228 hovers (hover rate of 0.13%), and 64 clicks (CTR of 0.01%)
- Banner ads received 124,501 impressions, 11,911 hovers (hover rate of 9.6%), and 224 clicks (CTR of 0.18%).
- 5/15 eNewsletter (East Durham Irish Festival) had 26,093 unique opens and received 64 ad clicks (CTR of 0.08%)
- 6/4 eNewsletter (Concert in the Catskills) had 28,323 unique opens and received 31 ad clicks (CTR of 0.05%)
- 7/9 eNewsletter (Grey Fox) had 21,893 unique opens and received 36 ad clicks (CTR of 0.16%)
- 8/7 eNewsletter (Sunflower & Sangria) had 20,394 unique opens and received 27 ad clicks (CTR of 0.13%)
- 9/23 eNewsletter (Windham Autumn Affair) had 21,677 unique opens and received 26 ad clicks (CTR of 0.12%)

NY By Rail - During this reporting period we had one E-Newsletter sponsorship as well as a blog written by a travel writer who visited the county.

- 5/30 E-Newsletter Sponsorship - sent to 10,982 people with 3,971 opens (open rate of 36.2%), and 35 clicks (CTR of 0.88%).
- May blog - Received 22,980 page views
- 9/19 E-Newsletter Sponsorship - sent to 12,217 people with 4,625 opens (open rate of 37.9%), and 39 clicks (CTR of 0.84%).
- October blog - Received 381 page views

W

Paid Media - Print

Listed below are the print ad buys from 2024. We have placed print ads for RoadRUNNER (spring & fall), Hudson Valley Magazine (May & September), Hudson Valley Wine, NY Family +7 more Families, Chronogram (June), and Jersey's Best Magazine. Pictured below are examples of some print ad designs we have used during this reporting period, all aligned with the It Happens Here campaign.



It happens here. Adventure. Anytime. Every Time.

Whether you prefer your drinks dry, sweet, citrusy, or sour, there's a robust craft beverage scene for you here in the Great Northern Catskills. **#FindYourCatskills**

GREAT NORTHERN CATSKILLS
GREENE COUNTY
GreatNorthernCatskills.com




It happens here. Adventure. Anytime. Every Time.

Whether it's bonding over thrilling adventure, sharing laughs around the campfire, or singing along at lively events, make this summer a time to treasure forever. Come discover why the Great Northern Catskills is the ultimate family destination. **#FindYourCatskills**

GREAT NORTHERN CATSKILLS
GREENE COUNTY
GreatNorthernCatskills.com




It happens here. Adventure. Anytime. Every Time.

Vibrant foliage, crisp mountain air, endless adventures. When autumn weaves its magical way through the North East, the best place to be is here in the Great Northern Catskills. **#FindYourCatskills**

GREAT NORTHERN CATSKILLS
GREENE COUNTY
GreatNorthernCatskills.com




It happens here.

150 Years Gleaming

Illuminate your sense of wonder! The Hudson-Athens Lighthouse - one of only seven remaining on the Hudson - is commemorating its 150th anniversary with year-round celebrations. **#FindYourCatskills**

GREAT NORTHERN CATSKILLS
GREENE COUNTY
GreatNorthernCatskills.com




It happens here. Adventure. Anytime. Every Time.

Groove at lively festivals, stroll through charming downtown markets, conquer majestic mountain peaks, or uncover hidden away swimming holes. It's no secret that the Great Northern Catskills are a summer destination like none other. Come see why we've been the epicenter of warm-weather fun for over a century. **#FindYourCatskills**

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GreatNorthernCatskills.com





Paid Media - On-Site Engagements

Once clicking on an ad and entering the website, we want to make sure our paid media audiences have strong on-site performance and overall website engagement. Overall we see a slight growth in sessions and users. Engagement rate and average session duration decreased, but are still very strong in general.

Sessions

293,011

📈 8.3%

Total users

259,249

📈 11.2%

Engagement rate

34.0%

📉 -11.5%

Average session duration

00:01:10

📉 -12.7%

	Session source / medium	Session manual ad content	Sessions ▾	Total users	Engagement rate	Average session duration
1.	meta / social-paid	newsfeed	175,680	153,370	29.11%	00:00:47
2.	google / cpc	(not set)	51,644	43,356	71.56%	00:03:10
3.	meta / social-paid	reel	28,062	26,927	25.43%	00:00:44
4.	stackadapt / paid-media	native	15,025	13,111	14.78%	00:00:40
5.	tiktok / social-paid	reel	9,041	8,973	19.09%	00:00:16
6.	stackadapt / paid-media	retargeting	3,486	3,186	12.74%	00:00:25
7.	nyps / paid-media	email	2,618	2,565	30.06%	00:01:01
8.	tiktok / social-paid	newsfeed	2,074	2,063	2.89%	00:00:04
9.	springfield-republican / paid-media	email	1,354	1,341	89.44%	00:00:58
10.	springfield-republican / paid-media	display	1,264	1,194	14.79%	00:00:24
11.	facebook / social-paid	newsfeed	382	310	20.42%	00:00:47
12.	meta / paid-media	reel	359	357	6.41%	00:00:05
13.	hudson-valley-mag / paid-media	display	341	330	14.66%	00:00:29
14.	duny / paid-media	display	278	247	51.44%	00:02:38

W QR Code Analytics

During this reporting period, we implemented QR Code tracking on all print ads and collateral. Overall, we see the most sessions come from the Travel Guide. For print ads, NY Family had the highest number of sessions. The highest engagement rates came from the CONY and brochures. The highest average session durations came from the Springfield Republican and CONY.



	Session source / medium	Sessions ▾	Total users	Engagement rate	Average session duration
1.	travel-guide / qr-code	250	189	50.8%	00:02:57
2.	map-brochure / qr-code	132	83	48.48%	00:02:03
3.	roadrunner / qr-code	104	68	50.96%	00:02:42
4.	brochure / qr-code	91	68	52.75%	00:02:24
5.	ny-family / qr-code	59	35	37.29%	00:01:44
6.	cony / qr-code	58	51	67.24%	00:03:52
7.	nyps / qr-code	42	35	45.24%	00:02:34
8.	hudson-valley-mag / qr-code	39	32	23.08%	00:01:54
9.	nybyrail / qr-code	31	23	35.48%	00:01:42
10.	springfield-republican / qr-code	24	19	54.17%	00:04:56
11.	njadvancemedia / qr-code	13	9	46.15%	00:00:49
12.	prime-magazine / qr-code	6	4	16.67%	00:02:08
13.	grey-fox-program / qr-code	5	4	20%	00:02:40



Next Steps & Recommendations

Search

1. Ongoing Technical SEO for Site Speed and Search Results layout improvements.
2. Optimize for content based on updated keyword research and travel content trends. Support content team for seasonal and other site updates.
3. Further grow external links through our PR placements but also by fostering local and regional relationships "getting the link."

Public Relations

1. Continue to work in step with Greene County to be responsive and creative in responding to pitch asks and reporter inquiries
2. Review and flesh out upcoming months PR pitches based on knowledge of anything new in the county, upcoming events, and trends in media interest.
3. Utilize information being collected from media monitoring to instruct content priorities and strategy.

Email Marketing

1. Share newsletter sign up on organic social to encourage Great Northern Catskills fandom.
2. A/B test send times to engage more with mobile email users.
3. Lean into creating content that's more graphically focused.
4. Exclusive offers and the potential for giveaways to help grow our community.



Next Steps & Recommendations

Organic Social Media

1. Become "video-first" by Autumn
2. Prepare to navigate a shifting platform landscape proactively
3. Approach each with a sense of inspiration: how does this land on someone's feed and inspire them to *Be Here*?

Paid Media

1. Develop and execute a 2025 media plan that supports client's goals and capitalizes on paid media trends
2. Deliver a "vertical video first" approach to paid social
3. Plan a "Weddings" campaign with appropriate tactics to best support Greene County weddings and promotional events
4. Test new tactics where relevant and appropriate

Influencer

1. Keep welcoming new types of visitors to *Be Here* through influencer evolution.
2. Collaborations with ambassador-style relationships for stronger audience trust.
3. Expand beyond Tik Tok - Leverage YouTube Shorts, Instagram Reels, and emerging platforms
4. Work more closely with our Great Northern Catskills community partners

Full Year Marketing Program Report 2024 vs 2023



GREENE COUNTY

Economic Development Corporation

BUYING GREENE • INVEST GREENE

January 2025

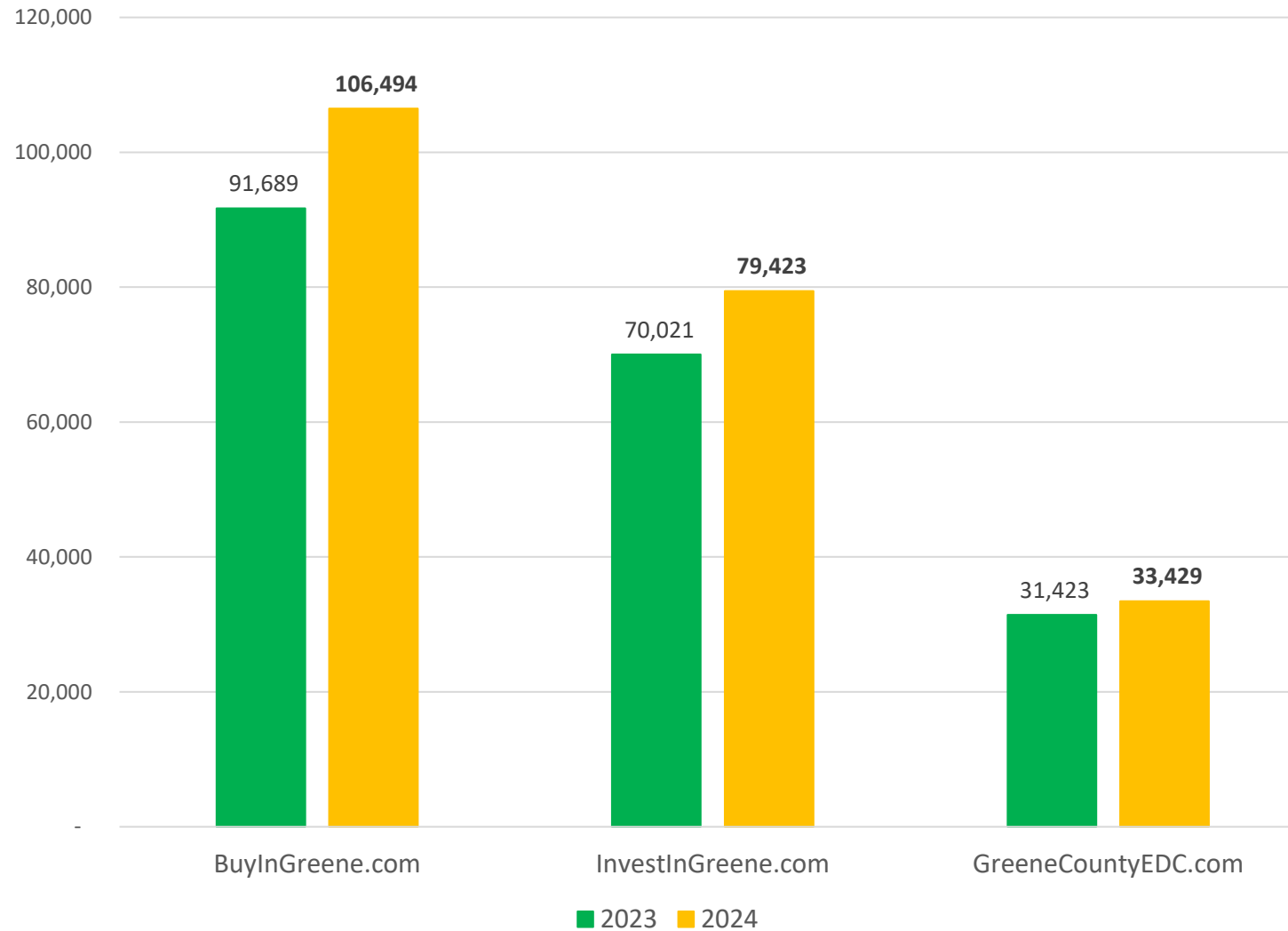
Website Visits (Traffic) EDC Sites

2024 – 219,346 Annual Visits

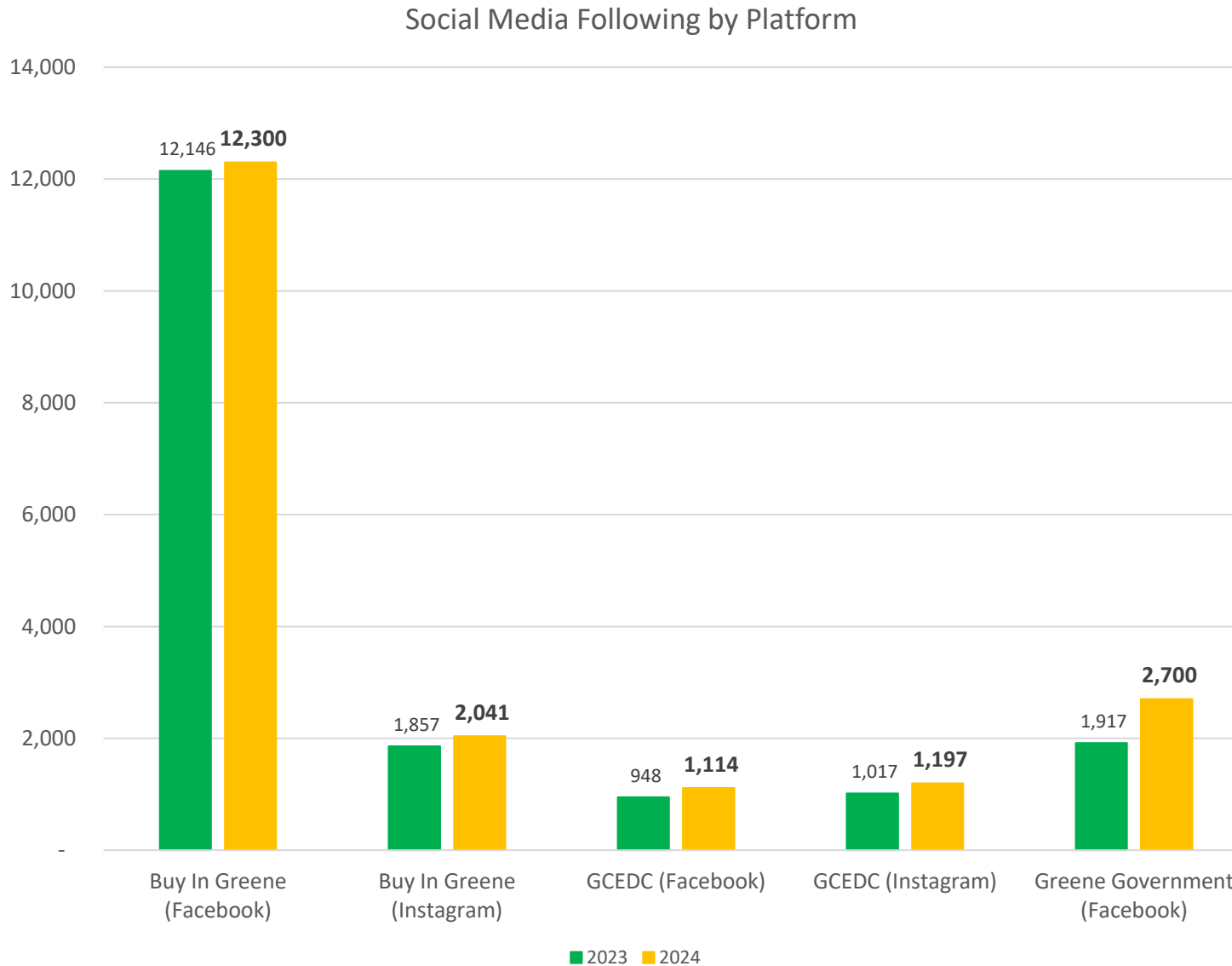
14%

2023 – 193,133 Annual Visits

Site Visits by Platform



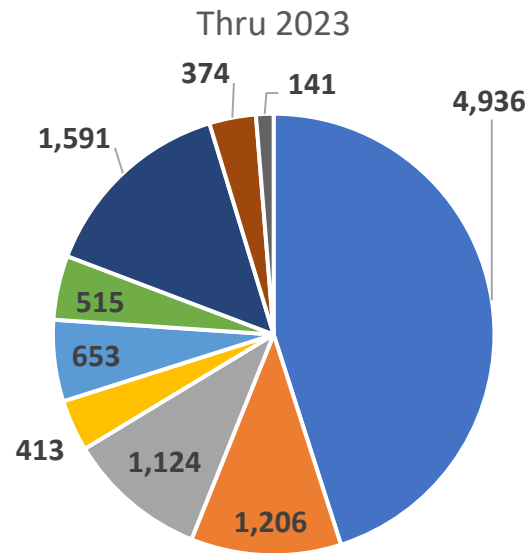
Social Media Following



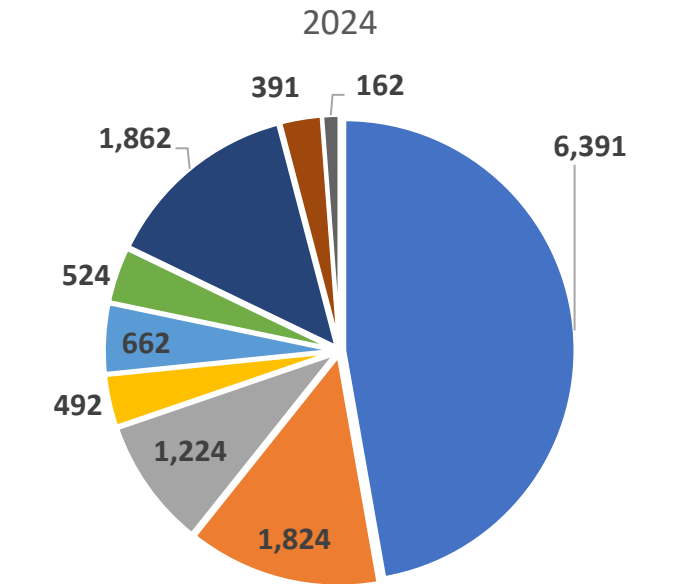
2024 – 19,352 Total Following

8%

2023 – 17,885 Total Following



- "Starting a Small Business"
- "How to Start an On-line Business in Greene County, NY"
- "Emerging Business Categories Positioned for Growth in Greene County, NY"
- "The Growing Creative Economy in Greene County, NY"
- "Starting a Microbrewery in Greene County, NY"
- "The Time is Right to Start a Micro Distillery in Greene County, NY"
- Phase 1 FREE Business Plan Template
- Phase 2 Establishing Your Business - A Guide
- Phase 3 Obtaining Funding - A How-to Guide



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eBook Download Contacts YoY

2024 – 13,532 total downloads

24%

2023 – 10,953 total downloads

Industry-wide, eNewsletter engagement is down 30% as more and more people are inundated with eMail offers from retail, travel, and service businesses and choose to unsubscribe.

Our eNewsletters to Consumers, GC Businesses and Prospective Entrepreneurs were down an average of 9% in subscribers in 2024.

Those who continued to subscribe maintained the same 'Open Rate' as we had in 2024, and 'Reads' remained steady.

POSITIVELY GREENE Subscribers Increased!

2024 – 2,501 Total Subscribers

6%

2023 – 2,358 Total Subscribers

Avg Open Rate: 49% v 49%

Total Reads up 10% YoY

eNewsletter Engagement



KathodeRay

DESIGN
IMPLEMENTATION
RESULTS

Greenville Eats Brings Tasty Takeout to Greenville, NY

October 23, 2024



After hearing raving reviews about some fried chicken at a gas station in Pittsfield, Jessie and her husband had to try it for themselves. Not long after, the couple decided to bring that tasty chicken to the Greenville community.

6%
YoY

2024 Success Stories delivered over 11,800 reads

INVEST
GREENE

Greene County Success Stories

Greenville Eats Brings Tasty Takeout to Greenville, NY

October 23, 2024



After hearing raving reviews about some fried chicken at a gas station in Pittsfield, Jessie and her husband had to try it for themselves. Not long after, the couple decided to bring that tasty chicken to the Greenville community.

KathodeRay

DESIGN
IMPLEMENTATION
RESULTS

Virtual Main Streets



	2024 Impressions
Virtual Catskill	513,996
Virtual Tannersville	647,029
Virtual Windham	293,157
Virtual Coxsackie	1,493,665
Virtual Cairo	359,017
Total:	3,306,864

Windham 

 Take a Virtual Tour of Main Street

16%
YoY

2024 Ad Impressions surpassed 3,300,000

Reels On Instagram and Facebook

Reels on Buy In Greene and GCEDC Meta Channels were viewed:

**165,307 Times
in 2024**



The 47 Reels published in 2024 delivered over 14,000 Site Visits...

15%



@bestkeptsecretsgreencountyny

Best Kept Secrets of Greene County, NY on Apple Podcasts

Best Kept Secrets of Greene County, NY on YouTube

Best Kept Secrets of Greene County, NY | Podcast on Spotify

Best Kept Secrets of Greene County, NY | iHeart

Facebook

Instagram

2024 Podcast Series

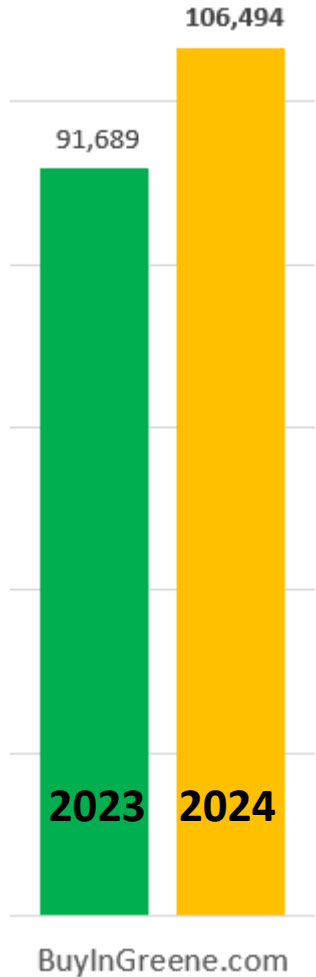
We're letting the Catskills out of the bag!

Co-hosts Thomas Boomhower and Mark Gustavson highlight the unique communities throughout Greene County, and the one-of-a-kind businesses that thrive within them.

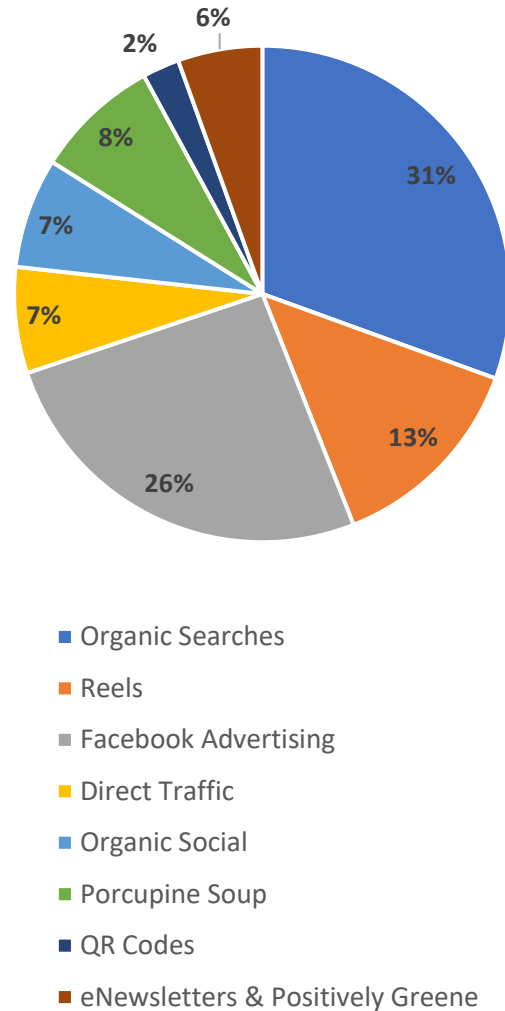
The First 10 Episodes continue to gain traction with:

- 43 YouTube subscribers
- 62 Spotify followers
- Over 1,100 listens to date (that we can track).

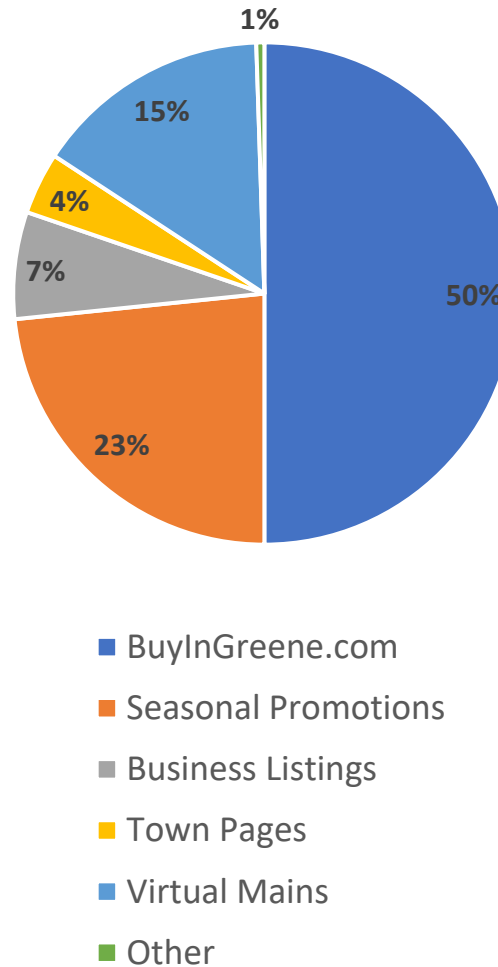
No stats available from iHeart, Google, or Apple as they only list the top 100, but we do have a 5 out of 5-star rating on Apple!



BuyInGreene.com Traffic Sources



BuyInGreene.com Destinations

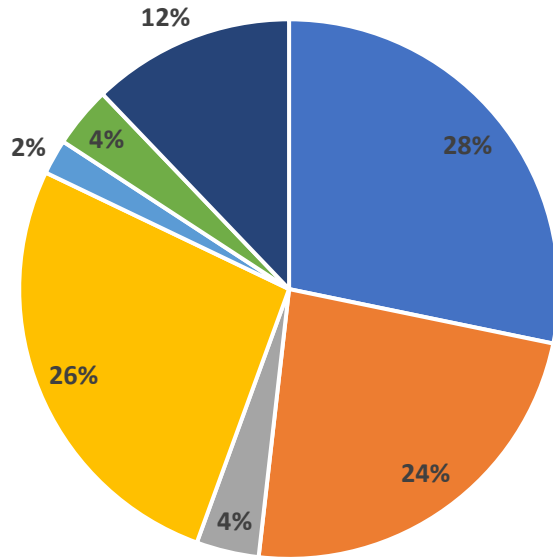


Paid On-line & Print advertising drives traffic to the **Seasonal Promotions, Town Pages, and Virtual Mains**

Paid Radio advertising during the Holiday season as well as Organic Search accounts for the major amount of traffic to the **Home Page** because listeners must search or enter BuyInGreene.com

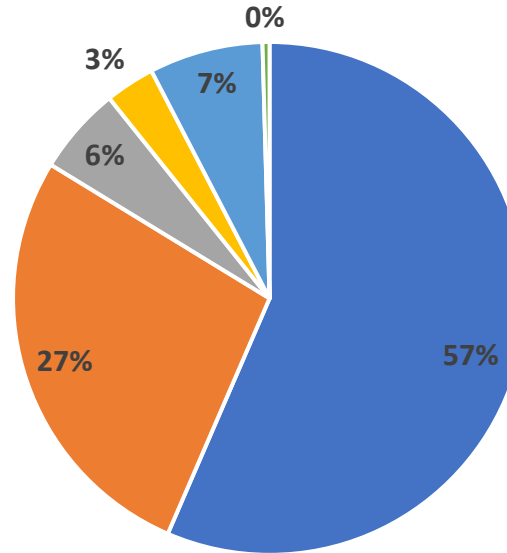
Reels, Organic Social Posts, eNewsletters and Positively Green drive viewers to **Success Stories, Podcasts , and other featured pages.**

InvestInGreene.com Traffic Sources



- Organic Searches
- Facebook Advertising
- Direct Traffic
- Organic Social
- Referrals
- QR Codes
- eNewsletters & Positively Greene

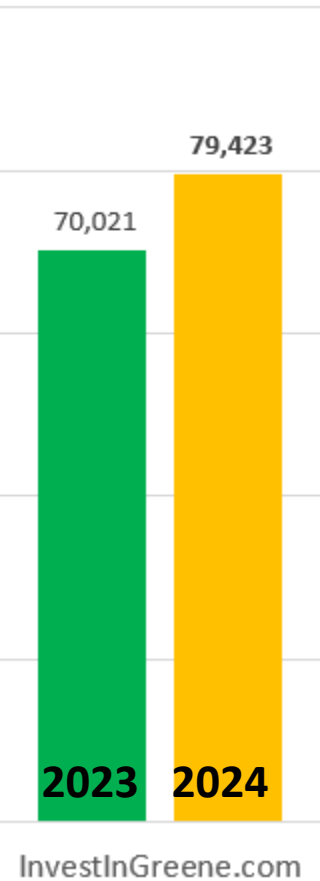
InvestInGreene.com Destinations



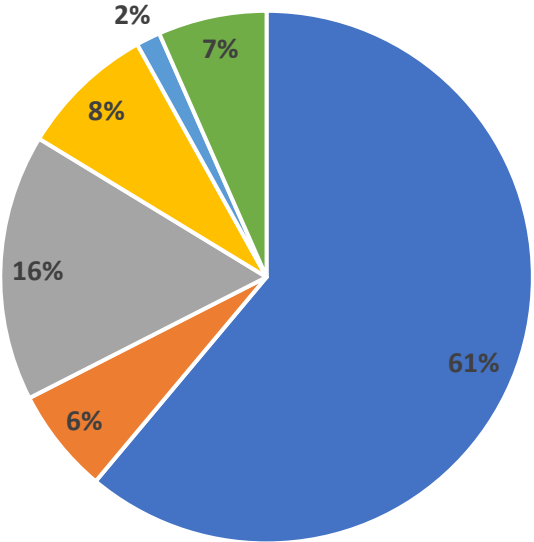
- Success Stories
- Town Pages
- Startup Support
- Community Quiz
- Podcast & Reference
- Other

Paid advertising drives traffic to the **Town Pages, Community Quiz** and specific offers

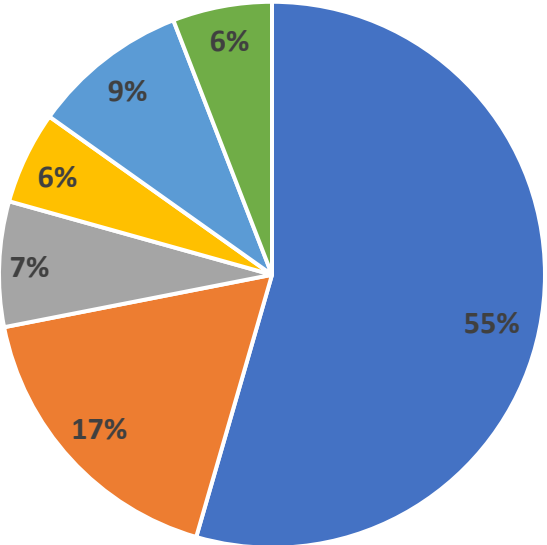
All other Traffic Sources drive viewers to **Success Stories, Startup Support, Podcast & Reference**, and other pages.



GreeneCountyEDC.com Traffic Sources



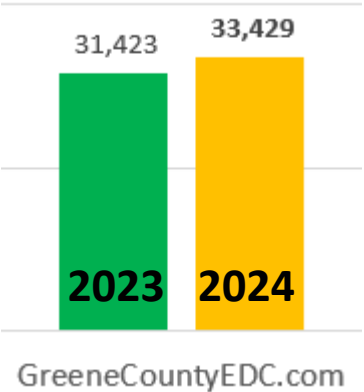
GreeneCountyEDC.com Destinations



Paid Print advertising and QR Codes drive traffic to the **Survey Pages**, and other specific offers

Organic Search accounts for the major percentage of traffic to the **EDC Home Page**.

Supporting Organic Social Posts, eNewsletters and Positively Greene make up the remainder.



- Organic Searches
- Direct Traffic
- Organic Social
- The Guide
- QR Codes
- eNewsletters & Positively Greene

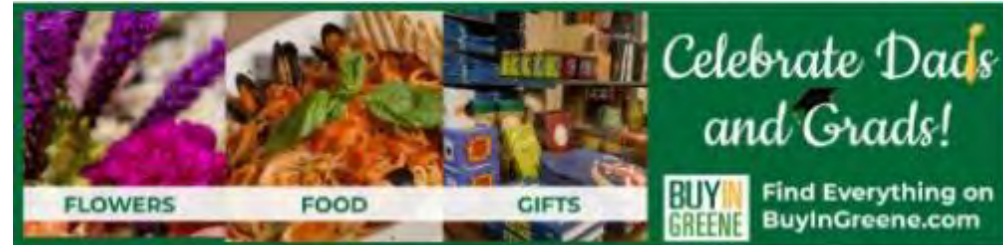
- Home Page
- Business Programs & Incentives
- Find Your Way to Home
- Survey Pages
- MULTI Grant
- Other

Seasonal Promotion Social Ads (still & video)

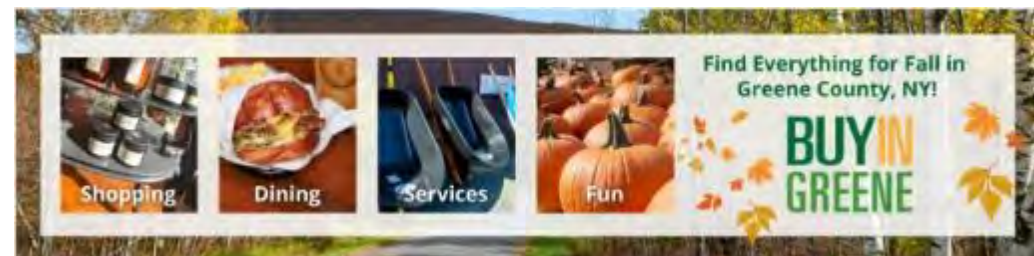


Targeted Social Media video and static ads link to landing pages that list local businesses by town and by what they provide for the season – driving over 25,000 web visits annually.





Seasonal Promotion Porcupine Soup Ads



As an exceptional source of local news coverage, advertising in Porcupine Soup reaches Greene County residents on daily basis.

In 2024, not only were a consistent presence of the BUY IN GREENE brand for county residents and delivered over 8,500 website visits.

Give a **Gift** of **Greene**



**BUY IN
GREENE**

Such a PRETTY SCENE when
you Buy in GREENE...

...be SURE to Make the Rounds!



BuyInGreene.com

Over 1,000 local businesses on **BuyInGreene.com**



Discover Great Gifts throughout our Greene County Towns & Villages. Check out our online **Holiday Shopping Guide** right from your phone for that perfect gift for that special someone.



**BUY IN
GREENE**

Search local businesses on BuyInGreene.com

Multi Media Holiday Campaign Ads



Shop-ety Shop Shop, Shop-ety Shop Shop,
Buy In GREENE this Year!

The Holiday campaign combined Radio, Video, Print, and Digital paid advertising – supported by organic posts, eNewsletters and Positively Greene.

Overall – the campaign was seen or heard over 600,000 times between November 1 and December 31 and accounted for over 30,000 website visits.

KathodeRay

DESIGN
IMPLEMENTATION
RESULTS

Do What You Do in a Place You'll Love

Living and working in our Greene County communities provides a work/life balance sought by many and achieved by few.



30 Minutes to Albany
3 Hours to Boston
2 Hours to New York City

Live and Work in One of Our 14 Catskill Mountain, Rural Valley, or Historic Hudson River Towns

Affordable

- Our county property tax rate is one of the lowest in Upstate New York, at \$4.55 per \$1,000 of assessed value, and over 30% lower than communities just across the Hudson River.
- The median price of a single-family home is \$193,000, and commercial property rents are some of the lowest in the region.
- Living expenses for a family of four are significantly less than Downstate, NY Metro, and Long Island.

Beautiful

- Tens of thousands of returning visitors travel here every month to experience our natural splendor all four seasons of the year.
- Our charming villages, rural homesteads, mountain retreats, and town neighborhoods are the perfect places to relax, recharge, and revitalize.
- Thousands of acres of forests, lakes, and waterways are readily available for outdoor adventure activities.
- Cultural treasures, performances, festivals, shows, and gatherings support a vibrant Creative Economy.

Commutable

- There are 16,000 jobs in production-based businesses and service organizations located within Greene County.
- Tens of thousands more jobs in STEM fields and the Creative Economy continue to grow in the Capital Region and Hudson Valley.
- Two NYS Thruway Exits and the Rip Van Winkle Bridge provide easy access to the North, South, East & West.

For more information about living, working, and establishing your dream business in Greene County, NY – contact the Invest In Greene team at 518-719-3285 or visit greeneconomyinc.com



BUYING GREENE • INVESTING GREENE

Thirsty for a New Opportunity?

Craft Your Future in Greene County, NY

- Source 100% New York State Ingredients
- Affordable Maker-Spaces
- Thriving Craft Beverage Destinations




Turn Your Passion for Craft Beverages into a Dream Business

The Greene County Economic Development Team has the resources you need for success.

- Low Interest Loan Programs
- New Business Start-Up Training
- Site Location Assistance
- The Catskills Beverage Trail

Let us show you how our Concierge Service and Support can make your Dream Business a Reality in Greene County, NY. Call us today at 518-719-3285.



To See If You Qualify For Our Greene County Business Support Programs, Visit Our Website at InvestInGreene.com

You Can Work from Anywhere... Why Not a Place You Love?




Start Your Online Business in Greene County, NY

Living and working in Greene County, NY is not only Affordable, Beautiful, and Commutable – it's also a wonderful chance to establish an online business and bring your product or service to an unlimited customer base. People can now conduct business from virtually anywhere – using computers and/or mobile devices – and many entrepreneurs are choosing to base themselves in communities that provide them with abundant options to achieve both business success and work/life balance.

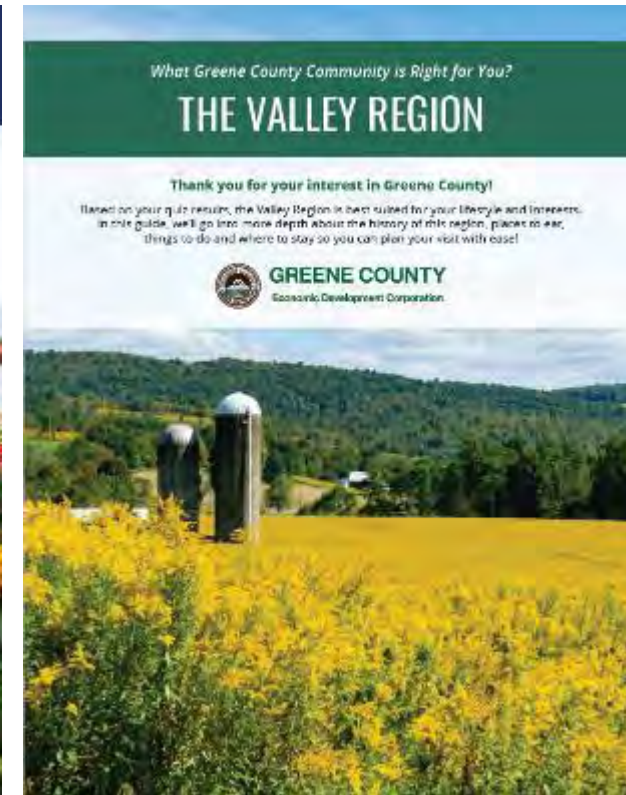
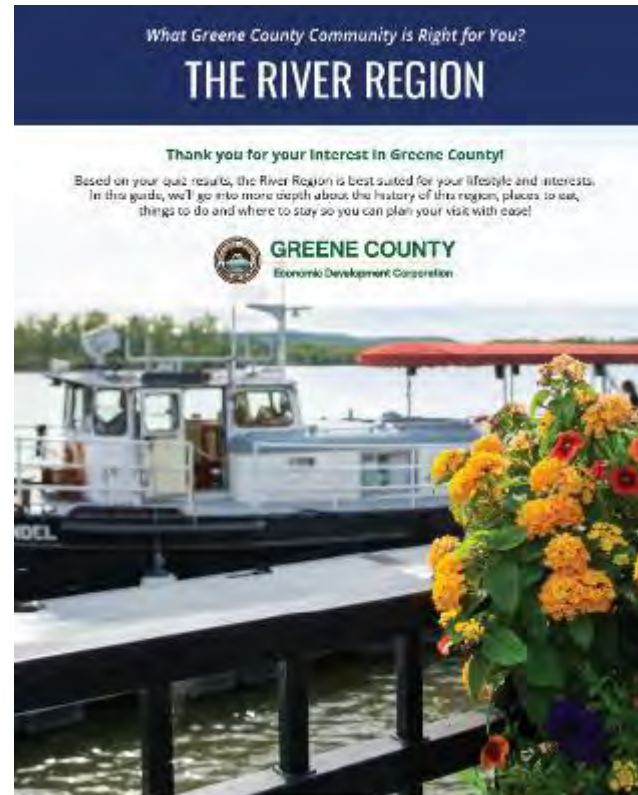
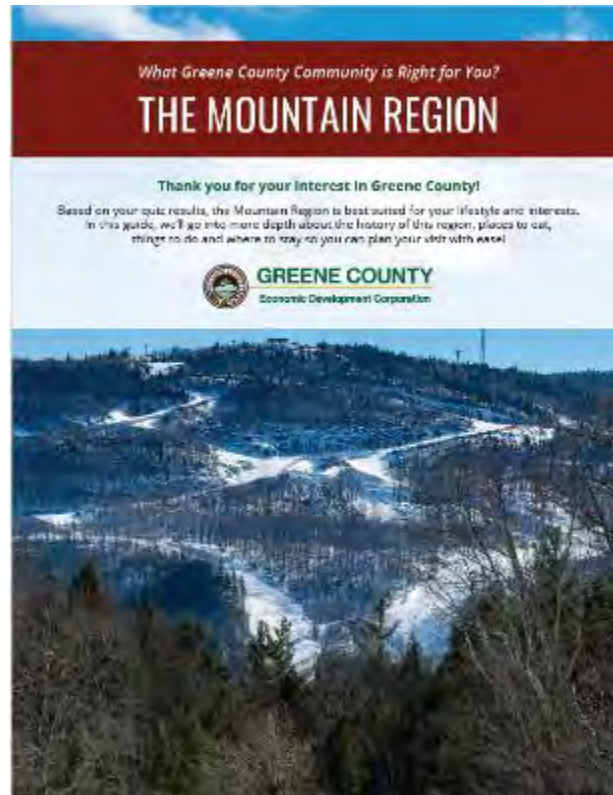
Get Started Today - Download our FREE ebook and learn:

- The new business requirements in NYS
- How to choose the right website platform
- Tips on how to make your products or services stand out online
- How to attract new customers and drive traffic to your website
- Logistics – how to handle shipping and returns
- How to formalize your business plan to obtain financing in Greene County, NY

startup.investinggreene.com/start-an-online-business



What Greene County Community is Right for You? QUIZ



Social Media quizzes that tell people about themselves by their answers to a few short questions have become extremely popular. In 2024, we produced a simple 5-question quiz to determine which of our 19 municipalities is the right fit for quiz-takers based on their responses. We currently have approximately 200 respondents in a follow-up 'nurturing' system that periodically provides them with more information. For their first 'reward' for completing the quiz, we re-purposed the great content contained in the Great Northern Catskills Travel Guide to produce three regional guides specific to quiz results.

BUILD SUCCES\$ on Main Street in Cairo, NY

Be a part of this vibrant small-business community transforming vacant storefronts into cafes, galleries, boutiques, and specialty stores. Larger businesses will find opportunities at a new industrial park currently being planned.



- Cairo** *near Cairo City*
1. A well-developed small-business community in the heart of the Three Rivers Capital Museum.
 2. Increasingly thriving major industries in manufacturing and technology, providing new and high-paying jobs to Main Street.
 3. A long partnership with the Greene County Economic Development Corporation to create the business with the greatest time return in the area.
- Life in Cairo is both relaxing and exhilarating.**
- Located in the heart of the Three Rivers Capital Museum, Cairo is a vibrant community with a rich history and a thriving future. The town is home to a variety of businesses, from small shops to large corporations, and offers a wide range of amenities and services. The town is also known for its scenic views and outdoor recreation opportunities.

VEST GREENE To find out more about starting your business in Cairo, NY, scan the QR code to the right, and start a conversation with the Invest in Greene team at the Greene County Economic Development Corporation.

BUILD SUCCES\$ on Multi-Use Sites in Cairo, NY

ECONOMIC DEVELOPMENT SPECS IN CAIRO

- Infrastructure & Access**
- Strategic location and access to major highways and transportation routes.
 - Proximity to major industries and businesses.
 - Access to major transportation routes and highways.
 - Proximity to major industries and businesses.
 - Access to major transportation routes and highways.
 - Proximity to major industries and businesses.



- Incentivizing Investment**
- Tax incentives for new businesses and investments.
 - Grants and loans for small businesses.
 - Technical assistance and training for entrepreneurs.
 - Access to capital and financing options.
 - Proximity to major industries and businesses.
 - Access to major transportation routes and highways.

- Pro-Business Climate**
- Streamlined regulatory process for business creation.
 - Access to government services and resources.
 - Proximity to major industries and businesses.
 - Access to major transportation routes and highways.
 - Proximity to major industries and businesses.
 - Access to major transportation routes and highways.

VEST GREENE To find out more about starting your business in Cairo, NY, scan the QR code to the right, and start a conversation with the Invest in Greene team at the Greene County Economic Development Corporation.

BUILD SUCCES\$ in the Village of Catskill, NY

Start your dream business in a picturesque village that is a destination for specialty retail, craft beverages, unique dining, and more.



VEST GREENE To find out more about starting your business in the Village of Catskill, NY, scan the QR code to the right, and start a conversation with the Invest in Greene team at the Greene County Economic Development Corporation.

BUILD SUCCES\$ in the Town of Catskill, NY

ECONOMIC DEVELOPMENT SPECS IN CATSKILL

- Community Assets and Infrastructure**
- Strategic location and access to major highways and transportation routes.
 - Proximity to major industries and businesses.
 - Access to major transportation routes and highways.
 - Proximity to major industries and businesses.
 - Access to major transportation routes and highways.
 - Proximity to major industries and businesses.

- Incentivizing Investment**
- Tax incentives for new businesses and investments.
 - Grants and loans for small businesses.
 - Technical assistance and training for entrepreneurs.
 - Access to capital and financing options.
 - Proximity to major industries and businesses.
 - Access to major transportation routes and highways.

- Pro-Business Climate**
- Streamlined regulatory process for business creation.
 - Access to government services and resources.
 - Proximity to major industries and businesses.
 - Access to major transportation routes and highways.
 - Proximity to major industries and businesses.
 - Access to major transportation routes and highways.

VEST GREENE To find out more about starting your business in the Town of Catskill, NY, scan the QR code to the right, and start a conversation with the Invest in Greene team at the Greene County Economic Development Corporation.

BUILD SUCCES\$ in Greenville, NY

Start your dream business and be a part of this vibrant and historic small-business community with easy access to New York's Capital District and scenic views of the Catskill Mountains.



VEST GREENE To find out more about starting your business in Greenville, NY, scan the QR code to the right, and start a conversation with the Invest in Greene team at the Greene County Economic Development Corporation.

BUILD SUCCES\$ on Available Sites in Greenville, NY

LIVE AND THRIVE IN OUR COMMUNITY

- Community Assets and Infrastructure**
- Strategic location and access to major highways and transportation routes.
 - Proximity to major industries and businesses.
 - Access to major transportation routes and highways.
 - Proximity to major industries and businesses.
 - Access to major transportation routes and highways.
 - Proximity to major industries and businesses.

- Incentivizing Investment**
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 - Access to major transportation routes and highways.

VEST GREENE To find out more about starting your business in Greenville, NY, scan the QR code to the right, and start a conversation with the Invest in Greene team at the Greene County Economic Development Corporation.

Attracting Businesses to Specific Communities

Beginning in the Summer of 2023, our “Build Success in...” program features a Sell Sheet Flyer citing the character and advantages of specific municipalities, with a QR code leading to more information.

BUILD SUCCES\$ in the Town of Hunter, NY

Known as “The Painted Village in the Sky,” Tannersville is mid-way between the scenic Catskill Falls and the majestic Hunter Mountain.



Living and working in Tannersville is rewarding and engaging.

1. A beautiful mountain village with an engaging town center.
2. A work-life balance with scenic views and outdoor recreation.
3. A long partnership with the Greene County Economic Development Corporation to create the business with the greatest time return in the area.

VEST GREENE To find out more about starting your business in Tannersville, NY, scan the QR code to the right, and start a conversation with the Invest in Greene team at the Greene County Economic Development Corporation.

BUILD SUCCES\$ in the Town of Hunter, NY

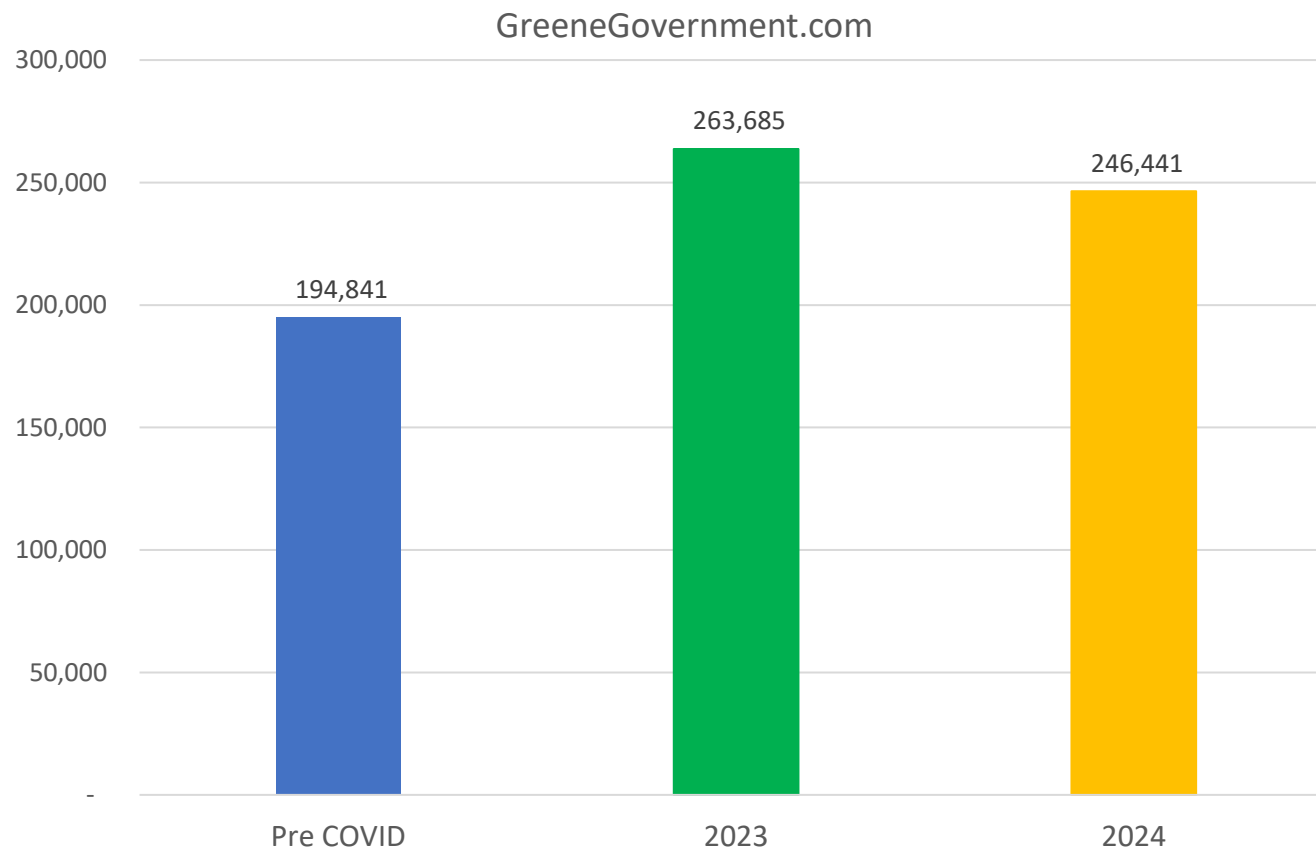
The Village of Hunter is situated along the Schoharie Creek at the foot of Hunter Mountain (a part of the Catskill Mountains).



Hunter is burgeoning with opportunity.

1. A beautiful mountain village with an engaging town center.
2. A work-life balance with scenic views and outdoor recreation.
3. A long partnership with the Greene County Economic Development Corporation to create the business with the greatest time return in the area.

VEST GREENE To find out more about starting your business in Hunter, NY, scan the QR code to the right, and start a conversation with the Invest in Greene team at the Greene County Economic Development Corporation.



Up 26.5% over Pre COVID

2024 – 246,441 Total Visits

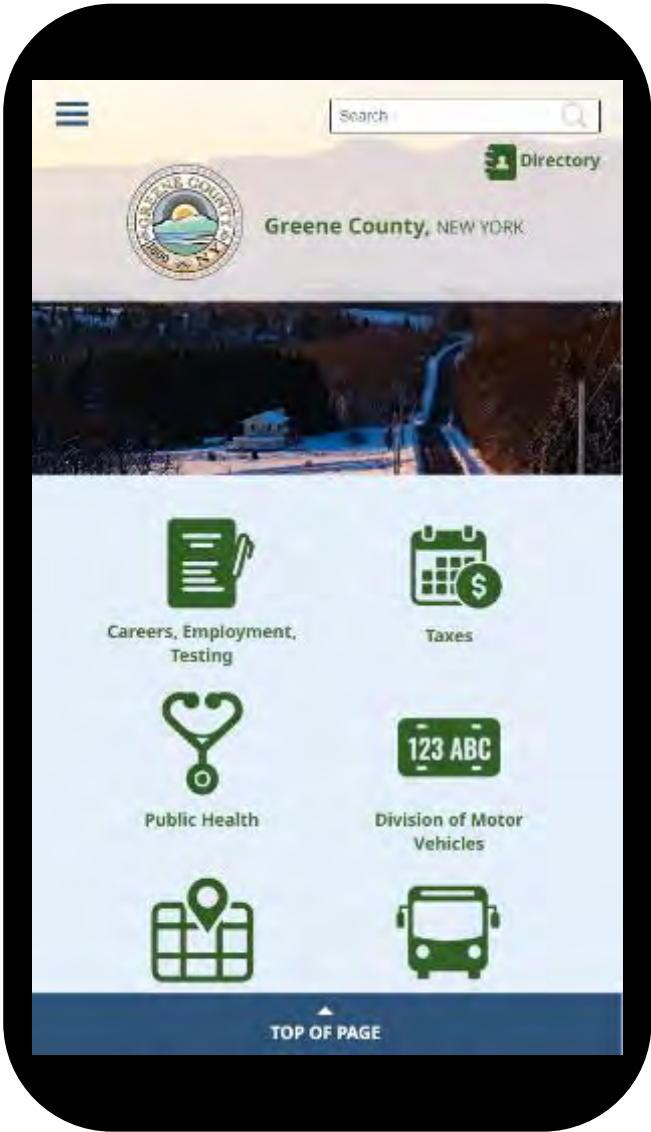
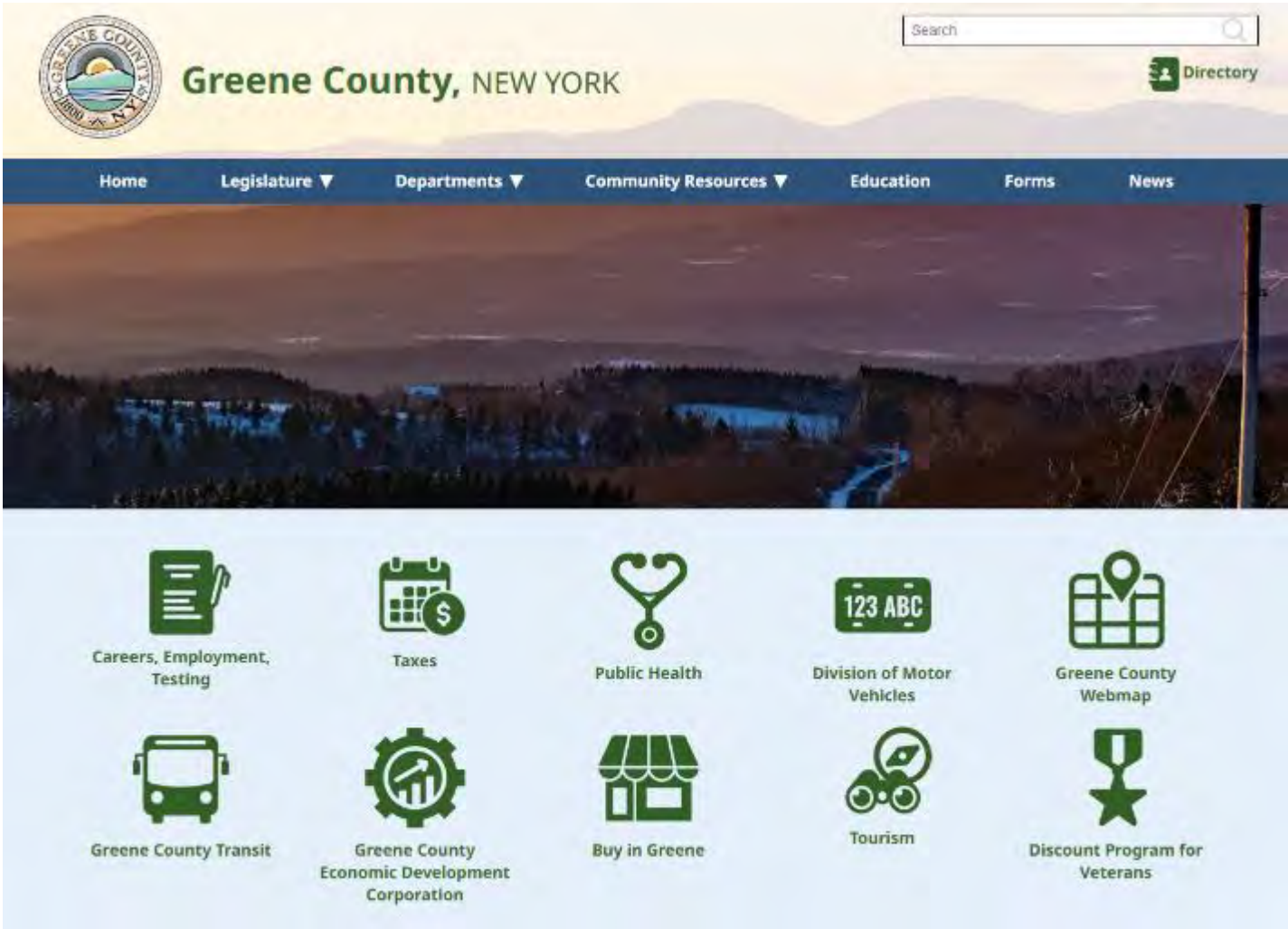


2023 – 263,685 Total Visits

Access to official information almost doubled the previous year’s website traffic in the 12 months following the start of the COVID pandemic. Since the end of pandemic restrictions, traffic has steadily decreased, but still remains 26.5 % higher than 2019.

The current Greene Government website was launched in 2016 when 80% of users accessed websites from a full-size computer screen. In 2024, 85% of users access websites from a smartphone. A comprehensive review is under development and is anticipated to go live in 2025.

Greene Government Mobile Friendly Website Redesign



Icons Link immediately to the Most Sought-after Information

Positively Greene

COUNTY-WIDE UPDATE



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

Special Edition: 2024 A Year-In-Review

January 2025

Legislative Actions

The Greene County Legislature strongly advocates local priorities, while continuing to work closely with our elected federal and state lawmakers to bring resources and support to our businesses and communities. In 2024, significant successes included:

- [GC Legislature tells NYS to stop underfunding our Community College.](#)
- [US Congressman Molinaro secures federal funding for infrastructure in Leeds, NY.](#)
- [NYS Senator Hinchey creates Short-Term Housing law to protect local revenue.](#)
- [GC Legislature approves Durham Public Health and Economic Development Study](#)
- [\\$1 Million NYS Grant for Improvements at Leeds Hose Company #1](#)



New Business Growth/Projects

2024 witnessed the expansion of existing businesses within Greene County, as well as the establishment of new ones. Sales tax revenue exceed expectations for the 12th straight year, and economic development funding continued to provide needed capital to help our communities thrive.

MULTI Grant Awards Help Businesses Expand

As part the GC Microenterprise Assistance Program, awards were provided in reimbursement grants for up to \$25,000. Legislators, community & business leaders celebrated the recipients and their impact on our economy during official presentations. The following Greene County Business met the criteria for the program and received awards:

- [The Pro Ski & Ride in Hunter](#)
- [Log Cabin Café & General Store in Round Top](#)
- [Johnk Family Farm in Greenville](#)
- [Via Ravioli in Coxsackie](#)
- [Subversive Malting + Brewing in Catskill](#)
- [Stirred Water Herbs in Durham](#)
- [Storybrook Hollow in Cairo](#)
- [Catskill Bicycle Supply Company](#)
- [Red Star Cafe & Bakery](#)
- Hudson Valley Crusaders
- South Cairo Wine & Liquor Store
- Blackbear Lodge

Small Businesses Expand in Coxsackie & Cairo

Community leaders and well wishers attended the opening of the [Cairo location of The Juice Branch](#). Starting in Catskill, this popular healthy living destination has a new presence in the Cairo! In West Coxsackie, patrons eagerly welcomed the expansion of [Simone's Kitchen](#) on 9W after a long closure for renovations.



Former Save-A-Lot Distribution Center Sold for \$20.5 Million

The 333,386-square-foot building at 1 Van Bergen Lane in West Coxsackie was purchased by Winstanley Enterprises LLC of Concord, Massachusetts, one of the largest regional owners and operators of commercial real estate in the Northeast. It will be upgraded and rebranded to attract industrial tenants that want access to the Thruway and Hudson Valley region. [Read the full story](#)

GC Communities Receive Restore NY Funding

Under this NYS program, the Town of Lexington will receive \$1 million for the rehabilitation of seven vacant and dilapidated commercial structures in the Town's primary business district. The Lexington Hotel, Barn and

Old Post Office properties will be rehabilitated as a hotel and new events center and commercial space designed to accommodate tourism. The Village of Catskill will receive \$550,000 for the redevelopment of the historic Community Theatre into a new Film and Live Performance venue. The re-opening of this long-time community asset is eagerly awaited!

Indicators/Statistics

Key economic indicators in the areas of access to capital, workforce and housing development and infrastructure continue to make Greene County communities some of the best places in New York to live, work, start a business and raise a family.

Moody's Upgrades GC Bond Rating for the Second Time in 5 Years

On November 27th, Moody's Investors Service upgraded Greene County's bond rating to Aa1 (second only from its top rating of AAA), an improvement over the previous rating of Aa2, reaffirming the county's strong financial management as evidenced by consistently sound reserves, conservative budget management and a formal policy to maintain reserves. [Read the News Release](#)

NYS DEC Smart Growth Grants to Greene County

Greene County Communities and organizations within the Catskill Park were awarded over \$678,000 in grant funding for Smart Growth initiatives. These capital projects and

community development initiatives will support economic development, tourism, and recreational opportunities. The towns of Hunter and Prattsville were each awarded \$125,000, while the Village of Tannersville was awarded \$172,500 for various projects.

New York New Jersey Trail Conference received \$73,443, and the Mountain Top Arboretum received \$35,000.

Workforce/Senior Housing Report Addendum

Last June, Greene County focused on a Workforce Housing Assessment and decided to include an addendum that analyzed the existing age-restricted housing inventory versus the growing senior population over the next decade. [Read the addendum](#)



Messaging & Communications

Greene County continues to promote and celebrate successes and initiatives within our communities through a robust system of news releases, social media posts, and electronic newsletters to subscribers. Below are some notable examples of well received communications.

Seven Coxsackie Projects Receive \$4.5 Million in NY Forward Funding

In the fall of 2023, the Village of Coxsackie was awarded a \$4.5 million grant from New York State through the NY Forward program to assist the Village's revitalization efforts. On May 20, 2024 New York State announced seven projects slated to receive funding. This award of NY Forward funds created significant opportunities for the revitalization of Downtown Coxsackie. [See the Project List](#)

Greene County Jail Receives NYSSA Accreditation

In April, the Greene County Legislature was proud to announce the Accreditation of the Greene County Sheriff's office Jail Division by the New York State Sheriffs

Association (NYSSA). Legislators welcomed Sheriff Peter J. Kusminsky and his team to the Frank P. Stabile, Jr. Legislative Chambers in Catskill to officially receive this honor. [Read the Full Release](#)

EPA Awards Greene County \$1.5 Million in Brownfield Assessment Funding

On May 20th, 2024, the United States Environmental Protection Agency awarded Greene County a \$1.5 million Brownfield Coalition Assessment Grant, marking the County as one of 29 awardees for this program in the Country. The grant calls for a coalition to be formed that is focused on inventorying, characterizing, and assessing potentially contaminated sites within a specific target area while also deploying preplanning and community engagement activities. [Read the EPA Announcement](#)



Community Investments

The Greene County Legislature celebrates investments in our communities that promote business, education, culture, destinations for visitors and quality of life for our residents.



Greene County Supports Youth Fair with New Building

Ground was broken in July for a new building for use by the Greene County Youth Fair at the Angelo Canna Town Park in Cairo. Plans are for a single-story steel structure measuring 40' x 80'. Greene County invests significant time and resources into the fair each year, with the ongoing goal of supporting its continued growth and success in the community. [Read the resolution by the Greene County Legislature](#)

Thomas Cole National Historic Site Unveils New Visitor Center

The Thomas Cole NHS celebrated the grand opening of its new Visitor Center with a ribbon-cutting ceremony in July. Designed by renowned architect Stephen Shadley, this standalone building is the first cultural structure of its kind. New York Lieutenant Governor Antonio Delgado joined the festivities for the official unveiling of the "Cole Center," made possible by a \$360,000 grant from Empire State Development and the generous support of countless others.

Workforce Board Opens Office in Catskill

The GCEDC joined the Greene County Chamber of Commerce, legislators Jay Lucas and Sherry True, and business & education leaders from Greene & Columbia counties to cut the ribbon at the new Workforce Development Center on Main Street in Catskill. Columbia-Greene Workforce NY bolsters the local economy by streamlining access to local, state, federal and private employment services.

New Stewart's Opens at Exit 21 East Site

The GCEDC along with Greene County Chamber of Commerce, Legislators Pat Linger, Matt Luvera, Harry Lennon, Sherry True, Jim Thorington and Jay Lucas were joined by Assemblyman Chris Tague, and notable community and business leaders at the ribbon cutting for the brand new Stewarts Shop at the Exit 21 East Site in Catskill. Future development of the Exit 21 East site will include a new hotel under the Hilton franchise. [Watch the Video](#)

Renovation Completed at Cohotate Preserve

Greene County Legislature Chairman Pat Linger welcomed leaders and students from Columbia-Greene Community College and an array of county leaders to the rededication of the newly renovated Cohotate Preserve Field Station. Senator Michele Hinchey facilitated a \$100,000 grant from NYS. Greene County Soil & Water Executive Director Joel Dubois cited that GCSW contributed \$400,000 to the project. The station is now a year-round research facility complete with climate control, plumbing, and high-speed internet. With the help of many dedicated individuals, C-GCC is now the only NYS Community College with a campus directly accessing the Hudson River.

Shoreline Restorations at the Historic Catskill Point

The Greene County Legislature voted in favor of awarding a \$1.04 million bid to make much needed improvements to the shoreline at the Historic Catskill Point. This stabilization project includes the repair, renovation and installation of shoreline structures, the wooden deck, bulkheads, and docking facilities. [Read the full story](#)

Campaigns

Greene County continues to promote our communities, businesses, and destinations with engaging campaigns through videos, social media, and promotional materials. Impactful efforts in 2024 included:

The Best Kept Secrets of Greene County, NY Podcast

In 2024, co-hosts Thomas Boomhower and Mark Gustavson produced 10 episodes that “Let the Catskills out of the Bag” through conversations with Greene County businesspeople ranging from startup entrepreneurs to well-established companies. Available wherever you get your podcasts, you can listen & subscribe at <https://greenecountyedc.com/best-kept-secrets-of-greene-county-ny/>

KRM Delivers Biannual Report

As Agency-of-Record for both the Greene County Economic Development Corporation and Greene Government, KathodeRay Media, Inc. finalized their MidYear report in July. Executive VP Mark Gustavson delivered the report on behalf of the Agency, detailing the effectiveness of the wide array of marketing efforts under the Buy In Greene and Invest Greene initiatives. Online engagement continues to grow year-over-year, due to the dynamic social media posts and videos, online quizzes, helpful eBooks on starting a business in Greene County, as well as traditional advertising created by the Agency. [Read the report](#)



“Build Success In Catskill” One-Sheet

As part of the ongoing effort to promote Greene County communities to prospective new business owners, the Village and Town of Catskill have been added to the Invest Greene Build Success campaign (Joining the Towns of Cairo & Greenville). The promotional flyer highlights the unique attributes of both the Town and Village, encourages entrepreneurs to learn more about starting their business here, and directs them to more information online. [Download the flyer](#)

2024 Holiday Buy In Greene Jingle

For the last 5 years, Jon Meredith and the students at the Greenville High School Music Technology Program have been contributing their musical talents to the production of Buy in Greene’s holiday spot. This year’s jingle is based on tune of “Frosty the Snowman” and aired on WRIP and TheCAT, with the video sing-along is running online. [View the Sing-A-Long](#)

Planning

Significant progress was made in 2024 in the areas of infrastructure, brownfields remediation and preserving farmland within the Greene County.

Coxsackie to Receive Water Infrastructure Funding

The Village of Coxsackie will receive over \$4.4 million in NYS grants and over \$1.5 million in interest-free financing for planning, design, and construction of sanitary sewer collection and stormwater system improvements to reduce sanitary sewer overflows during storm events. [Read the press release](#)

Adding Land to Our Agricultural District

From November 1 through November 30 of each year, any municipality whose territory is in Agricultural District No. 124, any State Agency or any landowner within or adjacent to the district may request an addition to the district. Agricultural District 124 Application Forms for 2024 were completed by applicants and sent to Greene County Economic Development, Tourism & Planning, by November 30. [Find out more](#)

Legislature Restructures Greene County Planning Board

In December, The Greene County Legislature authorized the restructuring of the county planning board to include only five members representing a broad cross section of interests within the county. It also authorized the Chairman of the Greene County Legislature to execute agreements with local municipalities exempting certain actions from County Planning Board review. The legislature appointed James Hannahs (GC Economic Development & Planning), Robert J. VanValkenburg (GC Highway Dept.), Audrey Terwillinger (GC Real Property Tax Service), April Ernst (GC IDA), and Joel DuBois (GC Soil & Water Conservation District) to serve a 3 year term beginning on January 1, 2025.



Tourism

Throughout 2024, the Great Northern Catskills of Greene County NY Tourism Team promoted local events and touted our county's destinations and natural splendor at regional and national conferences. County communities continue to be sought after film locations, and recognition by media and influencers abound.



CONFERENCES & SHOWS



The Great Northern Catskills of Greene County Tourism Team gained valuable insights and connections at the annual New York State Hospitality and Tourism Association's (NYSHTA) Advocacy Conference, fostering collaboration within New York's tourism sector. They also partnered with Christman's Windham House and proudly showcased the scenic landscapes and premier golfing destinations at the Connecticut Golf Show. At the

Dream Destinations Spring/Summer Show at the MGM in Springfield, MA, they shared insights on adventure-filled outdoor activities, scenic landscapes, and cultural gems nestled within the Catskill Mountains. They also had a prominent booth at the Catskills Great Outdoor Expo (a one-day event that took place at the Catskills Visitor Center) and actively provided visitors with a wealth of information about the unique attractions and experiences in Greene County - sharing insights on outdoor adventures, local history, cultural sites, and upcoming events.



EVENTS

Country Takes Over at the Historic Catskill Point

Over 1,500 fans soaked up the perfect weather and the sweet sounds of country music at the second annual Concert in the Catskills! Held on Saturday, June

15th, the concert was a smash hit. Rising star Jackson Dean headlined the show, bringing his electrifying energy to the stage. Special guest Alana Springsteen, fresh off her "Country Rookie of the Month" title, wowed the crowd with her impressive talent. The combination of these two rising stars along with the stunning backdrop of the Hudson River and the Catskill Mountains made for an unforgettable night. Concert in the Catskills is quickly becoming a summer tradition.

Catskills Comedy Festival: a Weekend of Laughter

The Catskills Comedy Festival is a three-day extravaganza of laughter and entertainment. From seasoned professionals to rising stars, attendees can expect a wide range of comedic styles and perspectives. Beyond the main stage performances, the festival will offer a variety of activities for all ages. [Listen to the Podcast \(Episode 8\)](#)

TAP New York Coming to the Blackthorne

On June 28 & 29, 2025, TAP NY will be returning to Greene County! Established in 1998 and drawing over 100,000 beer enthusiasts, it is one of the nation's largest and longest-running craft beer festivals. With its new home at Blackthorne Resort, there will be over 60 breweries as well as over 50 food and craft vendors. [Get your tickets here](#)



FILM

FILM IN GREENE

Greene County's film industry is thriving! The Film in Greene team is busy collaborating with various film productions, both major and independent. Scouting locations across the county, they've identified charming towns like Jewett, Windham, and Hunter as potential filming sites. The popular TV show "House Hunters: Cabin Dreams" recently filmed in Greene County, showcased the beauty of Jewett, Windham, Hunter, Ashland, Lexington, and Cairo. "The Bride!" (an upcoming sci-fi horror film co-produced by Warner Bros. Pictures) was filmed in Ashland and Windham featuring a stellar cast including: Penélope Cruz, Christian Bale, Jessie Buckley, Peter Sarsgaard,

Annette Bening, and Julianne Hough. The production transformed Cave Mountain Motel into a 1930s motel for a scene featuring vintage cars and required the collaboration of the Greene County Sheriff's department and New York State Troopers. "Between the Temples," directed by Nathan Silver and filmed in Jefferson Heights last March, premiered at the 2024 Sundance Film Festival, earning a Jury Prize nomination. It was screened at the Mountain Cinema in September. Additionally, the historic Catskill Game Farm served as the backdrop for the indie feature film "Oh Hi," which we're excited to see upon its release [Watch the trailer](#)



RECOGNITION

Greene County Welcomes UK Journalists

A group of UK press recently embarked on a FAM tour of The Great Northern Catskills of Greene County, experiencing the winter wonderland firsthand. Their journey began with a day of skiing at Hunter Mountain, where they carved up the fresh powder and marveled at the breathtaking views from the summit. After a thrilling afternoon, they checked into the charming Hotel Lilien, a historic Catskills property with a cozy atmosphere and modern amenities. The next day, they headed to Windham Mountain for another day of exhilarating runs and scenic vistas. Throughout their trip, the journalists were impressed by the natural beauty of Greene County, the friendly hospitality of the locals, and the abundance of winter activities available.

In October, Greene County Tourism, in partnership with Hudson Valley Tourism, hosted a travel and food writer from National Geographic UK. The writer, accompanied by a local tourism expert, explored the region's culinary scene and stunning natural landscapes, including Kaaterskill Falls. This collaboration aims to attract international visitors, particularly from the UK, and is expected to result in a feature article published in early 2025.

Rave Review on The Rounds at Scribner's Catskill Lodge

The Rounds at Scribner's Catskill Lodge was recognized in Travel + Leisure's 2024 article! The glowing review highlights The Rounds' unique blend of rustic charm and modern luxury, showcasing its breathtaking surroundings in the Catskill Mountains. This acknowledgment not only celebrates the lodge's dedication to hospitality but also shines a spotlight on the natural beauty of the Great Northern Catskills. Here's to The Rounds at Scribner's Catskill Lodge for its continued success in offering unforgettable escapes amidst the tranquility of nature. [Read the review](#)

The Henson and Matilda: A Boutique Rebirth in the Catskills

Nestled in the heart of Hensonville, The Henson and Matilda has taken root, breathing new life into the familiar space once known as Hammo's. This charming boutique hotel boasts 16 stylishly appointed rooms, each a haven of comfort and modern design. The Matilda restaurant has become a culinary destination, tempting taste buds with a menu that changes with the seasons. Here, innovative dishes showcase the freshest, locally sourced ingredients, offering a truly unique and delicious experience in the heart of the Catskills.

Greene County Charms NY by Rail Blogger

The Greene County Tourism Office, along with some amazing local partners, recently hosted a blogger from New York By Rail. Their captivating experience highlighted the ease of exploring the Great Northern Catskills by train and car. Breathtaking natural beauty took center stage, with charming towns like Leeds, Coxsackie, and Windham adding their unique flavors. And foodies, rejoice! The delicious finds included pierogies, decadent chocolates, and hearty breakfasts. A big thank you to our partners for making this visit unforgettable! [Read the blog](#)

Winter Clove Historic Registry







Winter Clove Inn, the beloved Round Top establishment, has achieved a significant milestone. On July 28th, the inn was officially recognized as an historic site in a celebratory unveiling ceremony. The event drew a large crowd eager to honor this iconic landmark, which holds the distinction of being Greene County's oldest continuously operating lodging facility.



Social Media Following Quarterly Update

WINTER 2025 (Following as of January 3, 2025)

FOLLOWERS

Buy In Greene Invest In Greene	 Facebook	12.3K	@BuyInGreene
	 Instagram	2,041	www.instagram.com/buyinggreencounty/
Great Northern Catskills	 Facebook	31K	@GreatNorthernCatskills
	 Instagram	32.1K	www.instagram.com/CatskillTourism/
	 Twitter	2,126	@CatskillTourism
Greene County Economic Development Corp.	 Facebook	1.1K	@GreeneCountyEDC
	 Instagram	1,197	www.instagram.com/greeneedc
Public Health	 Facebook	6.5K	@GreeneNYHealth
	 Instagram	270	www.instagram.com/greenenyhealth
	 Twitter	410	@GreeneNYHealth
Emergency Services	 Facebook	3.9K	@GreeneCoNY911
Family Planning	 Facebook	315	@GreeneCountyFP
	 Instagram	277	www.instagram.com/greencountyfamilyplanning
Greene County Public Health Children's Services	 Facebook	164	@greencountychildrensservices
Veterans Services	 Facebook	127	https://www.facebook.com/profile.
Civil Service	 Facebook	1.5K	@GCNYCivilService
Human Services	 Facebook	990	@GCNYHumanServices
Hudson Valley Tourism	 Facebook	18K	@HudsonValleyTourism
	 Instagram	277	www.instagram.com/greencountyfamilyplanning
	 Twitter	10.9K	@HudValleyTravel
Sheriff's Office	 Facebook	2.1K	@GreeneCoNY
Greene County, NY Government	 Facebook	2.7K (launched 10/10/2020)	@GreeneCountyNewYork

ECONOMIC IMPACT OF VISITORS IN NEW YORK 2023

Catskills Focus

August 2024



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INTRODUCTION

PROJECT BACKGROUND

The travel sector is an integral part of the New York economy. Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of the state's future. In 2023, tourism-supported jobs accounted for 7.4% of all jobs in the state.

By monitoring the visitor economy, policymakers can inform decisions regarding the funding and prioritization of the sector's development. They can also carefully monitor its successes and future needs. This is particularly true for New York as it builds upon its visitor economy.

METHODOLOGY AND DATA SOURCES

An IMPLAN input-output model was constructed for the state of New York. The model traces the flow of visitor-related expenditures through the state's economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of tourism. Tourism Economics then cross-checked these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges.

Visitors included those who stayed overnight or traveled more than 50 miles to the destination.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis.

This is more comprehensive than Bureau of Labor Statistics (ES202/QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the ES202 data.

By establishing a timeline of economic impacts, the industry can track its progress.

To quantify the significance of the visitor economy in New York, Tourism Economics developed a comprehensive model detailing the far-reaching impacts arising from visitor spending. The results of this study show the scope of the visitor economy in terms of direct visitor spending, along with total economic impacts, jobs, and fiscal (tax) impacts in the broader economy.

The analysis draws on the following data sources:

- Longwoods International: survey data, including spending and visitor profile characteristics for visitors to New York
- Bureau of Economic Analysis and Bureau of Labor Statistics: employment and wage data, by industry
- STR lodging performance data, including room demand, room rates, occupancy, and room revenue, for hotels
- Tax collections: lodging and sales tax receipts
- US Census: business sales by industry and seasonal second homes inventory
- Tourism Economics: international travel data for overseas, Canadian, and Mexican travel to New York based on aviation, survey, and credit card information

ECONOMIC IMPACTS

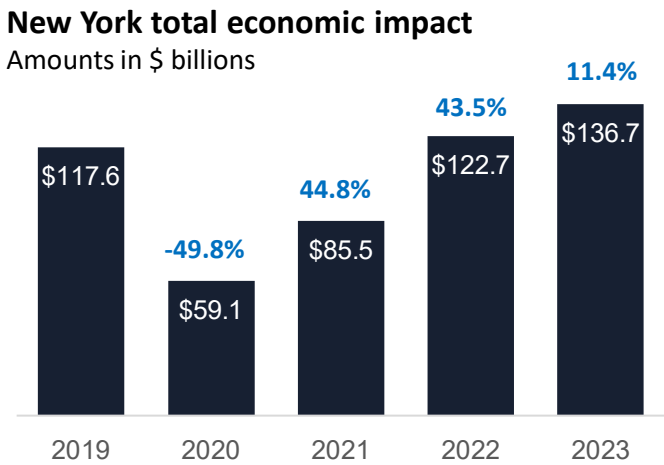
KEY FINDINGS

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

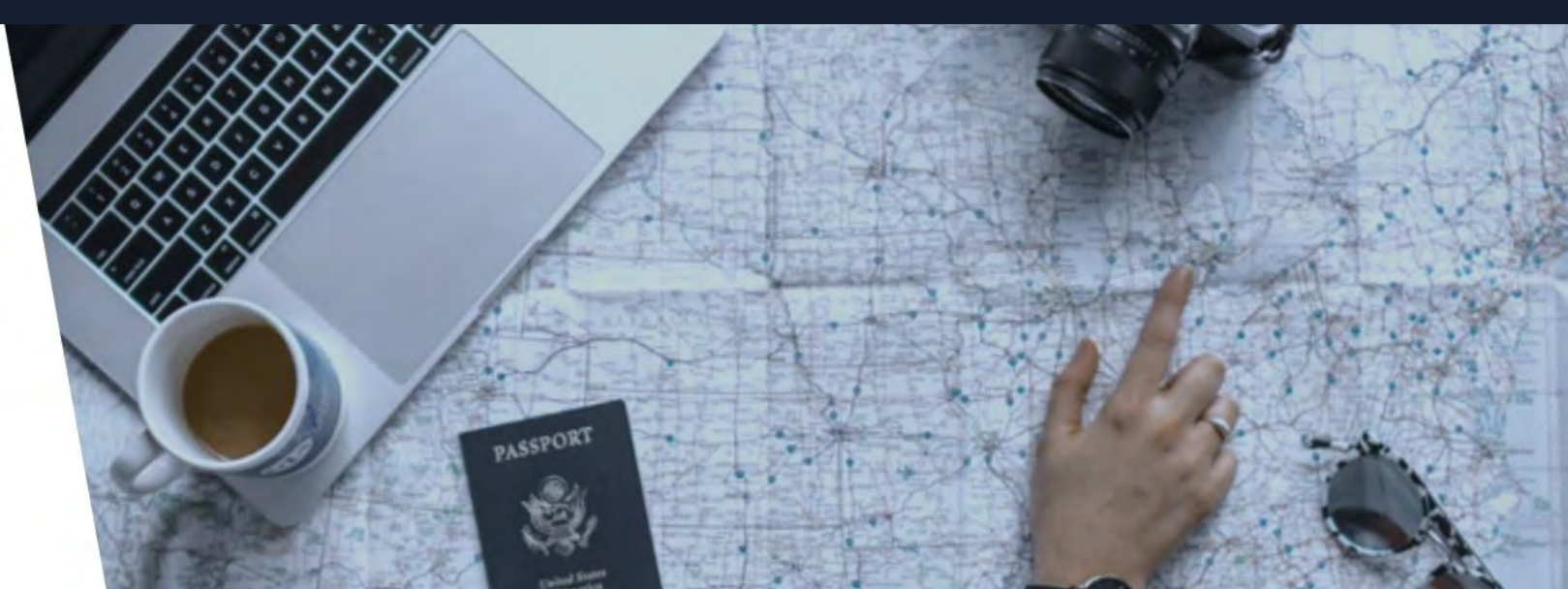
Total
Economic
Impact



\$11B

State & Local
Taxes Generated

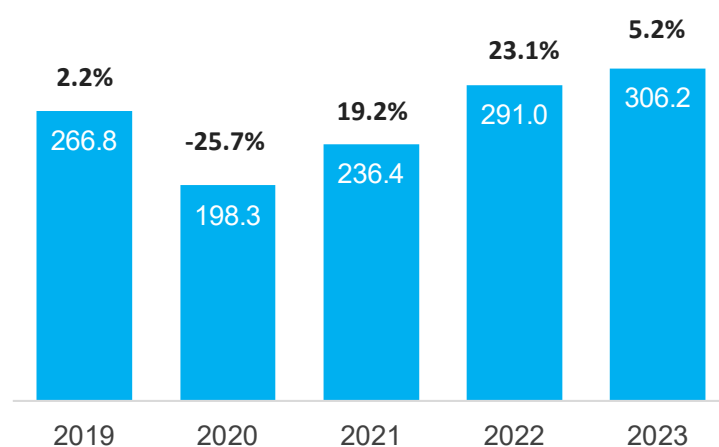




VISITS & VISITOR SPENDING

After a full post-pandemic recovery in 2022, both visitor volumes and spending in New York State again achieved new record highs in 2023. Topping 306 million visitors, including both domestic and international, volumes increased 5% year-over-year. An increase of more than \$9 billion over the previous year, visitor spending in New York grew 12% year-over-year, a third consecutive year of double-digit growth.

New York visitor volumes
Amounts in millions



Source: Longwoods International, Tourism Economics

VISITOR SPENDING

Visitors to New York spent \$88 billion across a range of sectors in 2023.

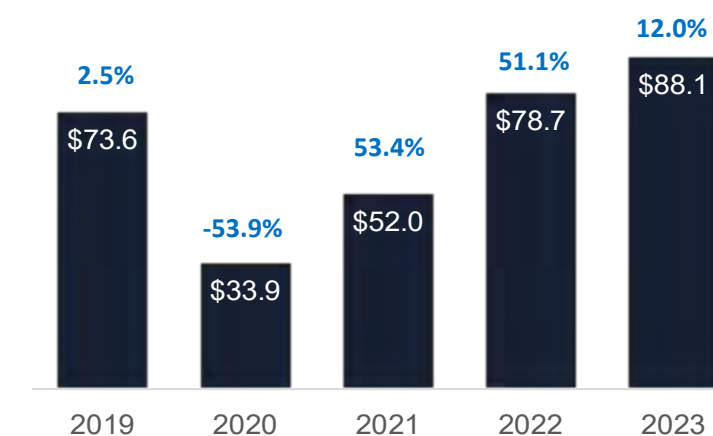
Visitor spending expanded 12% in 2023, reaching \$88 billion.

Of the \$88 billion spent in New York in 2023 by visitors, lodging, including the value of second homes and spending on short-term rentals, accounted for \$29 billion, 33% of all visitor spending. Spending on food and beverages resulted in \$22 billion.

Retail, including spending at service stations, captured 17%, a total of \$15 billion.

Transportation, including both air and transportation within the destination, comprised 15%, with recreation spending registering 10% of each visitor's budget.

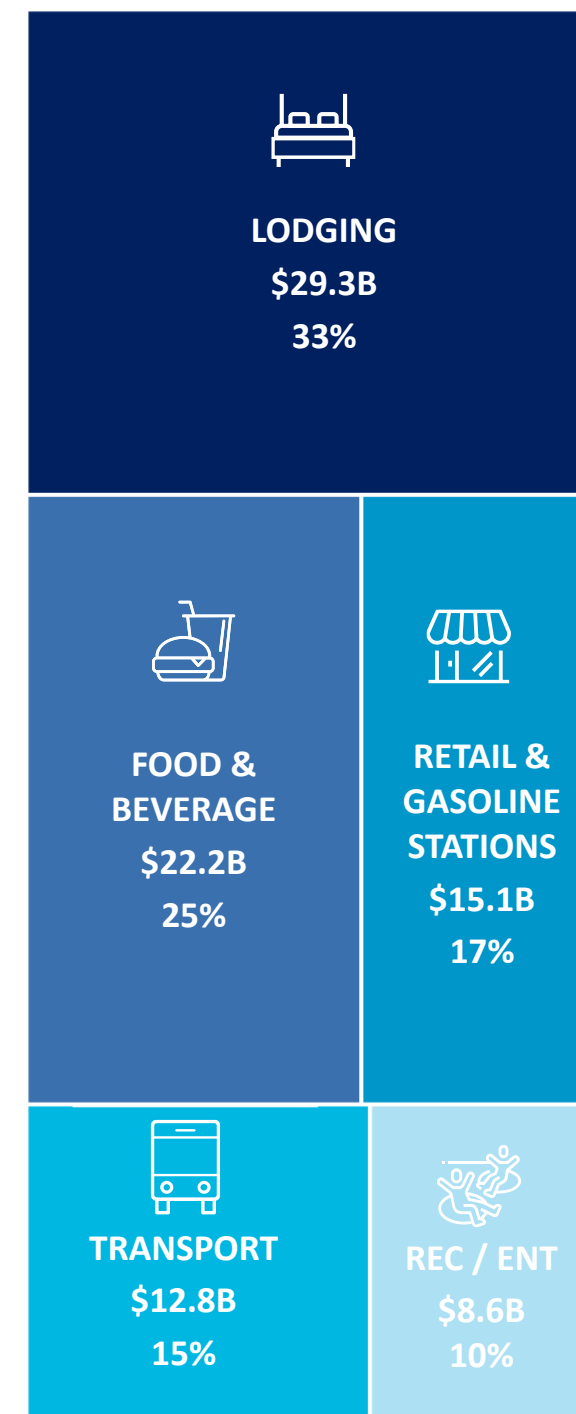
New York visitor spending
Amounts in \$ billions



Source: Longwoods International, Tourism Economics

\$88 BILLION

Visitor Spending in 2023



Source: Tourism Economics

Note: Lodging spending is calculated as an industry. Spending also includes dollars spent on second homes and short-term rentals. Transport includes both air and local transportation.

SPENDING TRENDS

Visitor spending increased 12% in 2023, a third consecutive year of double-digit percentage growth. Spending grew across all sectors, driven by continued strong year-over-year growth in visitor volumes and increases in prices of key commodities.

Recreation and entertainment spending led overall growth as visitors returned to urban centers and prioritized experiential activities. Lodging spending, including second homes and short-term rentals, increased 13% as overnight visitors continued to face strong average daily rate (ADR) growth versus the prior year.

Transportation increased 15% in 2023, led by strong growth in air transportation.

While domestic visitor spending remains the dominant force to New York’s visitor economy, spending growth from Canadian and overseas visitors outpaced that of domestic. Overseas visitor volumes and spending remained below 2019 levels.

New York Visitor Spending

Amounts in \$ millions, 2023 % change and % compared to 2019

	2019	2020	2021	2022	2023	2023 Growth	% compared to 2019
Total visitor spending	\$73.62	\$33.94	\$52.05	\$78.65	\$88.10	12.0%	19.7%
Lodging*	\$21.39	\$9.69	\$16.45	\$26.02	\$29.35	12.8%	37.2%
Food & Beverages	\$17.86	\$9.32	\$13.92	\$19.80	\$22.18	12.0%	24.2%
Retail & Service Stations	\$13.35	\$6.40	\$9.49	\$14.13	\$15.12	7.0%	13.2%
Transportation**	\$13.72	\$5.24	\$7.19	\$11.17	\$12.81	14.7%	-6.6%
Recreation & Entertainment	\$7.31	\$3.30	\$5.00	\$7.52	\$8.64	14.9%	18.3%

Source: Longwoods International, Tourism Economics

* Lodging includes second home and short-term rental spending

** Transportation includes both ground and air transportation

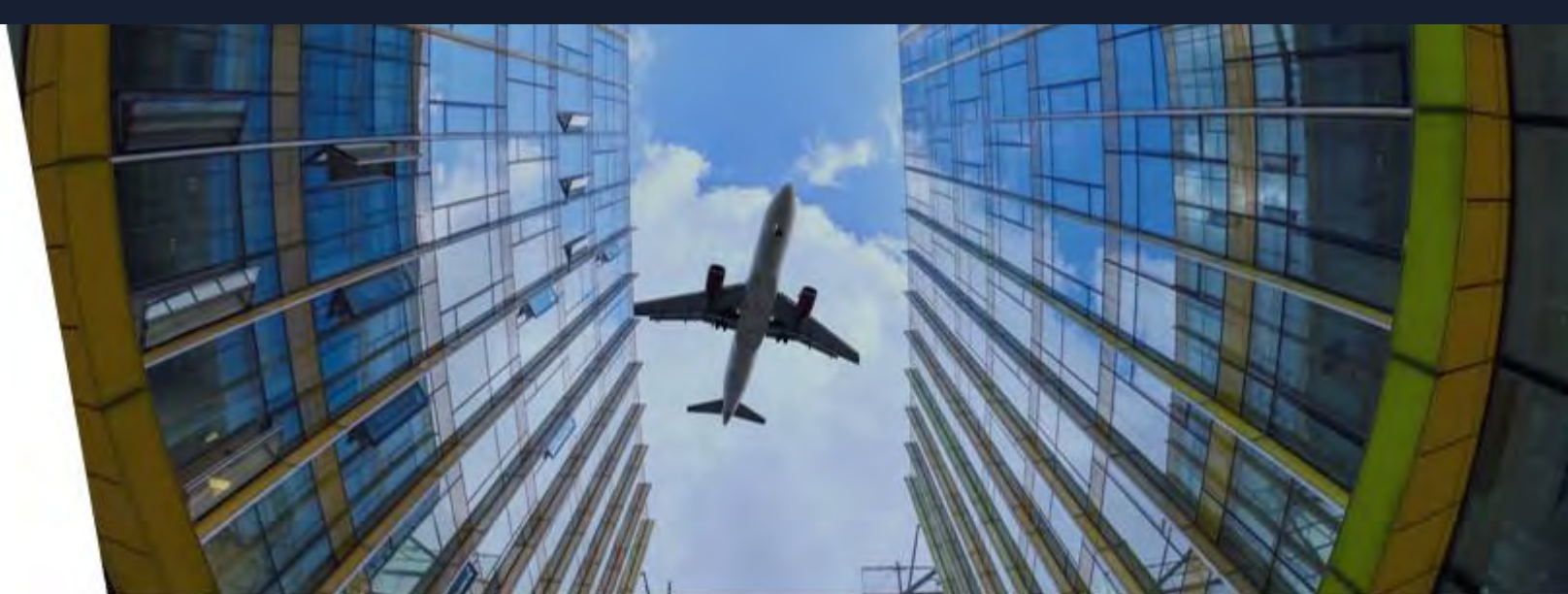
New York Visitor Spending, by Market

Amounts in \$ billions, 2023 % change, and % compared to 2019

	2019	2020	2021	2022	2023	2023 Growth	% compared to 2019
Total visitor spending	\$73.62	\$33.94	\$52.05	\$78.65	\$88.10	12.0%	19.7%
Domestic	\$52.97	\$29.79	\$47.39	\$67.13	\$71.17	6.0%	34.3%
Canada	\$1.42	\$0.40	\$0.73	\$1.06	\$1.76	67.1%	23.8%
Overseas	\$19.22	\$3.75	\$3.93	\$10.46	\$15.16	44.9%	-21.1%

Source: Longwoods International, Tourism Economics





ECONOMIC IMPACT METHODOLOGY

Our analysis of the New York visitor economy begins with direct visitor spending and analyzes the downstream effects of this spending on the broader economy. To determine total economic impact, we input direct spending into a model of the New York economy, constructed using an IMPLAN input-output (I-O) model. The model traces the full extent of industry impacts as dollars flow through the local economy.

An I-O model represents a profile of an economy by measuring the relationships among industries and consumers and quantifies three levels of impact:

1. Direct impacts: Visitor spending creates direct economic value within a discrete group of sectors (such as recreation and transportation). This supports a relative proportion of spending, jobs, wages, and taxes within each sector.
2. Indirect impacts: Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts or supply-chain effects.
3. Induced impacts: Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by visitor spending spend those wages in the local economy. This is called the induced impact or income effect.

The Tourism Economics model calculates these three levels of impact - direct, indirect and induced - for a broad set of indicators, including:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

ECONOMIC IMPACT FRAMEWORK

DIRECT IMPACTS

Visitor spending



RETAIL



ENTERTAINMENT/REC



FOOD & BEVERAGE



TRANSPORTATION



LODGING

INDIRECT IMPACTS

Purchases of inputs from suppliers



SUPPLY
CHAIN
EFFECTS



B2B GOODS &
SERVICES
PURCHASED

INDUCED IMPACTS

Consumer spending out of
employees' wages:



INCOME
EFFECT



HOUSEHOLD
CONSUMPTION

TOTAL IMPACTS

Direct, indirect, and
induced impacts



SALES



GDP



JOBS



INCOME



TAXES

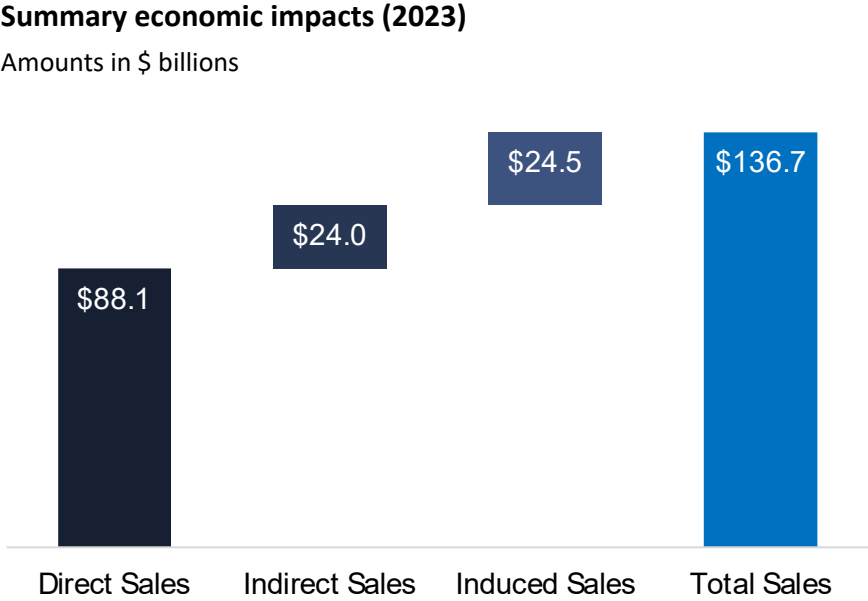


ECONOMIC IMPACT FINDINGS

BUSINESS SALES IMPACTS

Visitors contributed a direct impact of \$88 billion in 2023. This direct impact generated \$49 billion in indirect and induced impacts, resulting in a total economic impact of \$137 billion in the New York economy, 11% more than a year earlier.

Outside of direct impacts, significant benefits accrued in sectors like finance, insurance, and real estate, and business services.



Source: Tourism Economics

Business Sales Impacts by Industry (2023)

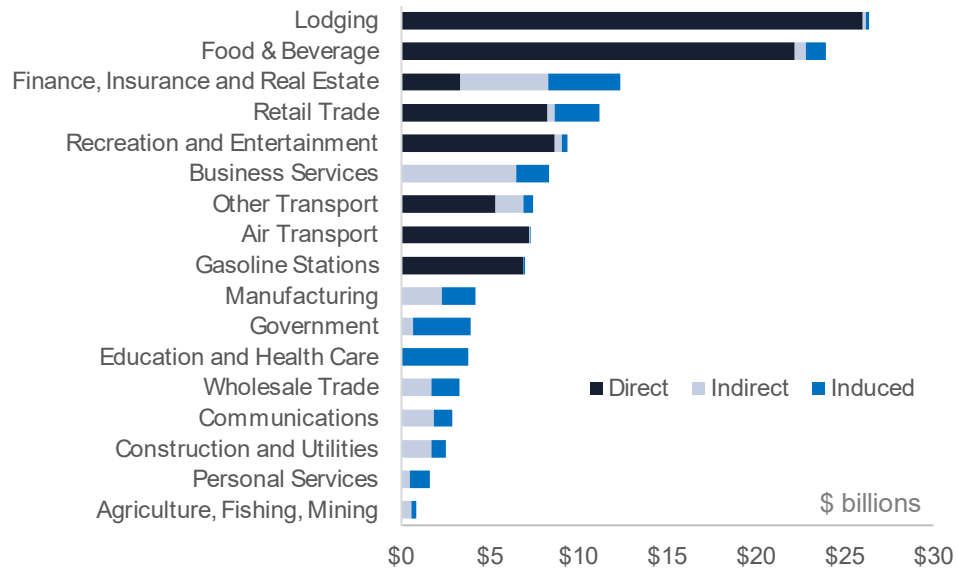
Amounts in \$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$88,098	\$24,048	\$24,523	\$136,669
Lodging	\$26,010	\$178	\$200	\$26,389
Food & Beverage	\$22,184	\$602	\$1,160	\$23,945
Finance, Insurance and Real Estate	\$3,339	\$4,959	\$4,028	\$12,327
Retail Trade	\$8,232	\$414	\$2,534	\$11,180
Recreation and Entertainment	\$8,639	\$419	\$324	\$9,382
Business Services		\$6,526	\$1,831	\$8,357
Air Transport	\$7,500	\$53	\$67	\$7,620
Other Transport	\$5,311	\$1,576	\$537	\$7,424
Gasoline Stations	\$6,883	\$16	\$90	\$6,989
Manufacturing		\$2,283	\$1,910	\$4,193
Government		\$680	\$3,228	\$3,908
Education and Health Care		\$32	\$3,768	\$3,799
Wholesale Trade		\$1,690	\$1,596	\$3,286
Communications		\$1,827	\$1,049	\$2,875
Construction and Utilities		\$1,711	\$823	\$2,533
Personal Services		\$490	\$1,125	\$1,615
Agriculture, Fishing, Mining		\$592	\$255	\$847

Source: Tourism Economics

Business sales impacts by industry (2023)

Amounts in \$ billions



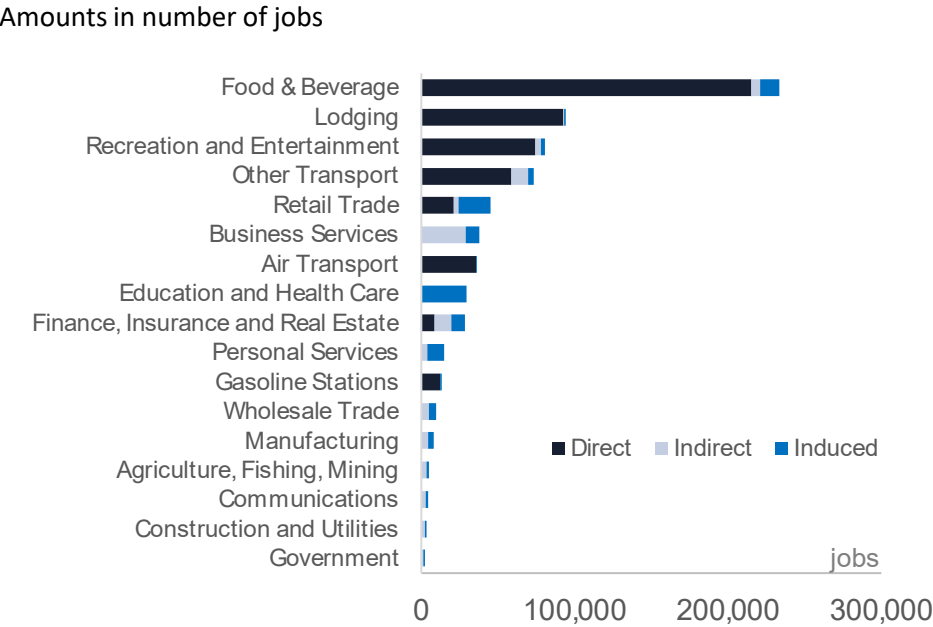
Source: Tourism Economics

EMPLOYMENT IMPACTS

Visitor spending supported the largest number of jobs in the food & beverage industry (233,451).

Spending by businesses directly impacted by visitor spending supported 28,956 jobs in the business services industry—in areas like accounting, advertising and building services.

Tourism job impacts by industry (2023)



Source: Tourism Economics



Summary Employment Impacts by Industry (2023)

Amounts in number of jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Food & Beverage	215,183	6,070	12,198	233,451
Lodging	92,804	602	731	94,137
Recreation and Entertainment	74,561	3,741	2,731	81,033
Other Transport	58,915	11,077	3,359	73,352
Retail Trade	21,344	3,208	20,551	45,103
Business Services		28,956	9,293	38,249
Air Transport	35,772	150	208	36,129
Education and Health Care		237	29,363	29,599
Finance, Insurance and Real Estate	8,660	11,273	8,852	28,786
Personal Services		4,135	10,892	15,027
Gasoline Stations	12,324	135	761	13,219
Wholesale Trade		4,929	4,776	9,706
Manufacturing		4,840	3,609	8,449
Agriculture, Fishing, Mining		3,459	1,556	5,015
Communications		2,973	1,400	4,373
Construction and Utilities		2,696	599	3,294
Government		1,612	942	2,554

Source: Tourism Economics



LABOR INCOME IMPACTS

Visitor activity generated \$28 billion in direct labor income and a total of \$44 billion when including indirect and induced impacts. Total tourism-generated income in New York in 2023 increased 10% above the prior year.

Summary labor income impacts (2023)

Amounts in \$ billions

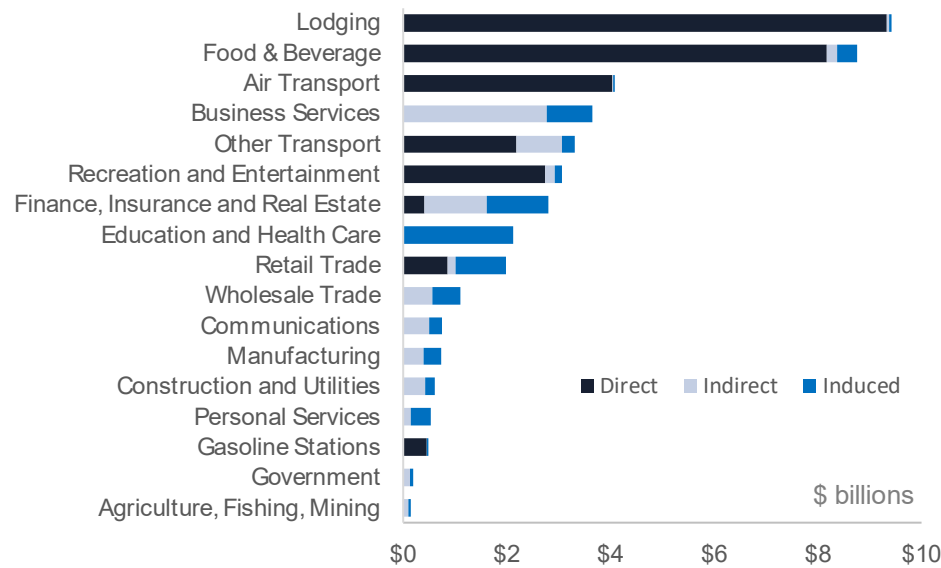


Source: Tourism Economics

There are 10 industries in which visitor activity supported more than \$1.1 billion in personal income. These range from the obvious—food & beverage and lodging, to the less obvious—business services and education & healthcare.

Tourism labor income impacts by industry (2023)

Amounts in \$ billions



Source: Tourism Economics



Summary Labor Income Impacts (2023)

Amounts in \$ millions

	Direct Labor Income	Indirect Labor Income	Induced Labor Income	Total Labor Income
Total, all industries	\$28,202	\$7,767	\$7,815	\$43,785
Lodging	\$9,334	\$41	\$47	\$9,422
Food & Beverage	\$8,173	\$195	\$393	\$8,761
Air Transport	\$4,044	\$15	\$20	\$4,079
Business Services		\$2,776	\$879	\$3,655
Other Transport	\$2,180	\$891	\$248	\$3,319
Recreation and Entertainment	\$2,745	\$189	\$126	\$3,059
Finance, Insurance and Real Estate	\$405	\$1,209	\$1,186	\$2,800
Education and Health Care		\$14	\$2,107	\$2,121
Retail Trade	\$866	\$152	\$967	\$1,985
Wholesale Trade		\$564	\$547	\$1,111
Communications		\$512	\$243	\$755
Manufacturing		\$397	\$340	\$737
Construction and Utilities		\$429	\$180	\$609
Personal Services		\$151	\$377	\$529
Gasoline Stations	\$454	\$5	\$27	\$486
Government		\$128	\$72	\$200
Agriculture, Fishing, Mining		\$99	\$56	\$156

Source: Tourism Economics

ECONOMIC IMPACT FINDINGS

FISCAL (TAX) IMPACTS

Visitor spending, visitor supported jobs, and business sales generated \$22 billion in government revenues.

State and local taxes alone tallied \$11 billion in 2023.

Each household in New York would need to be taxed an additional \$1,420 to replace the visitor-generated taxes received by New York state and local governments in 2023.

Visitors generated nearly \$5 billion in state taxes, an increase of 12% over the prior year.

Local visitor-supported taxes, sustained mainly through property taxes, registered \$6 billion in 2023.

Fiscal (tax) Impacts

Amounts in \$ millions

	Total
Total Tax Revenues	\$22,167
Federal Taxes	\$11,350
Personal Income	\$4,080
Corporate	\$1,975
Indirect Business	\$825
Social Insurance	\$4,470
State and Local Taxes	\$10,816
Sales	\$3,285
Personal Income	\$1,764
Corporate	\$2,039
Social Insurance	\$161
Excise and Fees	\$425
Property	\$3,141

Source: Tourism Economics

Fiscal (tax) Impacts

Amounts in \$ millions

	2019	2020	2021	2022	2023	2023 Growth
Total State & Local Tax Revenues	\$9,134	\$5,862	\$7,457	\$9,796	\$10,816	10.4%
State Taxes	\$4,036	\$2,330	\$3,039	\$4,156	\$4,646	11.8%
Personal Income	\$1,260	\$894	\$1,019	\$1,271	\$1,414	11.2%
Corporate	\$766	\$385	\$540	\$774	\$862	11.4%
Sales	\$1,641	\$824	\$1,193	\$1,731	\$1,950	12.6%
Excise and Fees	\$222	\$123	\$168	\$233	\$259	11.1%
State Unemployment	\$147	\$104	\$119	\$146	\$161	10.1%
Local Taxes	\$5,099	\$3,532	\$4,417	\$5,640	\$6,170	9.4%
Personal Income	\$313	\$222	\$253	\$315	\$351	11.2%
Corporate	\$1,044	\$524	\$736	\$1,056	\$1,176	11.4%
Sales	\$1,124	\$565	\$818	\$1,186	\$1,336	12.6%
Property	\$2,475	\$2,142	\$2,503	\$2,932	\$3,141	7.1%
Excise and Fees	\$143	\$79	\$108	\$150	\$166	11.1%

Source: Tourism Economics



ECONOMIC IMPACTS

JOB & LABOR INCOME IMPACTS

Visitor spending of \$88 billion generated tourism's total economic impact of \$137 billion, with associated labor income of approximately \$44 billion in 2023.



\$137B

Total Economic Impact



\$88B

Visitor Spending



\$44B

Total Labor Income Impact

FISCAL IMPACTS

TAX REVENUES

The economic impacts attributable to visitors generate significant fiscal (tax) impacts as they ripple through the regional economy. Visitor activity generated \$11 billion in state and local tax revenues in 2023.



\$11B

Total State & Local Tax Revenues



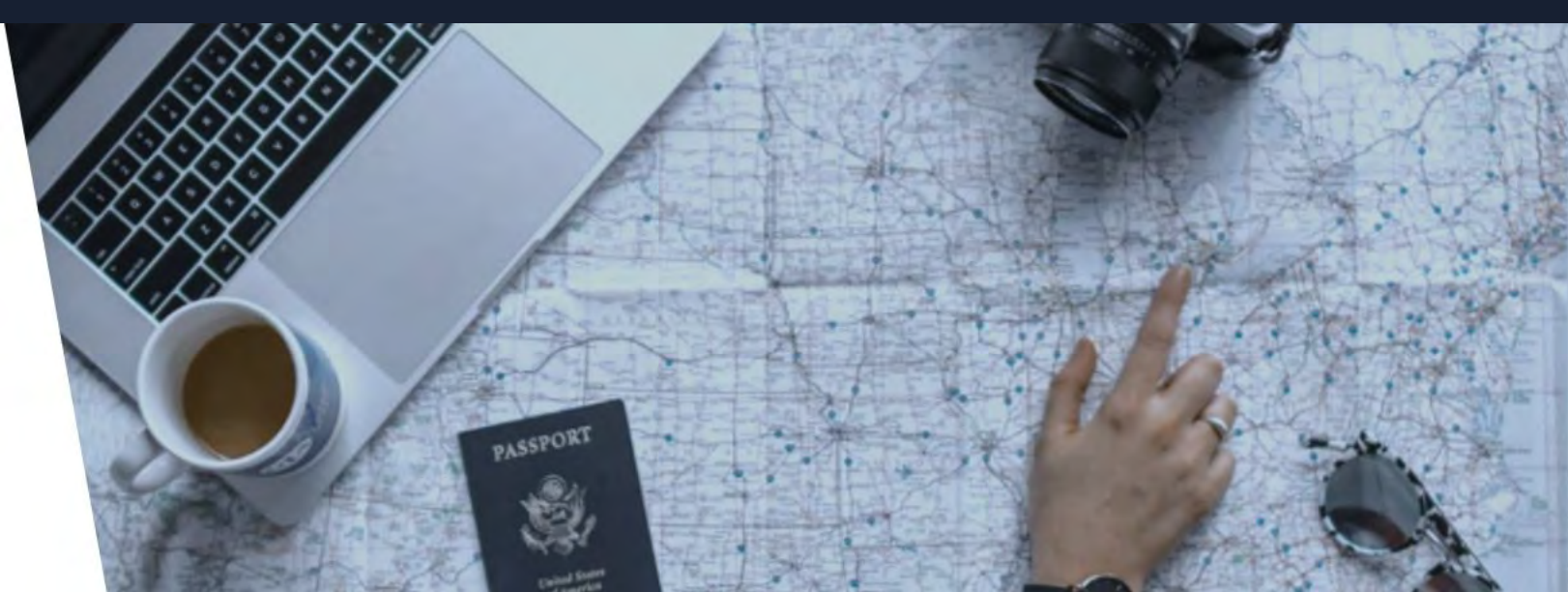
\$3B

Sales Tax Revenues



\$1,420

Average Tax Savings Per Household



REGIONAL SUMMARY

VISITOR SPENDING BY REGION

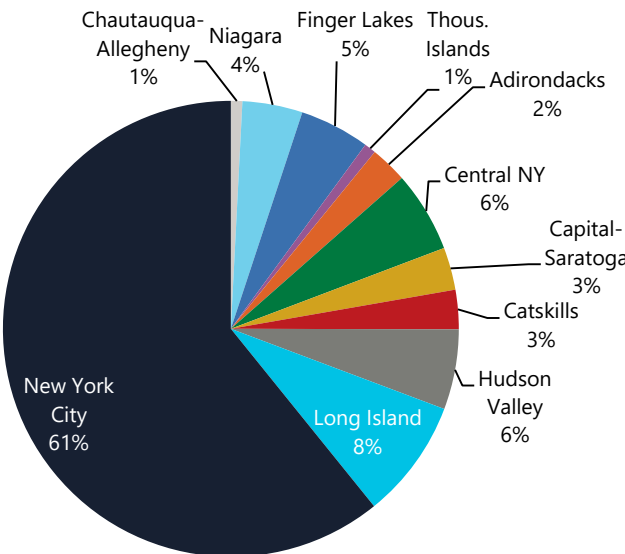
New York State is divided into 11 vacation regions.

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

Visitor Spending

Amounts in \$ millions

	2019	2020	2021	2022	2023	2023 Growth
Total visitor spending	\$73,618	\$33,941	\$52,049	\$78,654	\$88,098	12.0%
1. Chautauqua-Allegheny	\$596	\$408	\$602	\$671	\$713	6.4%
2. Greater Niagara	\$2,828	\$1,593	\$2,784	\$3,380	\$3,758	11.2%
3. Finger Lakes	\$3,261	\$1,963	\$3,187	\$3,981	\$4,382	10.1%
4. Thousand Islands	\$575	\$424	\$576	\$693	\$725	4.7%
5. Adirondacks	\$1,541	\$1,310	\$1,936	\$2,170	\$2,314	6.6%
6. Central New York	\$2,578	\$2,035	\$3,668	\$4,756	\$5,053	6.2%
7. Capital-Saratoga	\$2,207	\$1,250	\$1,922	\$2,429	\$2,658	9.4%
8. Catskills	\$1,576	\$1,181	\$1,937	\$2,296	\$2,454	6.9%
9. Hudson Valley	\$4,466	\$2,574	\$3,848	\$4,635	\$5,007	8.0%
10. Long Island	\$6,310	\$3,999	\$5,787	\$6,619	\$7,463	12.7%
11. New York City	\$47,679	\$17,205	\$25,801	\$47,024	\$53,571	13.9%

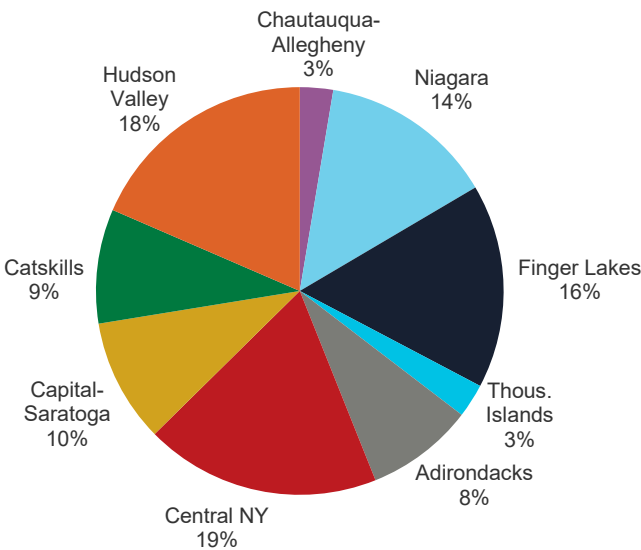
Source: Tourism Economics

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

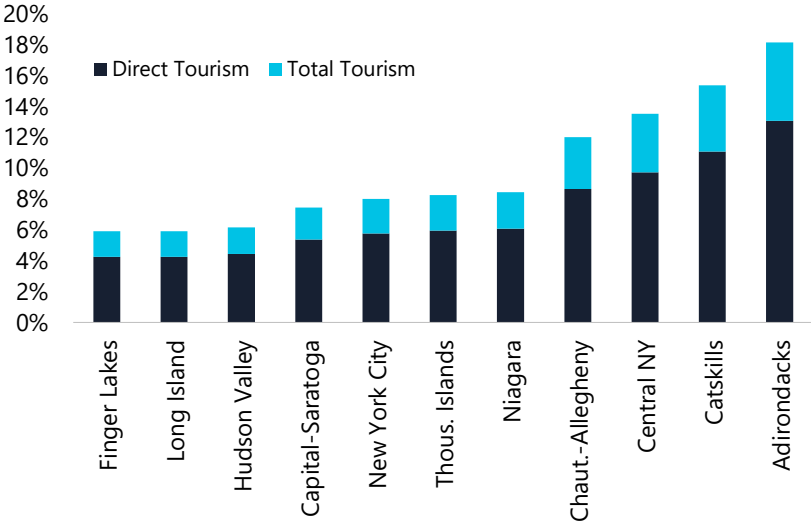


Source: Tourism Economics

RELIANCE ON TOURISM

Tourism is an integral part of each region’s economy, generating from 6% to 18% of total employment. The tourism industry is a very significant contributor to the economy of the Adirondacks and Catskills, encompassing 18% and 15%, respectively. Despite the strong recovery in spending, the recovery in visitor supported jobs has been slower as pandemic related labor force distortions continued to affect tourism-centric industries.

Tourism share of regional employment



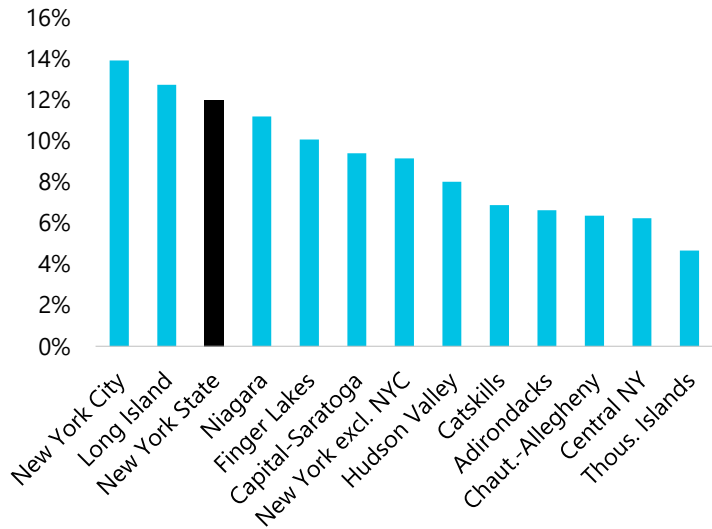
Source: Tourism Economics

VISITOR SPENDING GROWTH

In 2023, all regions recorded moderate growth versus 2022. Increases were most significant in New York City (14%), followed by Long Island (12%).

Growth in visitor spending (2023)

% change versus 2022



Source: Tourism Economics

Tourism Economic Impact

Amounts in \$ millions, employment in persons
Combined direct, indirect, and induced

	Direct Sales	Labor Income	Employment, Persons	Local Taxes	State Taxes
Total	\$88,098	\$43,785	721,475	\$6,171	\$4,646
1. Chautauqua-Allegheny	\$713	\$308	10,407	\$50	\$40
2. Greater Niagara	\$3,758	\$1,930	48,587	\$218	\$184
3. Finger Lakes	\$4,382	\$1,980	53,911	\$290	\$236
4. Thousand Islands	\$725	\$293	8,768	\$47	\$38
5. Adirondacks	\$2,314	\$894	19,844	\$144	\$124
6. Central New York	\$5,053	\$2,085	38,399	\$239	\$268
7. Capital-Saratoga	\$2,658	\$1,327	34,596	\$170	\$143
8. Catskills	\$2,454	\$871	17,995	\$135	\$133
9. Hudson Valley	\$5,007	\$2,489	53,479	\$346	\$268
10. Long Island	\$7,463	\$3,883	76,227	\$506	\$394
11. New York City	\$53,571	\$27,726	359,263	\$4,024	\$2,818

Source: Tourism Economics

Tourism Economic Impact

Regional shares

	Direct Sales	Labor Income	Employment	Local Taxes	State Taxes
Total	100%	100%	100%	100%	100%
1. Chautauqua-Allegheny	1%	1%	1%	1%	1%
2. Greater Niagara	4%	4%	7%	4%	4%
3. Finger Lakes	5%	5%	7%	5%	5%
4. Thousand Islands	1%	1%	1%	1%	1%
5. Adirondacks	3%	2%	3%	2%	3%
6. Central New York	6%	5%	5%	4%	6%
7. Capital-Saratoga	3%	3%	5%	3%	3%
8. Catskills	3%	2%	2%	2%	3%
9. Hudson Valley	6%	6%	7%	6%	6%
10. Long Island	8%	9%	11%	8%	8%
11. New York City	61%	63%	50%	65%	61%

Source: Tourism Economics



Visitor Spending

Amounts in \$ millions

	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Total	\$1,244	\$51	\$365	\$258	\$52	\$485	\$2,454
Delaware	\$22	\$2	\$18	\$10	\$1	\$95	\$147
Greene	\$120	\$14	\$50	\$31	\$12	\$78	\$305
Sullivan	\$530	\$14	\$83	\$97	\$3	\$242	\$969
Ulster	\$572	\$20	\$214	\$121	\$36	\$70	\$1,033

Source: Tourism Economics

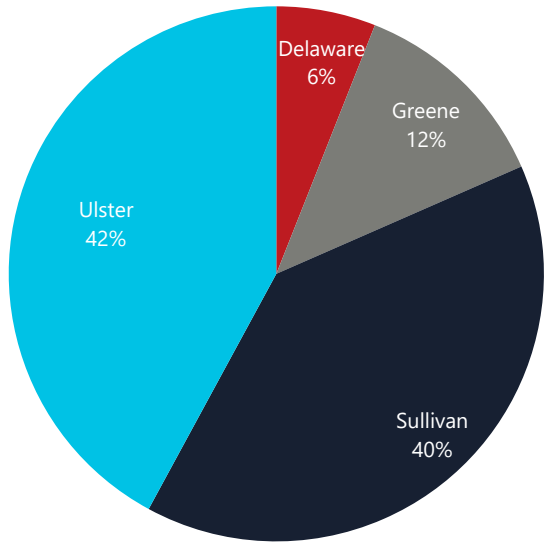
REGIONAL DETAIL: CATSKILLS

COUNTY DISTRIBUTION

In 2023, visitor spending and tourism-related employment grew to \$2.5 billion and 17,995 jobs, respectively. Visitor spending in the Catskills increased by 7% relative to 2022. Traveler spending was up most in Sullivan County, up 9% relative to 2022 levels.

Ulster County represents 42% of the region's tourism sales, with \$1,033 million in direct tourism spending.

Visitor Spending by County
Percentage of visitor spend



Source: Tourism Economics

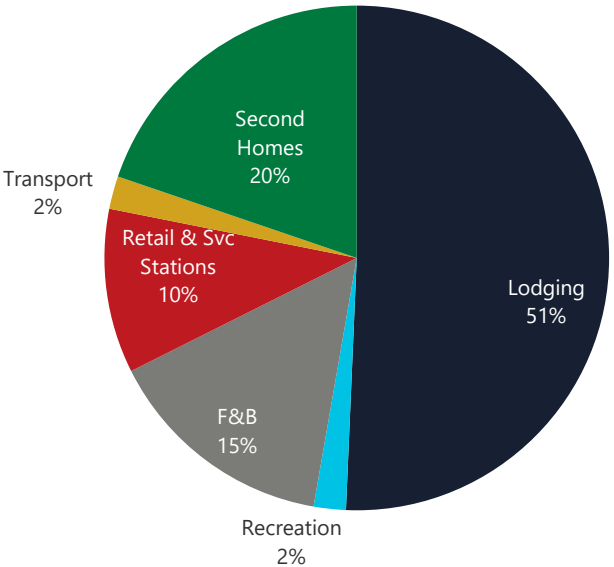
VISITOR SPENDING

Visitors spent \$2.5 billion in the Catskills region in 2023 across a diverse range of sectors.

Spending on lodging and food & beverages comprised 51% and 15% of total, respectively.

Seasonal second homes also generated significant economic activity in the region, tallying \$485 million (20% of total spend).

Visitor Spending by Sector
Percentage of visitor spend



Source: Tourism Economics



ECONOMIC IMPACTS

Tourism Economic Impact

Amounts in \$ millions, employment in persons
Combined direct, indirect, and induced

	Direct Sales	Labor Income	Employment, Persons	Local Taxes	State Taxes
Total	\$2,454	\$871	17,995	\$135	\$133
Delaware	\$147	\$47	1,179	\$10	\$9
Greene	\$305	\$110	3,488	\$17	\$17
Sullivan	\$969	\$289	4,908	\$51	\$53
Ulster	\$1,033	\$425	8,420	\$57	\$54

Source: Tourism Economics

REGIONAL GROWTH

Visitor Spend						2023
Amounts in \$ millions						Growth
Total	\$1,576	\$1,181	\$1,937	\$2,296	\$2,454	6.9%
Delaware	\$121	\$101	\$129	\$142	\$147	4.1%
Greene	\$193	\$164	\$236	\$283	\$305	7.6%
Sullivan	\$578	\$427	\$710	\$892	\$969	8.6%
Ulster	\$685	\$489	\$862	\$979	\$1,033	5.5%

State Taxes						2023
Amounts in \$ thousands						Growth
Total	\$86,420	\$72,582	\$108,852	\$125,062	\$133,160	6.5%
Delaware	\$6,653	\$6,217	\$7,551	\$8,234	\$8,528	3.6%
Greene	\$10,560	\$10,067	\$13,787	\$15,964	\$17,070	6.9%
Sullivan	\$31,680	\$26,227	\$41,435	\$49,154	\$53,098	8.0%
Ulster	\$37,527	\$30,071	\$46,079	\$51,709	\$54,464	5.3%

Local Taxes						2023
Amounts in \$ thousands						Growth
Total	\$100,215	\$95,276	\$121,616	\$129,368	\$134,908	4.3%
Delaware	\$7,778	\$7,468	\$9,452	\$9,738	\$9,837	1.0%
Greene	\$12,265	\$11,714	\$14,950	\$16,346	\$17,109	4.7%
Sullivan	\$35,740	\$33,602	\$43,209	\$47,953	\$50,962	6.3%
Ulster	\$44,432	\$42,493	\$54,006	\$55,332	\$57,000	3.0%

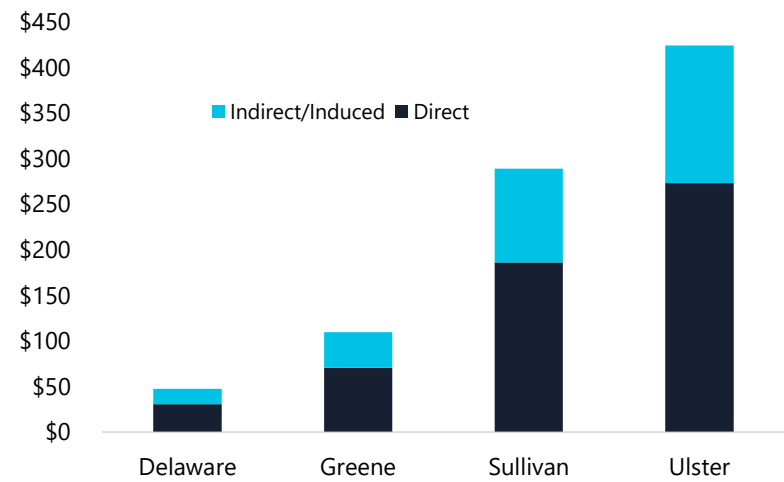
Source: Tourism Economics

LABOR INCOME

Tourism in the Catskills region generated \$561 million in direct labor income and \$871 million including indirect and induced impacts. Total labor income including indirect and induced impacts was the most significant in Ulster County at \$425 million.

Tourism-Generated Labor Income

Amounts in millions of nominal dollars



Source: Tourism Economics

Tourism-Generated Labor Income

Amounts in \$ millions

	Direct	Total (Direct, Indir., Induced)	Share (Direct)	Share (Total)
Total	\$560.9	\$870.7	8.3%	12.8%
Delaware	\$30.4	\$47.3	3.6%	5.5%
Greene	\$70.6	\$109.5	8.6%	13.3%
Sullivan	\$186.3	\$289.3	10.9%	17.0%
Ulster	\$273.5	\$424.7	8.0%	12.4%

Source: Tourism Economics



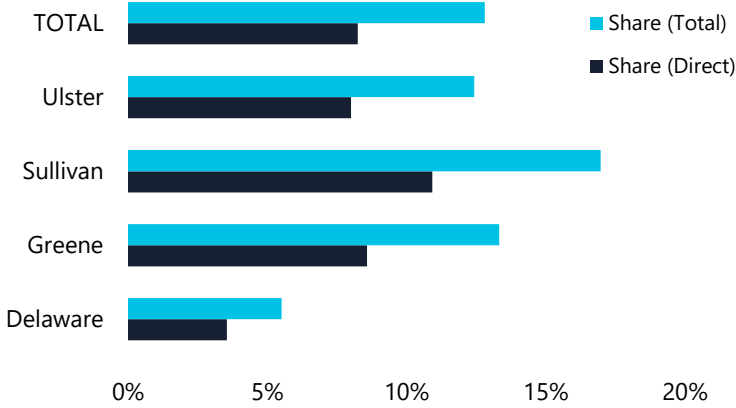
In 2023, 12.8% of all labor income in the Catskills region was generated by tourism, compared with 12.5% in 2022.

Sullivan County, like many rural Upstate counties, is highly dependent on tourism wages (17.0%).

Tourism in Greene County accounted for 13.3% of all labor income last year, compared with 12.5% in 2022.

Tourism-Generated Labor Income

Share of economy



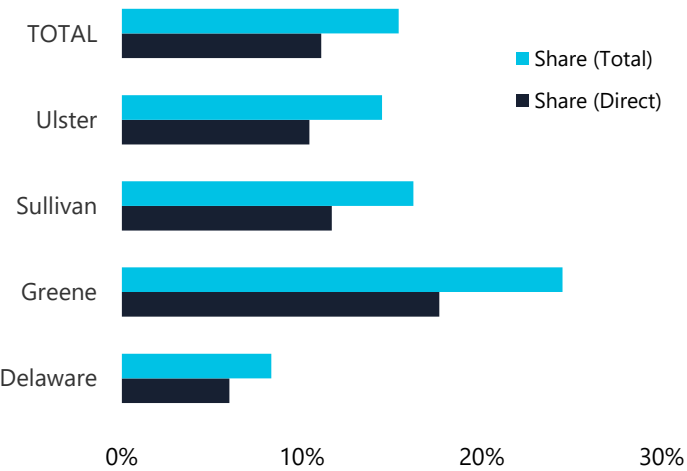
Source: Tourism Economics

TOURISM EMPLOYMENT

In 2023, total tourism-generated employment registered 17,995 jobs, 15.4% of all jobs within the region. Direct employment in tourism accounted for 11.1% of all jobs.

Tourism-Generated Employment

Share of economy



Source: Tourism Economics

Tourism-Generated Employment

Amounts in number of jobs and share of economy

	Direct	Total (Direct, Indir., Induced)	Share (Direct)	Share (Total)
Total	12,959	17,995	11.1%	15.4%
Delaware	849	1,179	6.0%	8.3%
Greene	2,512	3,488	17.6%	24.5%
Sullivan	3,534	4,908	11.7%	16.2%
Ulster	6,063	8,420	10.4%	14.5%

Source: Tourism Economics

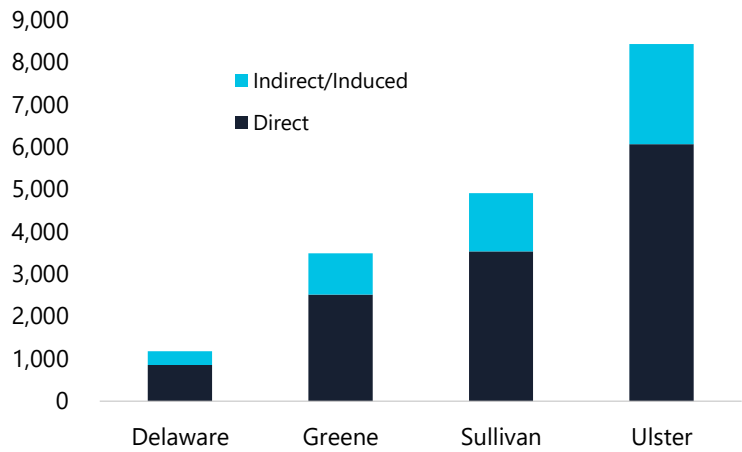


Greene County, like many more rural Upstate counties, is highly dependent on tourism industry employment (24.5%).

Ulster County produced the most tourism-related jobs in the Catskills region (8,420 jobs).

Tourism-Generated Employment

Amounts in number of jobs



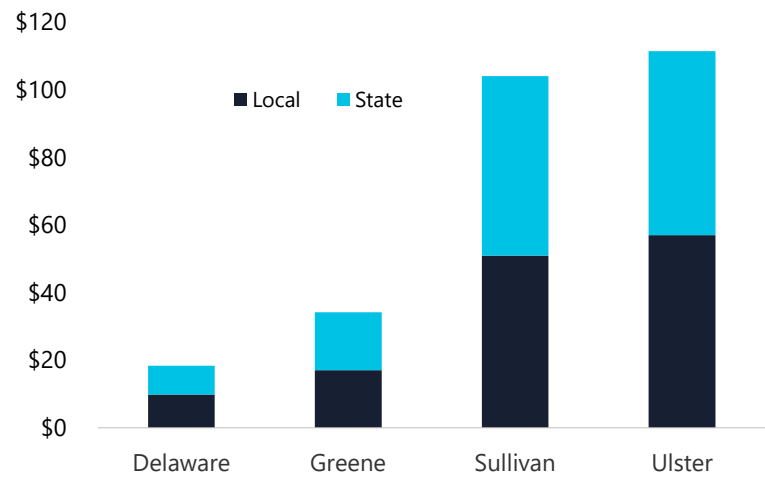
Source: Tourism Economics

TOURISM TAXES

Tourism in the Catskills generated \$268 million in state and local taxes in 2023. Sales, property, and hotel bed taxes contributed \$135 million in local taxes. Ulster County constituted 41.6% of the region’s tourism tax base.

Tourism-Generated Taxes

Amounts in millions of nominal dollars



Source: Tourism Economics

Were it not for tourism-generated state and local taxes, the average household in the region would have to pay an additional \$1,931 to maintain the same level of government revenue.

Tourism-Generated Taxes

Amounts in \$ thousands

	Local Taxes	State Taxes	Total	Regional Share	Tax Savings per Household
Total	\$134,908	\$133,160	\$268,068	100.0%	\$1,931
Delaware	\$9,837	\$8,528	\$18,365	6.9%	\$978
Greene	\$17,109	\$17,070	\$34,178	12.7%	\$1,909
Sullivan	\$50,962	\$53,098	\$104,060	38.8%	\$3,481
Ulster	\$57,000	\$54,464	\$111,464	41.6%	\$1,542

Source: Tourism Economics



Glossary – Spending Definitions

Term	Description
Lodging	Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels, rentals and similar establishments.
Food and beverage	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
Recreation	Includes visitor spending within the arts, entertainment and recreation sub-sector.
Shopping	Includes visitor spending in all retail sub-sectors within the local economy.
Local transport Service stations	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, and the local share of air transportation spending.
Second homes	Visitor spending on gasoline. Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.

Glossary – Economic Impact Definitions

Term	Description
Direct Impact	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).
Indirect Impact	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
Employment	Employment is measured by the Bureau of Economic Analysis (BEA) and Bureau of Labor Statistics (BLS) definitions, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
Labor Income	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
Value Added (GDP)	The economic enhancement a company gives its products or services before offering them to customers.
Local Taxes	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
State Taxes	State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of state governments.

ABOUT TOURISM ECONOMICS

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, London, Frankfurt, Ontario, and Sydney.

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC, we employ over 600 full-time staff, including 350+ professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.

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