

WORKSHOP

Greene County Tourism

Tourism Advisory Committee 2023 Annual Report



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Creative Concepting

Great Northern Catskills of Greene County Advertising & Marketing

“It Happens Here” is a brand campaign crafted at the start of 2023 for Greene County Tourism. “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.

Feel it. Breathe it. Live it.
It happens here.

Here, adventure purrs like a well-oiled machine. Start your engine and set out on an exploration like no other.
#FindYourCatskills

Great Northern CATSKILLS GREENE COUNTY
GreatNorthernCatskills.com

Turn the Hudson-Athens lighthouse into your North Star. Feel the thrill of summer's setting sun and the chill of a night spent on the mountain. Embrace your forever wild side by exploring the uncharted hidden gems, spirited main streets, and unique events that await in The Great Northern Catskills this summer... #FindYourCatskills

Great Northern CATSKILLS GREENE COUNTY
GreatNorthernCatskills.com

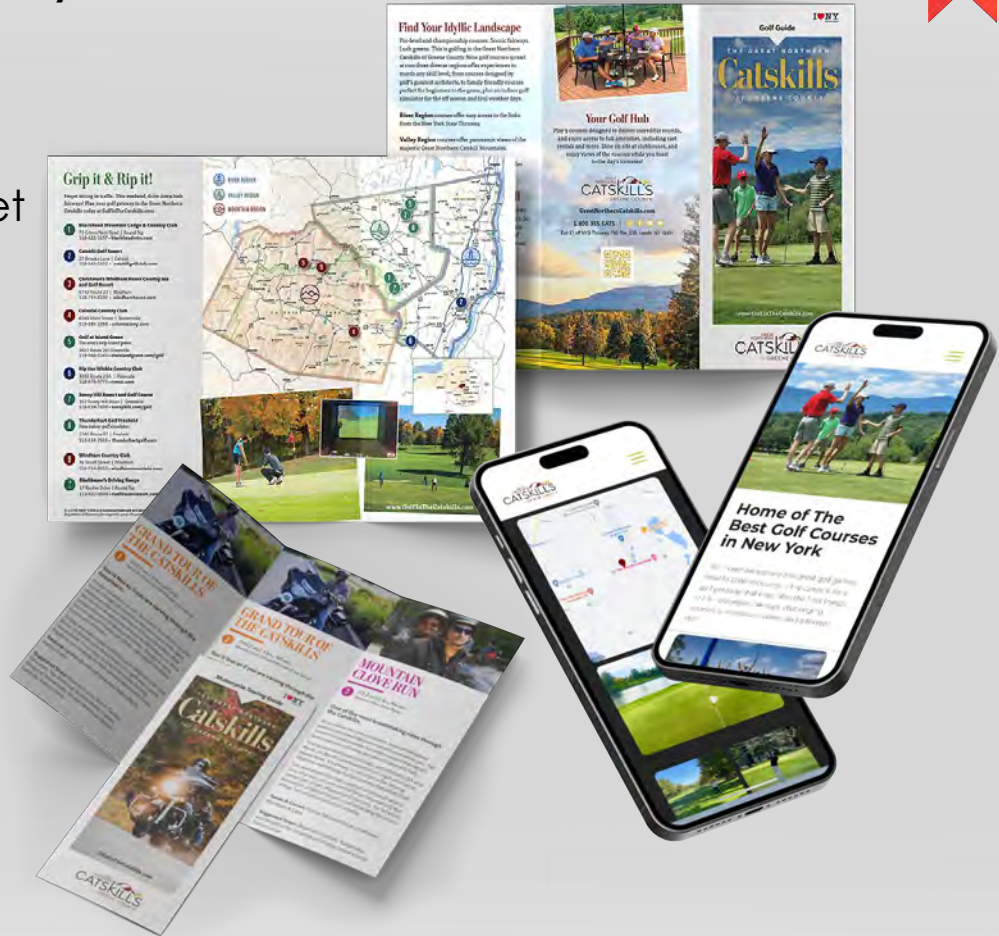
Reconnect with riverside campfires, spirited main streets, and one-of-a-kind events. Chill happens here. Thrill happens here. It all happens here... #FindYourCatskills

Great Northern CATSKILLS GREENE COUNTY
GreatNorthernCatskills.com

Great Northern Catskills of Greene County

Family of Brochure Maps & Guides

In 2023, we designed a consistent set of 6 different print brochures for Greene County Tourism by creating a unified visual identity and maintaining standardized specifications.

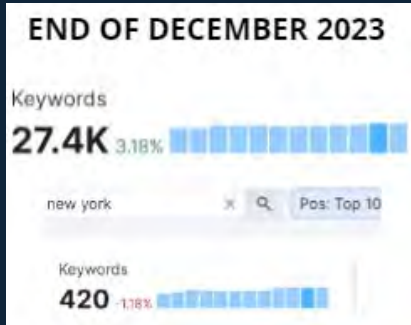


Search Engine Optimization

Search Engine Optimization

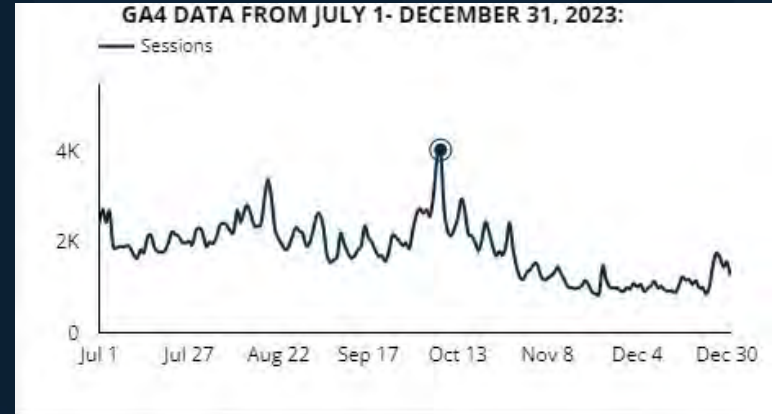


Continued Climb In Total Number Of Search Terms and those with “New York” on First Page of Google:



Although we had a slight drop in Reported volume YOY, SEO has maintained its position as the lead traffic source for Greene County. Google Local is now measured separately, which also contributes to the loss in credited users.

We continue to see a traffic spike from Fall Foliage and started the winter traffic climb in early December.





Public Relations

Public Relations - Recent Successes

Exs. of recent clips + common p.r. acquisition media brands

The New York Times

At 6 Catskills Resorts: Retro Design, Modern Comfort and Games, Lots of Games


Lodgings in this bucolic region north of New York City are targeting a new generation of visitors with organized "experiences," nostalgic style elements and serious cocktails.



The Week Ender

Tripadvisor

The Catskills



No. 70
Jun 2023



TRAVEL AWARDS
Outside
2023

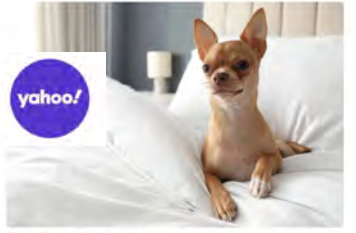
Mountain Winner: Catskill Mountains, New York

The Catskills and their namesake park—comprising about 700,000 acres of forested peaks, narrow valleys, and countless streams just 100 miles from Manhattan—are steeped in history. They're also

VERANDA

37 of the Best Dog-Friendly Luxury Hotels in the U.S.

Rebecca R. Harris
August 8, 2023 · 12 min read




yahoo!

The New York Times

Type All Day, Toast All Night: The Rise of Remote-Work Weddings

Weekend nuptials are stretching out well into the workweek as guests with hybrid schedules pack their laptops and stick around for a few extra days.

Share full article

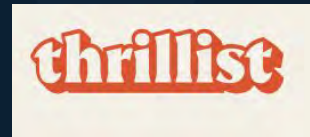


Some couples choose to make a weekend destination out of their ceremony. Such weddings have long been a boon to hotels and resorts, many of which also added work spaces and upgraded their Wi-Fi to cater to remote workers during the pandemic. Now the two trends are converging.

At Camptown, a 50-room hotel that opened this year in Leeds, N.Y., at the foot of the Catskill Mountains, wedding-related stays have been getting longer, said Stephen Wendell, chief executive of Mountain Shore Properties, which owns the hotel. When guests realize they can work from the lodge, which offers high-speed internet, work spaces and a pantry of snacks available to buy on the honor system, he said, "They start thinking about relaxing and getting into wedding mode and extending their bookings."

Public Relations - 2023 Successes (cont.)

Exs. of p.r. acquisition media brands



il to Workshop's PR Director after providing travel tips on behalf of a destination client

*"This is great, thank you so much! **I wish you could help me with all my WeekEnders!** Let me spend some time with this and I'll get back to you if I have questions. I'd also love to have you look at the final for fact-checking, if that's ok! Thanks again!"*

-Laura Begley Bloom, Tripadvisor WeekEnder columnist

Organic Social Media

Organic Social Media Year in Review

2.4M

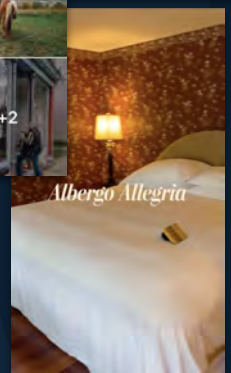
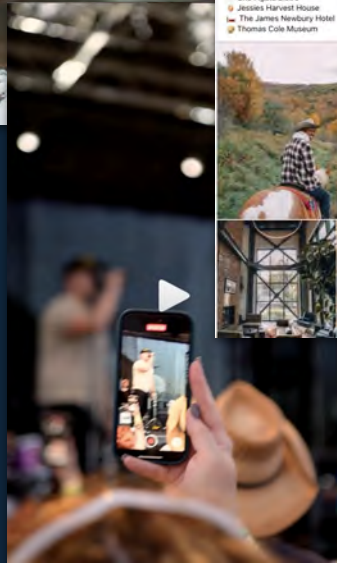
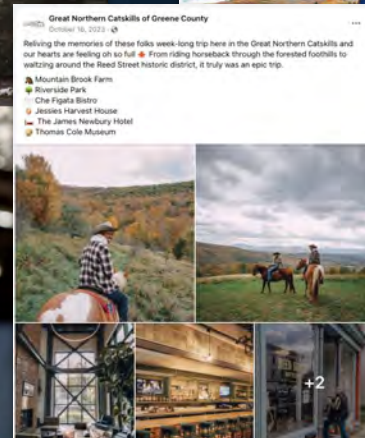
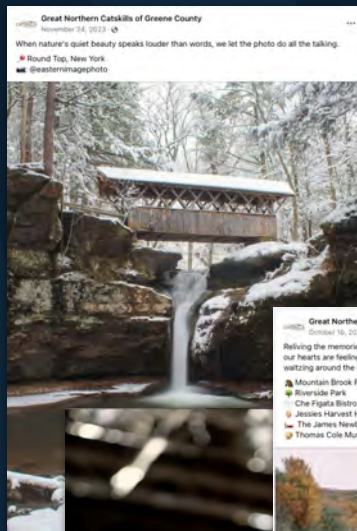
Times seen on users' feeds
(YT, IG, TT, FB)


+9.2%

128k

User interactions
(YT, IG, TT, FB)


+40.9%



 **ceroush** 38w
I miss that view 🍂

1 like Reply ...




 **eatatmaudes** 16w
Oh man. What a beautiful sight.


2 likes Reply



 **Great Northern Catskills · Creator**
Autumn is beautiful Kenough for us 🍂


2023-8-21 1 Reply

 **message2urudy** 29w
THE best place to stop for lunch.

 **mcalpine.real.estate** 11w
So happy to see this! This IS the #1 bakery in the Catskills!


1 like Reply



 **Helen Tierney**
A Christmas card. Awesome photo

9w Like Reply



 **Marian Moyer**
Ohhhh soooo beautiful. Love covered bridges and a small waterfall. Couldn't ask for more.

9w Like Reply



Y Not You Media

ohhh love it

 **mcgraths**
Great Promotion for East Durham NY


1-19 0 Reply



 **The Traveling Ginger** 🍂🌲
Windham and Hunter are beautiful in the fall too!

2023-8-13 1 Reply



 **Tracy Mullins**
Breath Taking



 **Joyce Bertodatto**
I miss these beautiful mts. A home away from home. 70 yrs of summers.
God's country 🍂

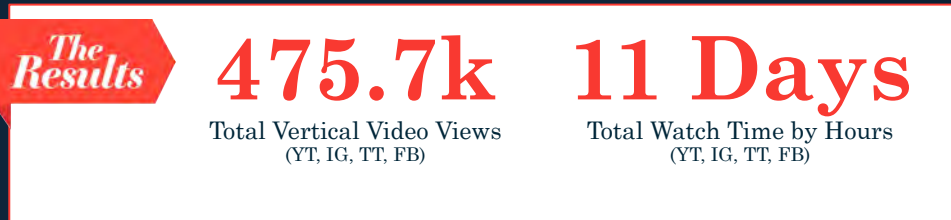
22w Like Reply

Organic Social Media - Vertical Video Adoption

Building Video-Centric Social Strategies

It's not that people don't care about the movies anymore. They just want to consume stories differently. Our 2023 strategy focused on honing in on extending our 2022 successes with high quality content into the "It Happens Here" campaign theme.

At **272 hours of total watch time**, that would be like if we had one person watch **Oppenheimer 91 times** OR **143 Barbies** in one year. For imagination's sake, if we treated each video view as a ticket sale, your movie would rank in the **global box office's top 150 films** this year.



Email Marketing

Email Marketing

Noteworthy Performance

Our high level goal in 2023 is to offer “human and helpful” information to our subscribers in order to help us not only stay at the top of their inbox, but at the top of their mind.

In addition, we honed in on growing our contact list and engaging with a wider audience and set a strategy to to ensure such.

The Results

63,928

Email Sends

2,880

Website Visits

44.5%

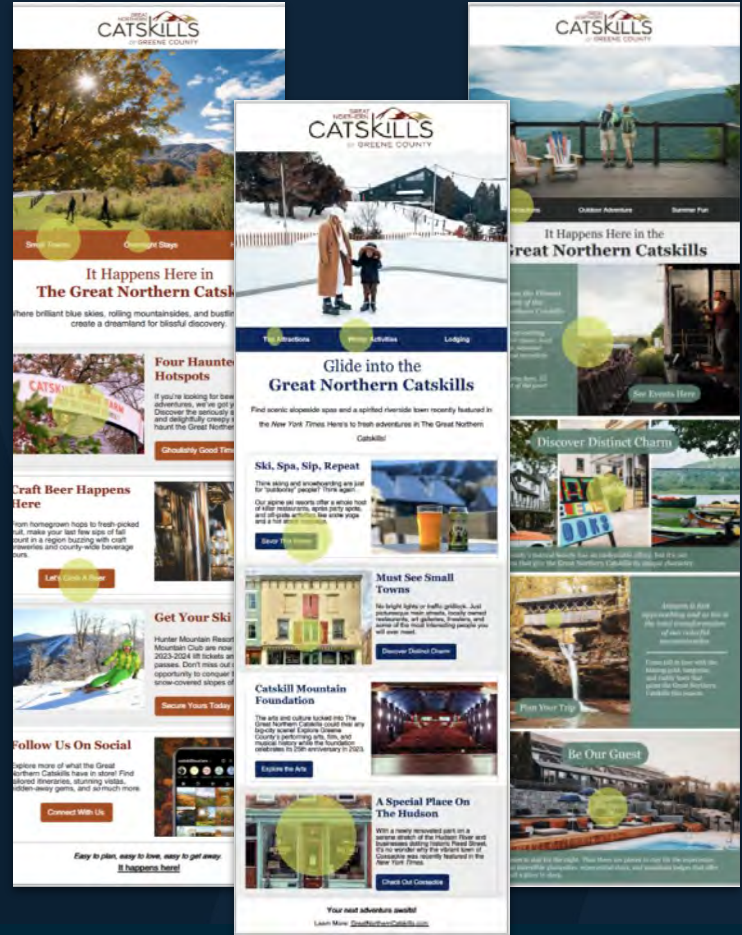
Open Rate

2.8%

Click Rate

6.1%

Bounce Rate





Paid Media

Paid Media

Noteworthy Performance

All digital media tactics (Connected TV, Audio Advertising, Paid Social, Native Advertising, Retargeting, and Paid Search) outperformed completion rate and CTR benchmarks.

Connected TV and Audio Advertising (non-clickable tactics) generated over **4,800 website visits** from users who were served an ad impression. Audio Advertising is a new tactic for Greene County this year.

Paid Social excelled with over **48,000 engagements**. New to our strategy this year was boosting organic social's monthly town reels.

New direct placements featuring additional print opportunities and packages as well as digital sponsorships in the form of email sponsorships/ads, website content, and banner ads.

All paid media tactics generated **271,751 website sessions** with a 38% engagement rate. This is over 27% of all website traffic.

QR code scans generated **1,674 website sessions** with a **45% engagement rate**.

Paid Media

Top Ads (Paid Social)

Great Northern Catskills of Greene County
Sponsored · 🌐

Goodbye tents & sleeping bags, hello luxury!
Experience the Catskills from the comfort of your airstream or A-frame cabin.

👤 Andrew Pinnella



greatnorterncatskills.com
Catskills Glamping
Find your sweet escape

Learn more

Great Northern Catskills of Greene County
Sponsored · 🌐

There's a whole world waiting to be explored.
Escape from hectic city life and unwind in the Great Northern Catskills.

👤 Andrew Pinnella



greatnorterncatskills.com
Catskills Top Hikes

Learn more

Great Northern Catskills of Greene County
Sponsored · 🌐

Mountainside music. Seasonal celebrations.
One-of-a-kind events. Come experience what makes our region so unique.

👤 Todd Michalek



greatnorterncatskills.com
See Upcoming Events

Learn more

It Happens Here
Tannersville, NY

Great Northern Catskills of Green...
Sponsored

What if a fairy tale town were

Learn more

It Happens Here
Catskill, NY

Great Northern Catskills of Green...
Sponsored

at us at the spot where

Learn more

Ever wonder what lies at the end of the rainbow? 🌈 ... officie

Learn more

Paid Media

Top Ads (Native Advertising)

Sponsored By greatnortherncatskills.com



Summer Guide to Greene County: Kayaking, Camping & More

From mountainside pools to late-night ice cream runs, quintessential summer fun is here and heating up!

Sponsored By greatnortherncatskills.com



It Happens Here in the Great Northern Catskills

Discover small-town gems or trek along breathtaking mountain trails - Catskill summers are all about adventure!

Sponsored By greatnortherncatskills.com



The Emerald Isle That isn't an Ocean Away

Lose yourself in East Durham's green hills & Irish heritage in the heart of the Catskills. Photo credit: @newyorksherpa

Sponsored By greatnortherncatskills.com

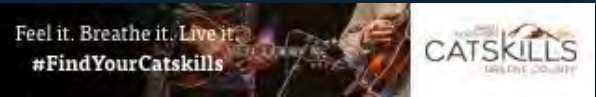
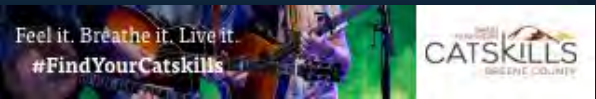


Check Out Our Ultimate Guide To Autumn!

With breathtaking fall views and famously known foliage, this is a season of Greene County that you don't want to miss.

Paid Media

Top Ads (Retargeting)



Paid Media

Print Ads



It happens here.

Feel it.
Breathe it.
Live it.

Turn the Hudson-Athens lighthouse into your North Star. Feel the thrill of summer's setting sun and the chill of a night spent on the mountain. Embrace your forever wild side by exploring the uncharted hidden gems, spirited main streets, and unique events that await in The Great Northern Catskills this summer... [#FindYourCatskills](#)

GREAT NORTHERN CATSKILLS GREENE COUNTY

GreatNorthernCatskills.com




It happens here.

Feel it.
Breathe it.
Live it.

Witness the Great Northern Catskills come to life before your eyes. With riverfront festivals, unique summer celebrations, and one-of-a-kind events, there's no shortage of buzzworthy happenings. The only challenge will be penciling them all into your calendar. [#FindYourCatskills](#)

GREAT NORTHERN CATSKILLS GREENE COUNTY

GreatNorthernCatskills.com




It happens here.

Feel it.
Breathe it.
Live it.

Reconnect with riverside campfires, spirited main streets, and one-of-a-kind events. Chill happens here. Thrill happens here. It all happens here... [#FindYourCatskills](#)

GREAT NORTHERN CATSKILLS GREENE COUNTY

GreatNorthernCatskills.com




It happens here.

Feel it.
Breathe it.
Live it.

A cool whisk of autumn air rolls through the valley and the region's famous foliage transforms in shades of copper and crimson. From an abundance of you-pick-pumpkin-patches to a calendar full of family-friendly festivals, there's no better place to be this fall than in the Great Northern Catskills. Your next great journey is just on the horizon. [#FindYourCatskills](#)

GREAT NORTHERN CATSKILLS GREENE COUNTY

GreatNorthernCatskills.com



Influencer Marketing

Influencer Activation Content

Luda Weigand + Jess Love x Greene County

Deliverables:

- + 2 Instagram Story Series
- + 2 Instagram Posts
- + 2 Vertical Video (IG + TikTok)
- + Robust Image Library

Results:

- + **85K+** Combined Reach + Plays
- + **3.1K+** Total Engagements
- + **87** Comments + Replies
- + **29** Saves + Shares

POST



REEL



POST



Community Buzz

-  **petitemarienyc** Love all these places ❤️❤️
2w 1 like Reply
-  **lady.mainna2015** 9w
Breakfast at the end looks yummy
-  **ryanstylesnyc** 🍷🍷🍷🍷
2w 1 like Reply
-  **moorehisstyle** 12w
This looks like the perfect trip 🍂
-  **yazzydabrat** @jjamilla2023 lets go
4w 3 likes Reply ...
- Hide replies
-  **jjamilla2023** @yazzydabrat Let's plan!
3w 1 like Reply



-  **jjamilla2023** 11w
The Foliage looks unreal 🍂 and might I add ..so peaceful!
-  **thomascolesite** 🍷🍷🍷 thanks for visiting!
2w 1 like Reply
-  **ohn_mintyfresh** 9w
Super cute! I love catskill 🍂
-  **threadability** I want to get away!!!
3w 1 like Reply
-  **allysiazotto** 12w
No I NEED to go
-  **jump_on_it15** 12w
Ugh I wanna come do this!!

Influencer Activation Content

Jake Musser x Greene County

Deliverables:

- + 1 Instagram Story Series
- + 1 Instagram Post
- + 1 TikTok Video

Results:

- + **34.9K+** Combined Reach + Plays
- + **1.9K+** Total Engagements
- + **47** Comments + Replies
- + **98** Saves + Shares

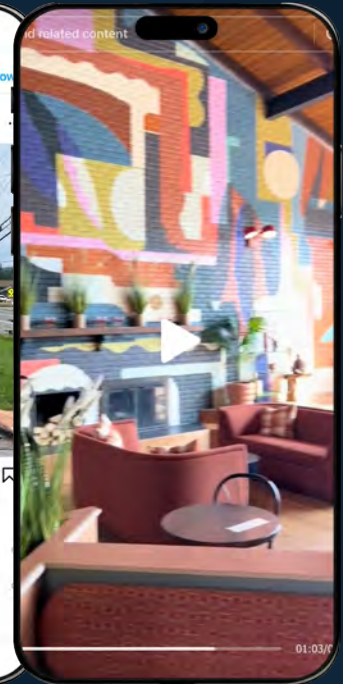
STORY



POST







TIKTOK





Community Buzz

 **georgeblair** 5 stars 
7w 1 like Reply

 **mterryfish** Oh my goodness! Windham Mountain is the only place I have ever been skiing. One of my college friends was from Long Island and her family had a place there. We 
7w 3 likes Reply

 **albergoallegria** This room is the view 🤩 
7w 1 like Reply ...
View replies (1)

 **El** 🍷🍷
Upstate ny stays up 🏔️ 
9-25 Reply 1



Influencer Activation Content

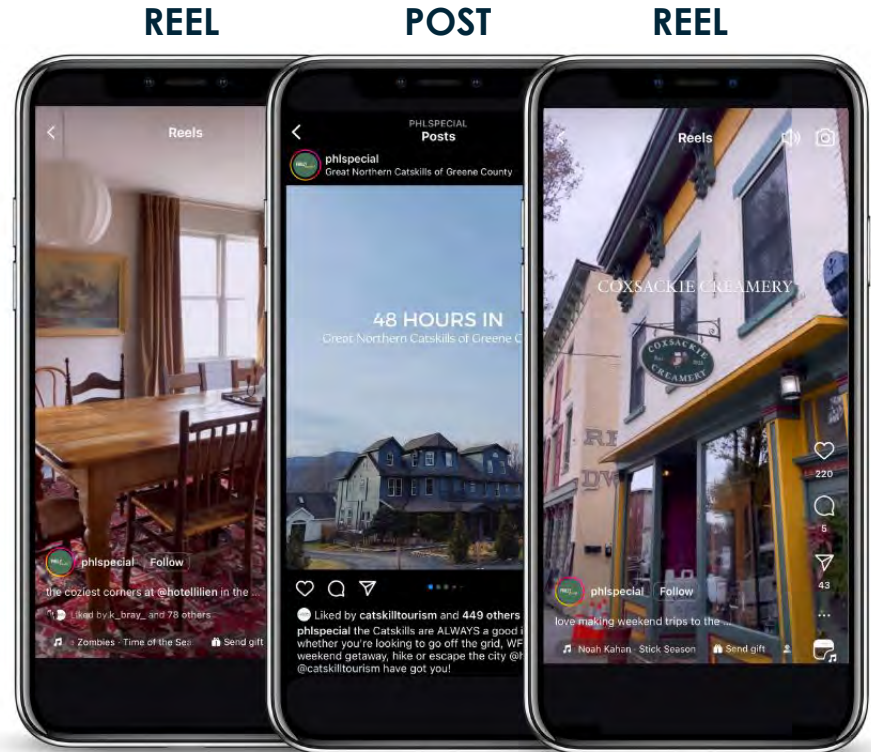
Jamie Harlan x Greene County

Deliverables:


- + 1 Instagram Story Series
- + 1 Instagram Posts
- + 3 Vertical Videos (2 IG Reels + 1 Tik Tok)
- + Image Library


Results:

- + **48.7K+** Combined Reach + Plays
- + **1.2K+** Total Engagements
- + **33** Comments + Replies
- + **481** Saves + Shares



Community Buzz

 **classicalents** So many great spots to check out!
3h 1 like Reply

 **unionchillnj** That hotel looks unreal 🤩
5w 2 likes Reply ...

 **milliephanatic** Looks heavenly 🍷🍷🍷
5w 2 likes Reply


— Hide replies

 **phlspecial** @milliephanatic it truly was! we knew we loved the catskills before this but damn did this stay take it up a notch 😄👍


 **partnerscoffee** on the way 🚗
5w 3 likes Reply




 **phillydatejawns** So cute 🥰
5w 2 likes Reply ...

 **fionastubbs05** This is so helpful. Will definitely save this ... I hope to visit the Catskills from the U.K. before too long 🙌🙌
👍

 **phillyfoodandbarrs** 🍷🍷🍷
3w 2 likes Reply

 **uncovermore** @hellofellowcafe cinnamon rolls are some of the best!
4w 1 like Reply

— Hide replies

 **phlspecial** @uncovermore soooo good!
4w 1 like Reply

Tourism Guide

Tourism Guide

We bring print and destinations to life in our approach to creating stand-apart Tourism Guides.

While many regional and county tourism-based guides consist of dense listings that can be overwhelming and, well, just not that interesting, Workshop has had tremendous success with taking a different, more experiential approach to creating tourism guides.

We create engaging visual and written content to create a stronger sense of place. The tourism or travel guide acts not only as a rich source of information for the tourist but also conveys a feeling that there is experience to be had and memories to be made— whether it's through outdoor adventure, family fun, history, unique lodging, events or a 48-hour getaway.

The work and time put into this effort pays off by being carried through our other marketing services—from paid advertising and social media to web content—and intrinsically helps to attract stronger media attention.

Flip page by page through a recent guide example.



Find a digital version of the full guide at
www.greatnortherncatskills.com/travel-guide

**Please scan QR code or visit URL to see full guide*



Thank You!

Annual Marketing Program Report 2023 vs 2022



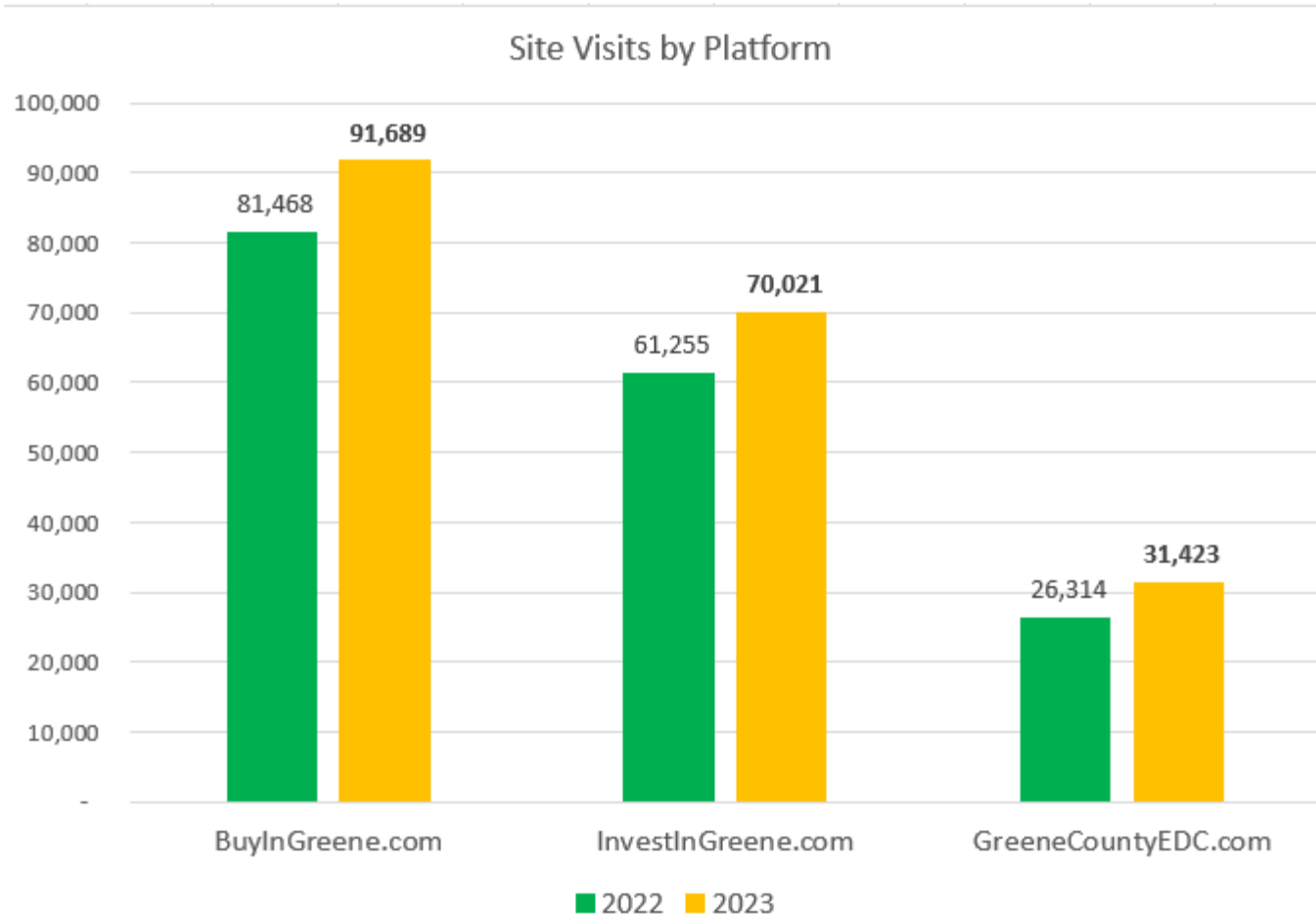
GREENE COUNTY

Economic Development Corporation

BUYING GREENE • INVEST GREENE

March 7th, 2024

Website Visits (Traffic) EDC Sites

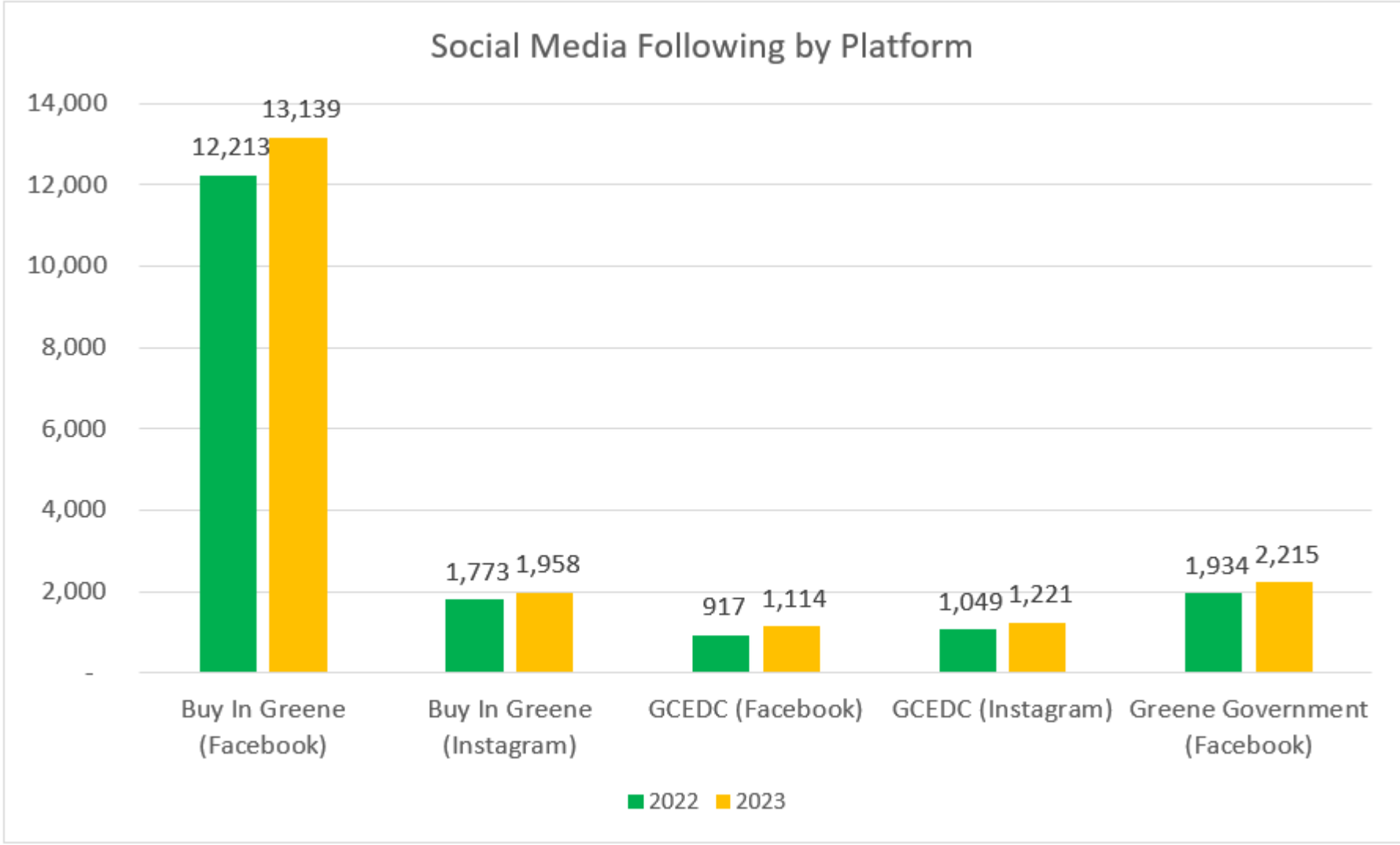


2023 – 193,133 Total Visits

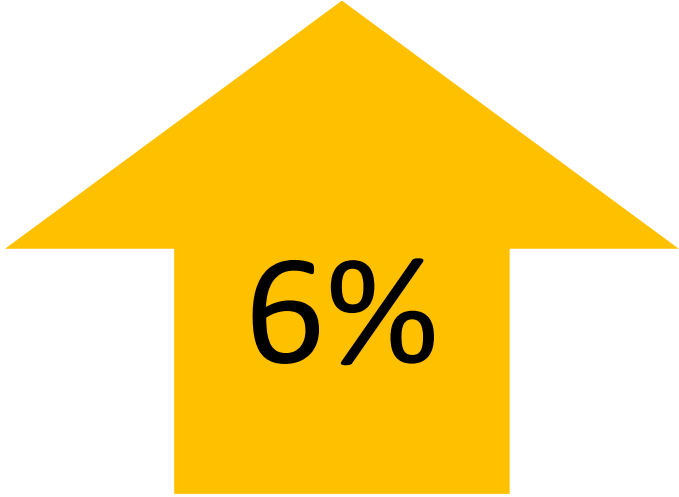
16%

2022 – 169,037 Total Visits

Social Media Following by Platform



2023 – 17,886 Total Following



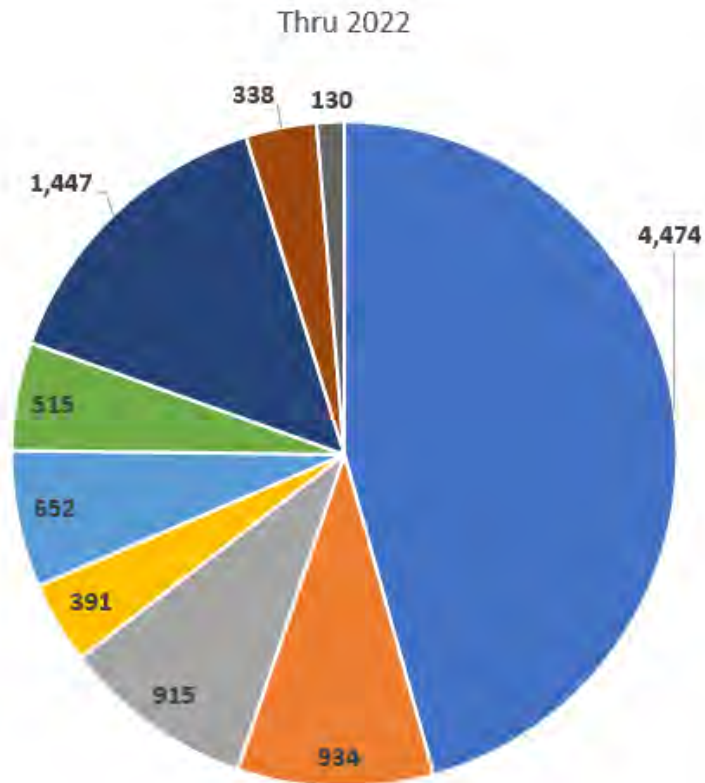
2022 – 16,932 Total Following

eBook Download Contacts YoY

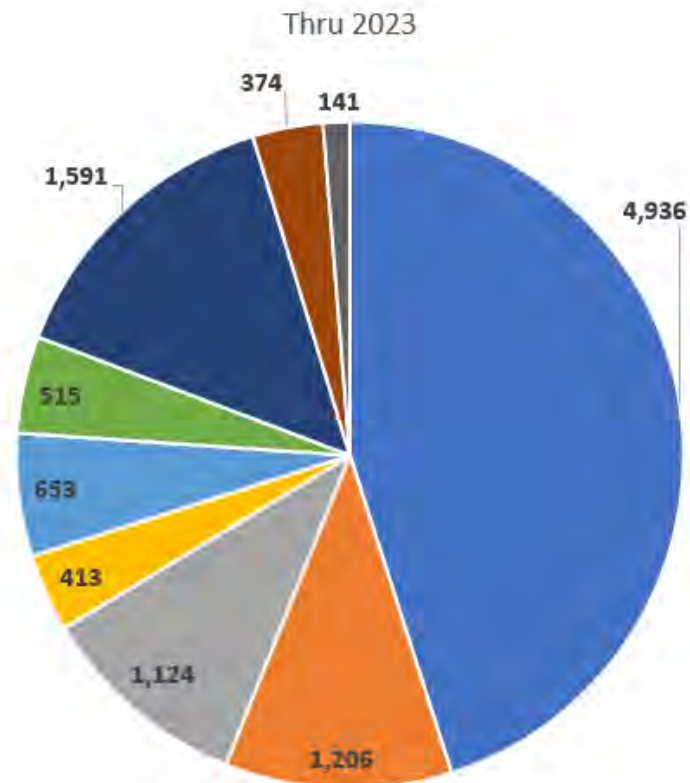
2023 – 10,953 total downloads

12%

2022 – 9,796 total downloads



- "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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- Phase 3 Obtaining Funding - A How-to Guide

POSITIVELY GREENE

2023 – 2,358 Total Subscribers



CONSUMERS

2023 – 1,289 Total Subscribers



GC BUSINESSES

2023 – 857 Total Subscribers



PROSPECTIVES

2023 – 10,530 Total Subscribers



POSITIVELY GREENE

2023 – 2,358 Total Subscribers

12%

2022 – 2,110 Total Subscribers

Avg Open Rate: 49% v 49%

Total Reads up 24% YoY

CONSUMERS

2023 – 1,289 Total Subscribers

10%

2022 – 1,169 Total Subscribers

Avg Open Rate: 34% v 33%

Total Reads up 30% YoY

GC BUSINESSES

2023 – 857 Total Subscribers

3%

2022 – 834 Total Subscribers

Avg Open Rate: 32% v 32%

Total Reads up 39% YoY

PROSPECTIVES

2023 – 10,530 Total Subscribers

35%

2022 – 7,777 Total Subscribers

Avg Open Rate: 32% v 32%

Total Reads up 44% YoY

Coffee Creating Community in Cairo, NY

December 5, 2023



Driving west on NYS Route 23 (heading toward destinations in Windham or East Durham) a one-word billboard catches your eye. 'ESPRESSO' appears in huge letters next to the logo for the Red Star

2023 Success Stories delivered over 11,500 reads

15%
YoY



INVEST GREENE

Greene County Success Stories

Coffee Creating Community in Cairo, NY

December 5, 2023



Driving west on NYS Route 23 (heading toward destinations in Windham or East Durham) a one-word billboard catches your eye. 'ESPRESSO' appears in huge letters next to the logo for the Red Star Café & Bakery, encouraging drivers to get off the highway and head on to Main Street in the charming community of Cairo (that's CARE-OH, not Kai-Rho) where proprietors Shahen & Kim

Virtual Main Streets



Windham 

 Take a Virtual Tour of Main Street

**25%
YoY**

2023 Impressions

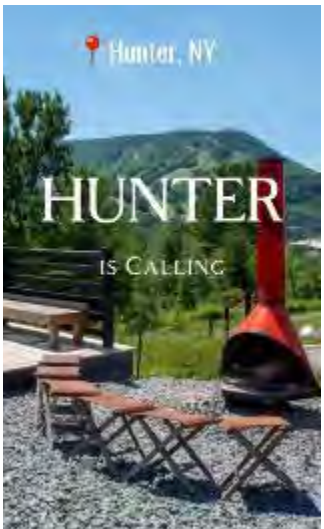
Virtual Catskill	471,696
Virtual Tannersville	606,480
Virtual Windham	359,640
Virtual Coxsackie	1,369,248
Virtual Cairo	324,624

2023 Add Impressions surpassed 3,000,000

Reels On Instagram and Facebook



The 50 Reels published in 2023 delivered over 11,000 Site Visits...
[...and increased Social Media Engagement by 19%](#)



2023 Seasonal Promotions

The year-long calendar of Seasonal promotions drove 50,429 visits to Business Listings on BuyInGreene.com



Find Something Special for Your Somebody Special!
From over 1,100 local businesses on BuyInGreene.com

BUY IN GREENE



Celebrate Mom! Find Everything You Need on BuyInGreene.com

BUY IN GREENE

Need Something Special for Somebody Special?
Greene County, NY has it ALL!

FLOWERS GIFTS DINNER CANDY
SPIRITS JEWELRY

BUY IN GREENE



It's Time to Get Your Home Ready for Spring!

BUY IN GREENE



FLOWERS FOOD GIFTS

Celebrate Dad's and Grads!

Find Everything on BuyInGreene.com

BUY IN GREENE



From the **FARM** to Your **TABLE**

Find Greene County, NY Farmers Markets

BUY IN GREENE



Shop Local for Everything Easter!

Find it ALL from the 1,100+ Greene County Businesses on BuyInGreene.com

Eggs to Dye Basket Goodies Festive Decor Delicious Food

BUY IN GREENE



From Farmers Markets to Summer Adventure
Greene County, NY has everything you need!

Find it all on BuyInGreene.com

BUY IN GREENE



Find Something for EVERYONE!

BUY IN GREENE

Search local businesses on BuyInGreene.com



Give a **Gift of Greene**

BUY IN GREENE Village Streets - So Inviting Shopping HERE - It's Exciting!

You Will Love it When You Buy in GREENE!

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.

click **Holiday Shopping**





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



Start Your Online Business in Greene County

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.investingreene.com/start-an-online-business



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.

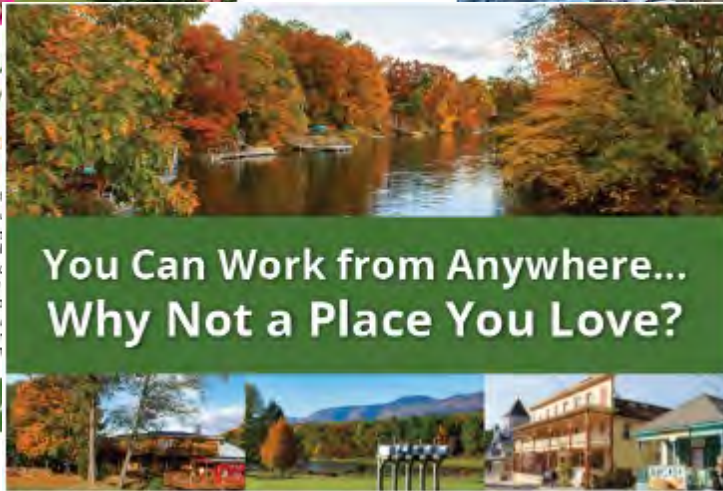
Get Started Today - Download our FREE ebook and learn:

- 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

Scan QR



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



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

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

Scan QR



2023 Business Attraction

Business Attraction Outreach Campaigns drove over 20,000 prospective new business owners to website interaction

BUY IN GREENE | **INVEST IN GREENE**
Greene County Economic Development Corporation

We Want Your Business to Thrive in Our Communities

Greene County ranks in the top-twenty of New York's 50 upstate counties for successful small businesses.

The dual initiatives of the **Greene County Economic Development Corporation** celebrate our local businesses, promote them to both resident and visiting consumers, and provide conderge business support services and financing assistance. Successful small businesses are at the heart of living and working in the place we love – and we are proud to work hard every day to make a difference.



- Free Online Listings for Businesses in Greene County
- Searchable by Town and Business Type
- Year-Round Seasonal Promotions that Engage Consumers
- Targeted Advertising to both Residents and Visitors
- Virtual Tours of Greene County Communities



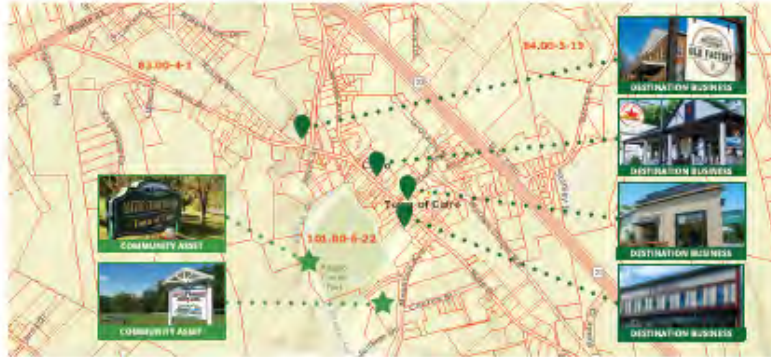
- Concierge Business Support Services
- Multiple Financing and Grant Opportunities
- Site Selection Assistance
- Workforce Development
- Business Operation and Development Training

To find out more about what the Greene County Economic Development Corporation can do to help your business thrive, contact us directly at 518-719-3290 or visit greeneconomydc.com.



BUILD SUCCESS on Main Street in Cairo, NY

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



Cairo *noun* (Care-Oh)

1. A quintessential small rural community set at the base of the Great Northern Catskill Mountains.
2. A municipality making major investments in infrastructure and revitalization, attracting new small businesses to its Main Street.
3. A town partnering with the Greene County Economic Development Corporation to provide new businesses with the resources they need to succeed.

Life in Cairo is both relaxing and exhilarating.

Visitors to Greene County experience natural splendor, world-class cultural and adventure attractions, and welcoming hospitality.

Major investments have been made in the infrastructure that enables communities to thrive, from fiberoptic broadband to water & sewer service to sidewalks and green space.

Destination businesses attract more and more customers to our Main Streets every year.

Residents support our local businesses as valued members of our community.

INVEST GREENE To find out more about starting your business on Main Street 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 SUCCESS on Multi-Use Sites in Cairo, NY

ECONOMIC DEVELOPMENT SPECS IN CAIRO

Infrastructure & Access

- Municipal water and sewer lines accessible to Main Street and immediate surrounding areas with capacity for new business development
- Public waste water treatment plant in close proximity to downtown business corridor with capacity for new business development
- Last-mile broadband and high-speed fiber coverage in the downtown business corridor
- Ten-minute drive to NYS Thruway exit 21
- Fifteen-minute drive to world class skiing at Hunter and Windham mountains
- New Industrial Park on NYS 23 currently being planned



Incentivizing Investment



- Long-term, low-rate capital improvement lending program for businesses in Downtown Cairo provided by the Bank of Greene County
- Tax benefits for manufacturing-based businesses with highyield job creation
- Low-interest working capital loans supporting job creation
- Micro-grant programs for inventory and working capital

Pro-Business Climate

- Expedited time-to-market with municipal planning and approval processes
- Publicly sponsored strategic planning and feasibility studies conducted
- Flourishing downtown corridor with dozens of small businesses complementary to strong hospitality sector in surrounding Purling and Round Top areas
- Strong community support for residential, commercial, and industrial development projects



INVEST GREENE To find out more about available, multi-use building sites 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.



Community-Specific Promotional Printable PDFs with a QR Code linking to more information on-line.

[Cairo](#) & [Greenville](#) in-market Durham in production. Hunter next.

BUILD SUCCESS in Greenville, NY

Start your dream business and be a part of this wonderful and historic rural community with easy access to New York's Capital District and stunning views of the Great Northern Catskill Mountains. Residents enjoy small-town hospitality, great community events, and one of the best school systems in the area that offers an International Baccalaureate Program.

DESTINATION BUSINESSES



Greenville *noun*

1. A family-focused town with great amenities and opportunities.
2. A municipality making significant investments in infrastructure, services, and fiberoptic broadband.
3. A town partnering with the Greene County Economic Development Corporation to provide new businesses with the resources they need to succeed.

Life in Greenville is both balanced and rewarding.

Visitors to Greene County experience natural splendor, world-class cultural and adventure attractions and welcoming hospitality.

Major investments have been made in the infrastructure that enables communities to thrive, from broadband to water & sewer service, to sidewalks and green space.

Destination businesses attract more and more customers to our towns & villages each year.

Residents support our local business as valued members of our community.

INVEST 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 SUCCESS on Available Sites in Greenville, NY

LIVE AND THRIVE IN OUR COMMUNITY

Community Assets and Infrastructure

- 160-acre public park with hiking trails, handicapped access trails, soccer & baseball fields, playground, pickleball court, basketball court, frisbee golf, dog park, fishing and a covered pavilion.
- Active Arts and Entertainment community
- Ample Child Care for working parents
- Fiberoptic Broadband and Municipal Water & Sewer along business corridors.
- Pedestrian Walkways connect business district with shopping plaza for family essentials
- Multiple parcels of vacant land available for housing development.
- School System offering International Baccalaureate Program



Greene County Economic Development Corporation



Incentivizing Investment

- Tax benefits for manufacturing-based businesses with high yield job creation
- Low-interest working capital loans supporting job creation
- Micro-grant programs for inventory and working capital
- Local Government continually seeking state and federal grants

Pro-Business Climate

- Expedited time-to-market with municipal planning and approval processes
- Emerging downtown business district
- Existing move-in-ready structures
- No decline in community population
- Strong community support for residential, commercial, and industrial development projects



INVEST GREENE To find out more about available, multi-use building sites 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.



Community-Specific Promotional Printable PDFs with a QR Code linking to more information on-line.

[Cairo](#) & [Greenville](#) in-market Durham in production. Hunter next.



@bestkeptsecretsgreencountyny

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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

New 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.

They explore the challenges and triumphs of starting a new business, and the reasons why more and more entrepreneurs are finding Greene County such a great place to work and live.

As they dig into the local lore, revealing interesting stories about each community they visit, you'll find out why people say Greene County is the Best Kept Secret in Upstate New York.



MULTI Grant - Round 1

16 Applications Received

\$208,391 of Approved Awards

\$46,609 left to be dispersed



MULTI Grant awards are funded by the NYS Homes and Community Renewal Program through federal Community Development Block Grants and facilitated and administered by the Greene County Economic Development Corporation.



Consumer Engagement

Provide a promotional and informational platform for over 1,100 Greene County businesses and engages consumers through a social media following of over 12,000, targeted social media and digital advertising, engaging stories, and eNewsletters. Seasonal promotions help consumers find local businesses based on what they need to purchase, and the overall Buy In Greene brand is additionally supported by print, display, and broadcast advertising campaigns.

Business Attraction

Engage a contact database of over 10,000 prospective business owners who have interacted with our original content on social media, web presence, and topical eBooks on starting a business in Greene County, NY. Reach out to Target Industry Players and provide prospects with information and concierge business support services, including site selection, process navigation, and financing.

Community Promotion

Promote the unique and desirable attributes of our communities to consumers (through the Buy In Greene program) and business owners (through the Invest Greene program) utilizing customized offerings, success stories, and original content. Content and messaging is targeted to specific audiences using the social media, contact databases and web platforms of both programs.



Consumer Engagement Promotions

Leverage the Buy In Greene brand to connect local businesses to both resident and visiting consumers through seasonal promotions, eNewsletters, social media content, and advertising.

GCEDC Umbrella Brand

Adhere the Buy & Invest program brands to the identity of the Greene County Economic Development Corporation. Position this combined brand as the gateway to access all programs and support for consumers and businesses in Greene County.

Build Success in....

Systematically promote the unique attributes, aspects, sites, successful businesses, infrastructure and available support through Town Templates to attract new and expanding businesses to individual Greene County communities.

What Greene County Community is Right for You?

Promote individual downtowns (Virtual Mains & Reels) and rural communities as Affordable, Beautiful & Commutable to attract homebuyers to a community they'll love to increase our workforce, school enrollment, and residential tax base.





Are You Ready to Start a Business?

Utilize an interactive quiz funnel and animated advertising to identify and gain relevant information on specific, prospective entrepreneurs seeking to start a business in Greene County in order to systematically engage them into the Invest Greene program of concierge services.

Business Amplifier Program

Brand and promote a Greene County Small Business Training program to maximize participation, enrollment and new business success.

Targeted Industry Development

Promote Greene County sites to specific industries needed and desired by individual communities utilizing the Greene County Economic Development Tool Kit (to be developed).

Positively Greene

COUNTY-WIDE UPDATE



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

Special Edition: 2023 A Year-In-Review

January 2024

Legislative Actions

The Greene County Legislature continues to defend the position of local government in the wake of state and federal mandates. In 2023, significant actions included:

- [Opposing unnecessary changes to the voting schedule](#)
- [Defending local justices from state regulation](#)
- [Urging the governor not to provide controversial tax credits](#)
- [Calling for the continued pass though of federal Medicaid assistance to counties](#)
- [Responding to implications of executive orders](#)
- [Prevailing in defense of the county's state of emergency](#) in NYS Supreme court



New Business Growth/Projects

2023 proved to be another growth year for Greene County with sales tax revenue exceeding expectations for the 11th straight year. Significant awards of economic development funding contributed to new business expansion, helping our communities thrive.

Local REDC Award Impact

Round 13 of the Regional Economic Development Award competition included \$34,500 to Old Factory Brewing Co. in Cairo under Empire State Development's newly added Craft Beverage Micro Grant Program. The Hudson-Athens Lighthouse Preservation Society received a Parks, Preservation and Heritage Grant of \$500,000 to assist in repair and restoration of its underwater foundation. Find a complete list of awards at https://regionalcouncils.ny.gov/sites/default/files/2023-11/REDC_Round_13_Award_Booklet.pdf

Six MULTI Grants Awarded to Date

The Greene County Economic Development Corporation's Microenterprise Assistance Program (MULTI Grant) has been very well received by local business applicants seeking Money for Utilities, Logistics, Technology and Inventory. Phase 1 was funded by NYS to establish a \$255,000 pool for awarding grants between \$5,000 and \$25,000 to qualifying Greene County businesses.

Grand Opening in Greene County Attracts State-wide Attention

The grand opening of the James Newbury Hotel and The Wire event center in the Village of Coxsackie was held on October 26. The nearly \$11 million redevelopment project transforms two former factory buildings into a 47-room boutique hotel and a 15,000-square foot event space with a waterfront bar and multiple community rooms.

New Windham Ambulance Headquarters & Senior Center

A community ribbon-cutting ceremony was held on July 22nd at this new facility at the intersection of South Street and Route 23 on the west side of Windham. Key features of the building include a proper, interior decontamination room complete with washing and controlled disposal capabilities, as well as the new home of the Windham Senior Center.



BOGC to Provide Up To \$5 Million to Revitalize Cairo's Business District

Bank of Greene County CEO Donald Gibson spearheaded a new low-interest loan program to stoke small business commitment to the economic renewal gaining strength in Cairo. The Greene County Economic Development Corporation supports this action to assist prospective businesses seeking small business assistance to establish or expand in our communities. As part of this support, the GCEDC is producing Build Success support collateral as part of its campaign to promote business development in individual communities. <https://www.thebankofgreenecounty.com/bank-announces-a-reminder-about-5-million-low-interest-loan-program-for-town-of-cairo-businesses/>

Camptown Opens in Leeds

Camptown Catskills had its soft opening for guests on March 16. Formerly the Rip Van Winkle Motor Lodge, the resort is located on Route 23B, less than a mile from Thruway Exit 21. Set within wooded acreage, it has been completely renovated featuring 24 guest rooms in the motor lodge and 26 log cabins, a cozy lobby with fireplace and work area, a modern Mexican restaurant called Casa Susanna, a horseshoe-shaped bar, honor system pantry, fire pits, and much more. Other amenities include an outdoor pool, pool bar, and sundeck with loungers and cabanas. <https://www.greatnortherncatskills.com/resorts-lodging/camptown>

Workforce Housing Attainability Assessment

The Greene County office of Economic Development, Tourism and Planning, with assistance from Camoin Associates, recently completed a county wide survey and assessment of workforce housing inventory and needs. This study looks at both the availability and attainability of housing for not only the current workforce in Greene County, but for workers in the largest growth industries in the county as well. This report will be used as a tool to help the County continue meeting the needs of our residents and attract community-oriented development.

Indicators/Statistics

Key economic indicators in the areas of employment, business success, and educational enrollment continued to rank Greene County as one of the best places in New York to live, work, and raise a family.

Greene County Labor Outperforms State and Fed Rates

In Greene County, unemployment figures continue to outperform NYS and the national average. Greene's December 2022 unemployment rate landed at 3.0%, lower than the State's 3.7%, and the nation's 3.3%. Overall, Greene County's total unemployed figures remained unchanged since December 2021, while there was a .1% growth in total employed. <https://dol.ny.gov/system/files/documents/2023/01/nys-economy-added-22100-private-sector-jobs-in-december-2022.pdf>

Leisure & Hospitality Sector Leads Capital Region Job Gains As New Establishments Open in Greene County

The monthly Capital Region labor market briefing, published by the NYS Department of Labor, conducts a year-over-year lookback of several factors indicating the general dynamic of the eight-county region's labor market. April's report not only showed the Greene County outpacing Statewide and National unemployment figures (by 50 and 40bps, respectively), but also revealed that 48% (4,700) of 9,700 of the nonfarm jobs added to New York's economy since April 2022 occurred in the Leisure and Hospitality sector.

Economic Impact of Visitors

Travelers to Greene County spent an estimated \$283 million in 2022, up \$52 million from a year earlier and \$90 million more than in 2019 before the pandemic. This, from a recently released state report generated by Tourism Economics that looked at the economic impact of tourism across every region of New York. <https://greenecountyedc.com/wp-content/uploads/2024/01/Catskills-2022-NYS-Tourism-Economic-Impact.pdf>

Greene County 18th out of 50 NY Counties in Small Business Success

A by RochesterFirst.com cited that "Although most of the nation's small businesses are located in major metropolitan areas, those that are located in rural areas tend to be more stable — possibly due to loyalty from local residents or the absence of competition from large corporations." Coming in at number 18, Greene County has 1,082 small businesses (24.1 per 1,000 residents) that represent 99.7% of total businesses in the county.



C-GCC Enrollment Increasing

Unlike the SUNY system as a whole, Columbia-Greene Community College is growing, not shrinking. Enrollment was up 6.8% in 2022, and is anticipated to be up 8% in the fall of 2023 – the 3rd highest growth rate of the state’s 30 community colleges. Increases came across the board, but were most significant in Health Care, Automotive Technology, and Construction Technology.

The Economic State of the Twin Counties

On Friday, November 3rd, Columbia-Greene Workforce NY was joined by James Hannahs (Executive Director of the Greene County Economic Development Corporation) and Mike Tucker (President & CEO of Columbia Economic Development Corp.) conducting a discussion on region-wide challenges surrounding the County’s labor market, workforce development, and economic initiatives. This free forum was well attended by business and community leaders.

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.

Village of Coxsackie Receives \$4,500,000 in NY Forward Funding

On March 3rd, Village Mayor Mark Evans and members of the Downtown Coxsackie committee were presented with a check for \$4.5 million as a winner of first round of the NY Forward grant initiative. This funding will be applied to the ongoing restoration, renovation and re-invention of the Reed Street Historic District. <https://greenecountyledc.com/news/village-of-coxsackie-receives-4500000-in-ny-forward-funding/>

MULTI Grant

The Greene County Legislature procured \$255,000.00 in New York State Funding in partnership with the Economic Development Corporation (GCEDC) which is administering the funds to provide grants ranging from \$5,000.00 to \$25,000.00 to businesses in Greene County with 5 or fewer employees. In February, over 50 local businesses responded to an online survey, provided valuable information about

their business, and described how they would invest a \$25,000 grant if available. Under this new MULTI Grant program, Greene County Microbusinesses can be awarded access to expansionary and working capital for non-construction-related expenses on a reimbursement basis. <https://www.greeneconomy.com/scoop/new-small-business-grant-program-for-greene-county-businesses>

NY Forward & Downtown Revitalization Initiative (DRI)

Throughout the summer, the Greene County Economic Development InVest Greene team assisted multiple businesses, municipalities, and not-for-profit organizations in preparing and submitting funding requests to NYS under the Consolidated Funding Application (CFA) as well as the NY Forward program and DRI which have previously brought over \$20 million to the county over the past 2 years. In 2023, the Village of Catskill, Town of Cairo, Village of Athens and the Town of Lexington all submitted applications.



Capital Facilities Projects

Significant progress is being made in facility improvement and site development investments designed to benefit the residents of Greene County.



Justice Center Project Update

Greene County awarded contracts for the construction of a new Courthouse Annex (Justice Center) to be located on the vacant parcel behind the existing courthouse. This three story 47,000 square foot office building will be connected to the existing Courthouse via an elevated pedestrian walkway and designed to accommodate a ground floor parking garage. It will provide for expansion of courthouse operations on the second floor and county offices on the third floor, housing the Offices of both the District Attorney and the Public Defender. The complex will also include the restoration and reuse of the existing Carriage House which will be repurposed for mechanical functions and supporting maintenance and building and grounds operations. The Architect is Thaler Reilly Wilson Architecture & Preservation, Albany, NY. The Construction Manager is Freeman Project Management Services, Cairo, NY. The General Contractor is Murnane Building Contractors, Clifton Park, NY. Construction is scheduled to begin in January of 2024.

2024 Status Update: Construction began with the issuance of Notices to Proceed to the four Prime Contractors on January 29, 2024. The construction schedule anticipates substantial completion of the project in December of 2025

Improvements at Cohotate Preserve

Greene County is renovating and enhancing the environmental field station originally constructed in 1990 by the Greene County Soil & Water Conservation District at the Cohotate Preserve located on NYS Route 385 in the Town of Athens. The Cohotate Preserve provides open space and recreational opportunities for the residents of Greene County. The environmental education center is used in partnership with the Columbia Greene Community College and local schools and supports the college's environmental programs.

2024 Status Update: Construction began with the issuance of Notices to Proceed to the four Prime Contractors on October 30, 2023. The construction schedule anticipates substantial completion of the project in June of 2024

The Transformation of a Major Gateway to Greene County

Development is now in full-swing on the Exit 21 East/West Commercial Park, and both residents and visitors will soon witness the benefits of public/private development efforts that will increase access to commercial services and hotel accommodations while creating jobs, increasing tax base, and enhancing sales tax revenues – not to mention improving the aesthetic and safety of the area around the interchange. <https://www.greenegovernment.com/scoop/major-gateway-transformation>

New Offices for Greene County Tourism Staff

The Greene County Tourism Department has vacated the Exit 21 Visitor Center and relocated its offices to the 4th Floor of the Greene County Office Building in downtown Catskill. The existing Visitor Center was demolished to make way for a new Stewart's Shop. Stewart's is donating their existing building to the County and it will be renovated into a new Great Northern Catskills of Greene County Visitors Center.

2024 Status Update: The Greene County Legislature authorized the release of bid specifications for the Greene County Tourism Office and Visitor Center Redevelopment Project on February 20, 2024. Legal notices were issued on April 12, 2024 with bid submissions due on May 22, 2024. Upon formal acceptance of bids, the anticipated construction schedule would run for 12 months beginning in July/August of 2024 and ending in July/August of 2025.

Campaigns

Greene County continues to promote our communities, businesses, and destinations with engaging campaigns through videos, social media, and promotional materials. New additions in 2023 included:

Buy In Greene Launches Reels on Instagram and Facebook

In March, Buy In Greene social media platforms began posting short videos promoting businesses and communities throughout the county. These videos known as Reels are extremely popular on social media, and enable us to tag featured businesses and employ the use of hashtags that place these posts into the news feeds of interested viewers. Be sure to like and follow Buy In Greene on Instagram at [buyingreencounty](https://www.instagram.com/buyingreencounty) and Facebook at Buy In Greene.

New Video Released Promoting East Durham Destinations

This past summer Greene County Tourism teamed up with Josiah Brown, AKA New York Sherpa, to create a

feature video on East Durham. The video debuted at an event hosted by the Handle family at Blackthorne Resort on January 24. The East Durham video is the latest in the Great Northern Catskills marketing plan to highlight the towns and main streets of Greene County. <https://www.youtube.com/watch?v=gKpDemZScPU>

Build Success in... Community Promotion

The Greene County Economic Development Corporation is systematically promoting our communities to attract new businesses and residents. The 'Build Success' campaign features community assets, destination businesses, site opportunities, available incentives and support. The campaign kicked off this fall beginning with Cairo, added Greenville, and will continue adding communities by working with local municipalities and organizations.



Recognition/Celebrating Success

2023 witnessed national publications featuring Greene County businesses and communities, as well as multiple events and offerings designed to engage and benefit those who live and work here.

New York Times Article Touts Coxsackie Businesses

The January 18th edition of the New York Times featured an extensive article by Karen Angel citing the revitalization and businesses in the Village of Coxsackie. In her story Coxsackie, N.Y.: 'A Special Place on the Hudson' Angel states "Natives and newcomers are transforming this Greene County town, with an eye toward preservation. (And they want you to know it's pronounced 'cook-SAH-kie.')." Read the full story at <https://web.archive.org/web/20230118102049/https://www.nytimes.com/2023/01/18/realestate/coxsackie-ny-greene-county.html>

Durham Businesses Honored

In 2023, Hull-O Farms was nominated by State Senator Michelle Hinchey to be added to the State Historic Business Registry. The designation was celebrated on Wednesday, July 16, 2023, with a ceremony at the farm attended by Senator Hinchey, Assemblyman Chris Tague, & Greene County Sheriff Peter Kusminsky. Zoom Flume Water Park made waves at the World Waterpark Association's Annual Symposium and Trade Show, held from October 23 to 27 in New Orleans. New York's number one family water park, Zoom Flume clinched

the coveted Wave Review Award for Best Website during this year's symposium and trade show.

Thrillist Features New Catskills Boutique Hotel Lilien

The highly popular news, travel, and food & drink website 'Thrillist' featured Hotel Lilien in an article on March 22, 2023. The article praised the hotel's design, amenities, and location. Thrillist also highlighted the hotel's commitment to sustainability. The article concluded by calling Hotel Lilien "a new Catskills boutique hotel that's worth checking out." Read the story at <https://www.thrillist.com/news/nation/hotel-lilien-catskills-boutique-hotel-opens>

Greene County Tourism Receives Award

Greene County Tourism won the Excellence in Overall Tourism Marketing award from New York State Tourism Industry Association (NYSTIA) for its "Let's Go Greene" Marketing Campaign. The Greene County Tourism Office is proud to be recognized by its peers' for its work in promoting Greene County as a world-class tourism destination.



Over 30 Businesses Participate in Career Day at C-GCC

Representatives from employers including Ferguson Enterprises, Ducommun, ARC Mid-Hudson, Serta Simmons Mattress, Greene County Human Resources, Community Action of Greene County, Windham Resort, Bank of Greene County, Walmart, Blackthorne Resort, Cornell Cooperative Extension, SPIE Security and others connected with over 100 job seekers throughout the day on March 20th. Chris Nardone of C-G Workforce NY received several emails from attending businesses that attendance resulted in new hires.

New Firefighting Course for High School Students

Greene County 911 Emergency Services Director John Farrell and his department worked with the Columbia County fire coordinator to establish a course on basic firefighting operations for high school juniors and seniors. The course through Questar III will also enable students to simultaneously sign up as junior firefighters with a company in their municipality, bolstering the declining number of volunteer firefighters.

Greene County Economic Development Contributes to Long Term Care Panel

GCEDC Executive Director, James Hannahs, contributed to a regional panel discussion on Long Term Care options in Greene and Columbia Counties. Other panelists included transit directors, aging officials, and housing coordinators and provided valuable insight and information to help create mutual understanding of the challenges facing both counties, and about available resources to families and individuals needing easier access to long-term-care support resources.

Planning

Planning officials were hard at work in 2023, proactively establishing strategies, guidelines, and initiatives to achieve a variety of important goals.

Catskill Strategic Planning Advisory Group (CAG) Submits Final Report to DEC

Stakeholders with expertise in local government, recreation, natural resource protection, business and tourism, and other priority areas, were tasked to provide recommendations to DEC on how to address critical issues associated with increased public use of Catskill Park resources and protect these areas in the short term, as well as for future generations. The report contains recommendations to the DEC on promoting sustainable recreation while protecting natural resources.

NYS Agriculture and Markets Officially Approves Additions to Ag. District No. 124

Every year, Greene County opens a month-long window for inclusion applications into the Agriculture District that encompasses the entirety of the County. This

protects farm lands as a viable segment of the State and local economies. After the latest round of inclusions, Ag District No. 124 now covers 839 Parcels with a total of 42,403.51 acres, with the most recent approvals hailing from Durham, Lexington, Cairo, and New Baltimore.

Training for Municipal Planning Officials

On Monday, June 12th 2023, the NY Department of State in cooperation with Greene County Economic Development, Tourism & Planning, the Columbia County Planning Department and the Columbia County Planning Board will be hosting a one day training program for planning officials for local municipalities. Training will be held at the Greene County Emergency Services Training Center and the sessions will be covering Affordable Housing and Adaptive Reuses for 'White Elephant' properties.



Updating the NYS Open Space Conservation Plan

The NYS DEC and Office of Parks, Recreation and Historic Preservation announced the start of the New York State Open Space Conservation Plan update process. As required by law, the Plan is updated on the recommendations of nine Regional Advisory Committees that are composed of people knowledgeable in open space conservation. These people are appointed by county governments, the DEC, and State Parks. This 2-year process will have a Public Comment Period in the summer of 2024.

Greene County Hazard Mitigation Plan Completed

This plan provides a long-term approach to reducing the likelihood that a natural hazard will turn into a disaster and is the result of the work of the Greene County Office of Emergency Services and several other County departments along with Town and Village representatives. It uses updated data for assessing vulnerabilities and presents updated strategies for making Greene County a safer and more sustainable community. Read the 2023 plan at <https://www.greenegovernment.com/departments/emergency-services/hazard-mitigation-plan>

Tourism

In our tourism-driven economy, promoting Greene County as a four-season destination has never been more important or delivered higher returns. Significant events and achievements in 2023 that continue to bring visitors to our communities and support our local businesses include:

Concert in The Catskills: The River Sessions

This epic event featured three of Nashville's hottest country music artists: platinum-selling Michael Ray, rising star Spencer Crandall, and singer-songwriter Ian Flanigan. The concert was staged at the Historic Catskill Point, taking full advantage of this beautiful waterfront venue with stunning views of the Hudson River. Next year's concert is in the works and greatly anticipated!

Grey Fox Bluegrass Festival a Huge Success

The 2023 festival featured a lineup of some of the biggest names in bluegrass music, including Béla Fleck, Steep Canyon Rangers, and The Del McCoury Band. The festival also featured up-and-coming artists, giving them a chance to showcase their talent to a large audience. Grey Fox is consistently ranked as one of the best bluegrass festivals in the country.

Tour of the Catskills Attracts Over 550 Cyclists

The 16th Annual Tour of the Catskills Pro-Am Bicycle Road Race drew a record 550 riders from all over the world to the heart of the Great Northern Catskills on Saturday, August 12th. As one of America's premier cycling events, the race begins and ends its challenging course in Tannersville - winding through some of the most scenic and historic areas of the Catskills. It is renowned for the infamous Devil's Kitchen Climb of over 2.5 miles at an average 8% incline!



'New York By Rail' Highlights Fall in Greene County

New York By Rail praised Greene County's many outdoor attractions and charming towns. The Great Northern Catskills of Greene County Tourism team worked with the publication's writer to create a two-day itinerary, highlighting what makes the area especially attractive in the fall. The trip included taking the skyride to the top of Hunter Mountain, kayaking on the Hudson River, dinner at Che Figata, a night at the James Newbury Hotel, a tour of Foreland, and more.

Film Production in Greene County

The Greene County Film Commission works directly with film & TV production teams to make shooting in our communities as welcoming as possible. Senior Tourism Marketing Coordinator Erin Dennin works as liaison between the film companies and local agencies, including the GC Sheriff's Office and GC Highway Department, to limit the impact on local travel and residents during production. "You [Erin Dennin] are the best, and I will continue to bring projects to you and shout from every mountain that you are the best," said Daniel April, co-producer shot in Catskill.



Social Media Following Update

WINTER 2024 (Following as of January 3, 2024)

FOLLOWERS

Buy In Greene | Invest In Greene



Facebook 13,139

@BuyInGreene



Instagram 1,958

www.instagram.com/buyingreenecounty/

Great Northern Catskills



Facebook 28,000

@GreatNorthernCatskills



Instagram 28,900

instagram.com/CatskillTourism/

Greene County Economic Development Corp.



Facebook 1,114

@GreeneCountyEDC



Instagram 1,221

instagram.com/greeneedc

Public Health



Facebook 6,500

@GreeneNYHealth



Instagram 269

instagram.com/greenenyhealth

Emergency Services



Facebook 3,900

@Greene-County-Emergency-Services

Family Planning



Facebook 292

@MYGCFP



Instagram 230

instagram.com/greeneountyfamilyplanning

Greene County Public Health Children's Services



Facebook 158

@greeneountychildrensservices

Veterans Services



Facebook 1,233

@greeneountyvets

Civil Service



Facebook 1,300

@Greene-County-NY-Civil-Service

Catskills Association for Tourism Services



Facebook 68,000

@VisitTheCatskills



Instagram 42,400

instagram.com/visitcatskills

Hudson Valley Tourism



Facebook 18,000

@HudsonValleyTourism

Sheriff's Office



Facebook 7,800

@GreeneCountySheriffNY



Instagram 72

instagram.com/greeneountysheriffsoffice/

Greene County, NY Government



Facebook 2,215
(launched 10/10/2020)

@GreeneCountyNewYork



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

ECONOMIC IMPACT OF VISITORS IN NEW YORK 2022

Catskills Focus

September 2023





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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 2022, tourism-supported jobs accounted for 7.2% 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 2022, visitors to New York spent \$79 billion across the state economy. Visitor spending increased nearly \$27 billion, surpassing 2019 levels for the first time.

TOTAL ECONOMIC IMPACT

The direct visitor spending impact of \$79 billion generated a total economic impact of \$123 billion in New York in 2022 including indirect and induced impacts. This total economic impact generated \$10 billion in state and local tax revenues in 2022.



\$123 BILLION

Total Economic Impact of Tourism in New York in 2022



\$79B

Direct Visitor
Spending



\$123B

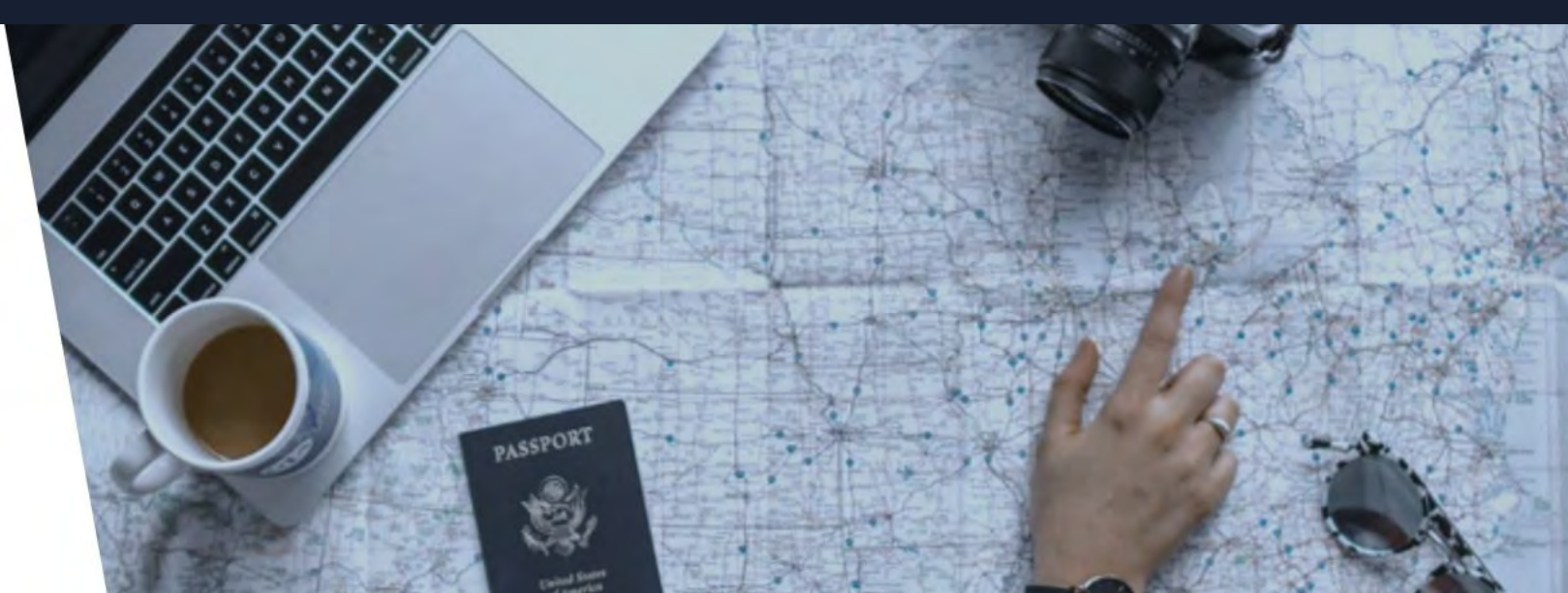
Total
Economic
Impact



\$10B

State & Local
Taxes
Generated

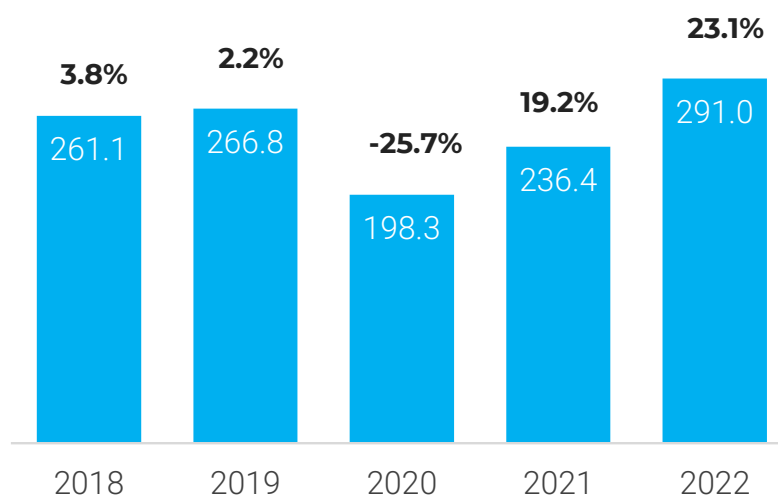




VISITS & VISITOR SPENDING

New York saw both visitor volumes and visitor spending fully recover in 2022. Reaching 291 million visitors, including both domestic and international, volumes increased 23% year-over-year and surpassed 2019 levels by 9%. An increase of nearly \$27 billion over the previous year, visitor spending in New York surpassed 2019 spending levels for the first time, registering 7% growth above 2019 with \$79 billion.

New York visitor volumes
Amounts in millions



Source: Longwoods International, Tourism Economics

VISITOR SPENDING

Visitors to New York spent \$79 billion across a range of sectors in 2022.

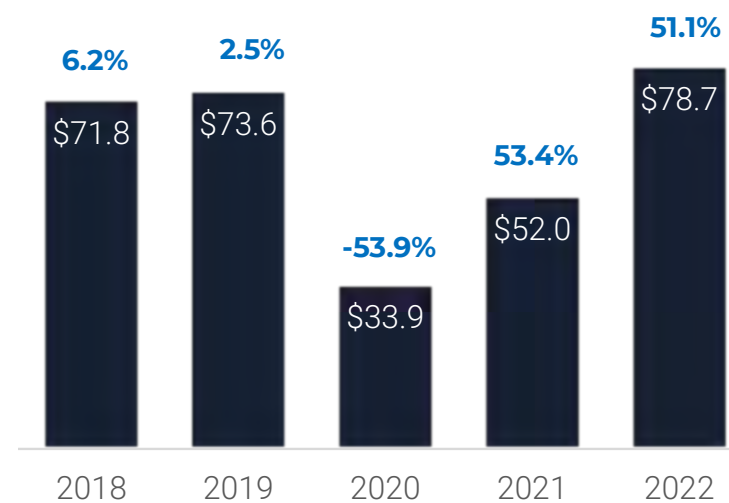
Visitor spending expanded 51% in 2022, recovering to 107% of 2019 levels.

Of the \$79 billion spent in New York in 2022 by visitors, lodging, including the value of second homes, accounted for \$26 billion, 33% of all visitor spending. Spending on food and beverages resulted in \$20 billion.

Retail, including spending at service stations, captured 18%, a total of \$14 billion.

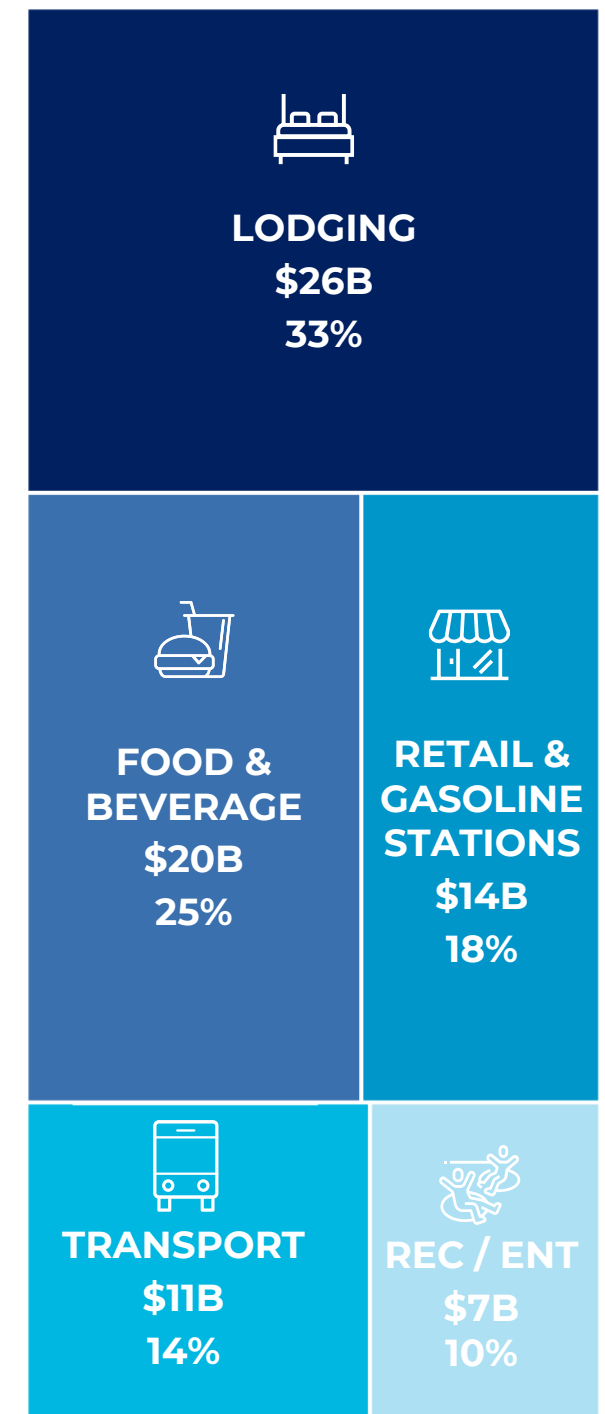
Transportation, including both air and transportation within the destination, comprised 14%, with recreation spending registering 10% of each visitor's budget.

New York visitor spending
Amounts in \$ billions



Source: Longwoods International, Tourism Economics

\$79 BILLION 
Total Visitor Spending in 2022



Source: Tourism Economics

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

SPENDING TRENDS

Visitor spending increased 51% in 2022, a second consecutive year of double-digit growth. Spending grew across all sectors, driven by continued strong demand and increases in prices of key commodities.

Lodging spending, including second homes, increased 58% as overnight visitors faced strong ADR growth versus 2021. Indeed, average room rates across New York hotels increased 33% in comparison to the prior year, pushing lodging to 22% above 2019 levels.

Transportation increased 55% in 2022, recovering to 81% of 2019 levels.

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. Canadian and overseas inbound arrivals and spending remained depressed but continued to gain ground, with spending reaching 74% and 54% of 2019 levels, respectively.

New York visitor spending

Amounts in \$ millions, 2022 percent change and percent compared to 2019

	2018	2019	2020	2021	2022	2022 Growth	% compared to 2019
Total visitor spending	\$71.82	\$73.62	\$33.94	\$52.05	\$78.65	51.1%	6.8%
Lodging*	\$21.21	\$21.39	\$9.69	\$16.45	\$26.02	58.2%	21.7%
Food & beverages	\$17.14	\$17.86	\$9.32	\$13.92	\$19.80	42.2%	10.9%
Retail & Service Stations	\$13.15	\$13.35	\$6.40	\$9.49	\$14.13	49.0%	5.9%
Transportation**	\$13.24	\$13.72	\$5.24	\$7.19	\$11.17	55.4%	-18.6%
Recreation	\$7.08	\$7.31	\$3.30	\$5.00	\$7.52	50.3%	2.9%

Source: Longwoods International, Tourism Economics

* Lodging includes second home spending

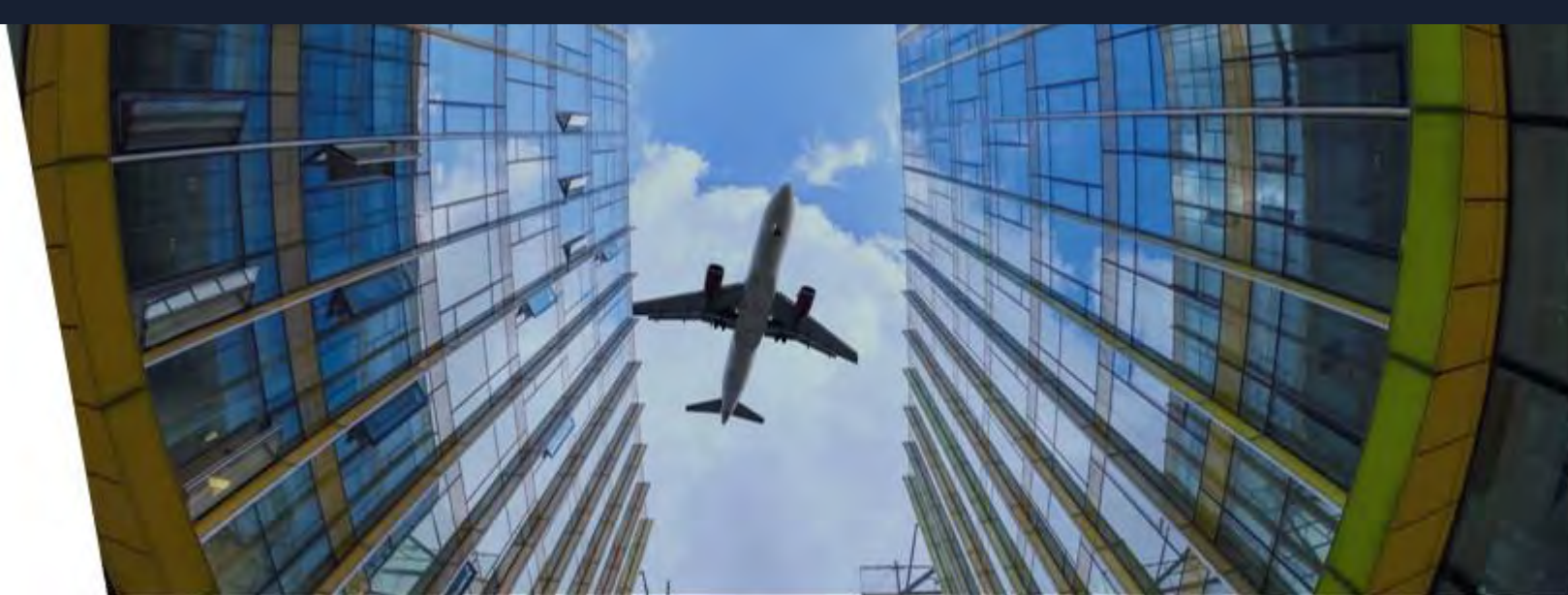
** Transportation includes both ground and air transportation

New York visitor spending, by market

Amounts in \$ billions, 2022 % change, and % compared to 2019

	2018	2019	2020	2021	2022	2022 Growth	% compared to 2019
Total visitor spending	\$71.82	\$73.62	\$33.94	\$52.05	\$78.65	51.1%	6.8%
Domestic	\$51.27	\$52.97	\$29.79	\$47.39	\$67.13	41.7%	26.7%
Canada	\$1.60	\$1.42	\$0.40	\$0.73	\$1.06	44.4%	-25.9%
Overseas	\$18.95	\$19.22	\$3.75	\$3.93	\$10.46	166.2%	-45.6%

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 \$79 billion in 2022. This direct impact generated \$44 billion in indirect and induced impacts, resulting in a total economic impact of \$123 billion in the New York economy, 44% more than a year earlier.

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

Summary Economic impacts (2022)

Amounts in \$ billions



Source: Tourism Economics

Business sales impacts by industry (2022)

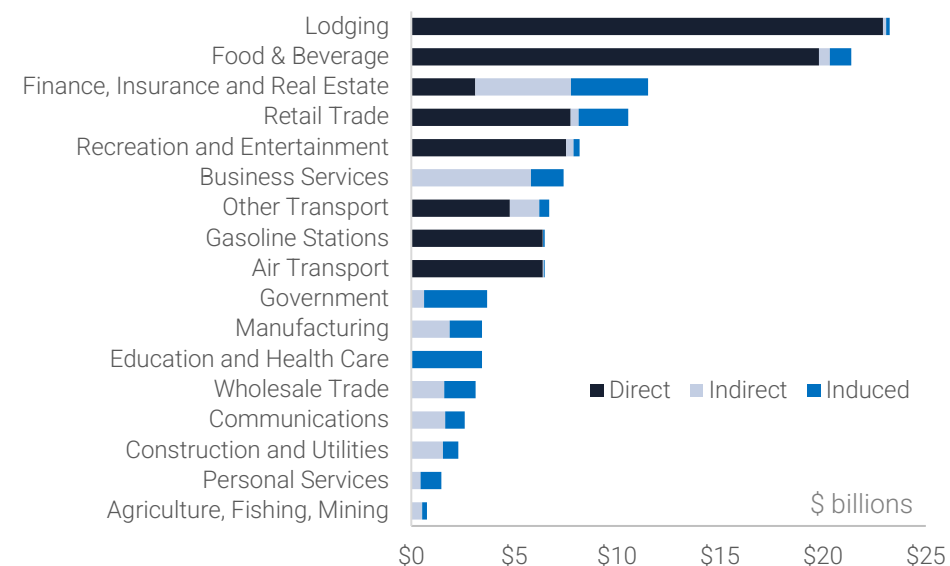
Amounts in \$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$78,654	\$21,669	\$22,374	\$122,696
Lodging	\$22,916	\$157	\$176	\$23,250
Food & Beverage	\$19,803	\$539	\$1,036	\$21,378
Finance, Insurance and Real Estate	\$3,108	\$4,648	\$3,751	\$11,507
Retail Trade	\$7,743	\$392	\$2,398	\$10,532
Recreation and Entertainment	\$7,520	\$366	\$285	\$8,172
Business Services		\$5,813	\$1,578	\$7,391
Other Transport	\$4,790	\$1,428	\$488	\$6,706
Gasoline Stations	\$6,390	\$15	\$84	\$6,488
Air Transport	\$6,384	\$46	\$58	\$6,488
Government		\$612	\$3,075	\$3,687
Manufacturing		\$1,867	\$1,572	\$3,439
Education and Health Care		\$28	\$3,410	\$3,438
Wholesale Trade		\$1,601	\$1,521	\$3,121
Communications		\$1,644	\$949	\$2,593
Construction and Utilities		\$1,539	\$744	\$2,284
Personal Services		\$441	\$1,018	\$1,459
Agriculture, Fishing, Mining		\$533	\$231	\$764

Source: Tourism Economics

Visitor economy business sales impacts by industry (2022)

Amounts in \$ billions



Source: Tourism Economics

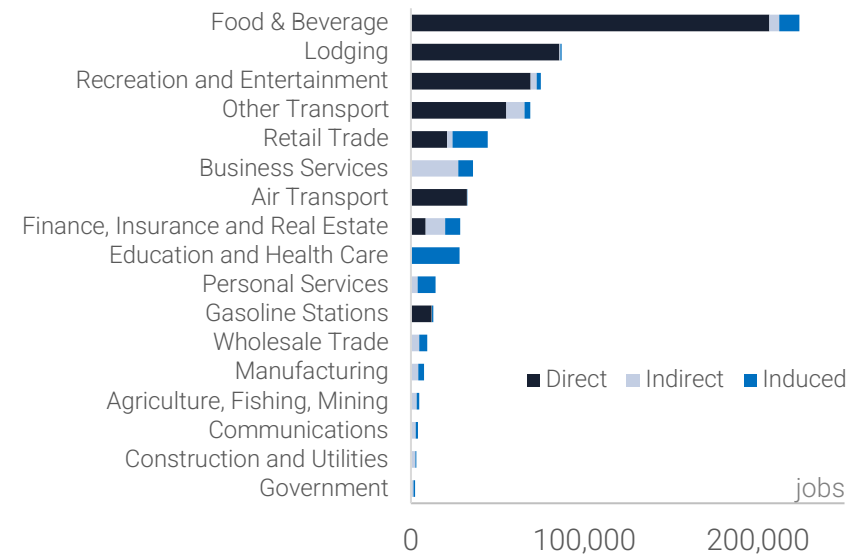
EMPLOYMENT IMPACTS

Visitor spending supports the largest number of jobs in the food & beverage industry (224,021).

Spending by businesses directly impacted by visitor spending supports 27,284 jobs in the business services industry – in areas like accounting, advertising and building services.

Tourism Job Impacts by Industry (2022)

Amounts in number of jobs



Source: Tourism Economics



Summary Employment Impacts by Industry (2022)

Amounts in number of jobs

Industry	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Food & Beverage	206,580	5,800	11,641	224,021
Lodging	85,546	572	693	86,811
Recreation and Entertainment	68,986	3,539	2,590	75,114
Other Transport	55,081	10,531	3,200	68,812
Retail Trade	20,867	3,154	20,207	44,228
Business Services	27,284	8,604	0	35,888
Air Transport	32,403	136	190	32,730
Finance, Insurance and Real Estate	8,549	11,161	8,755	28,465
Education and Health Care	224	27,899	0	28,123
Personal Services	3,916	10,349	0	14,265
Gasoline Stations	12,089	133	752	12,975
Wholesale Trade	4,795	4,660	0	9,456
Manufacturing	4,355	3,258	0	7,613
Agriculture, Fishing, Mining	3,276	1,478	0	4,755
Communications	2,816	1,330	0	4,146
Construction and Utilities	2,553	569	0	3,122
Government	1,527	919	0	2,446

Source: Tourism Economics

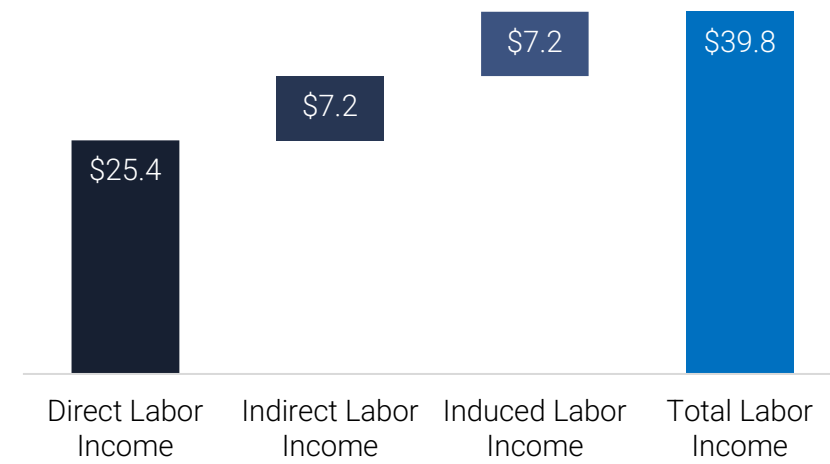


LABOR INCOME IMPACTS

Visitor activity generated \$25 billion in direct labor income and a total of \$40 billion when including indirect and induced impacts. Total tourism-generated income in New York in 2022 increased 23% above the prior year.

Summary labor income impacts (2022)

Amounts in \$ billions

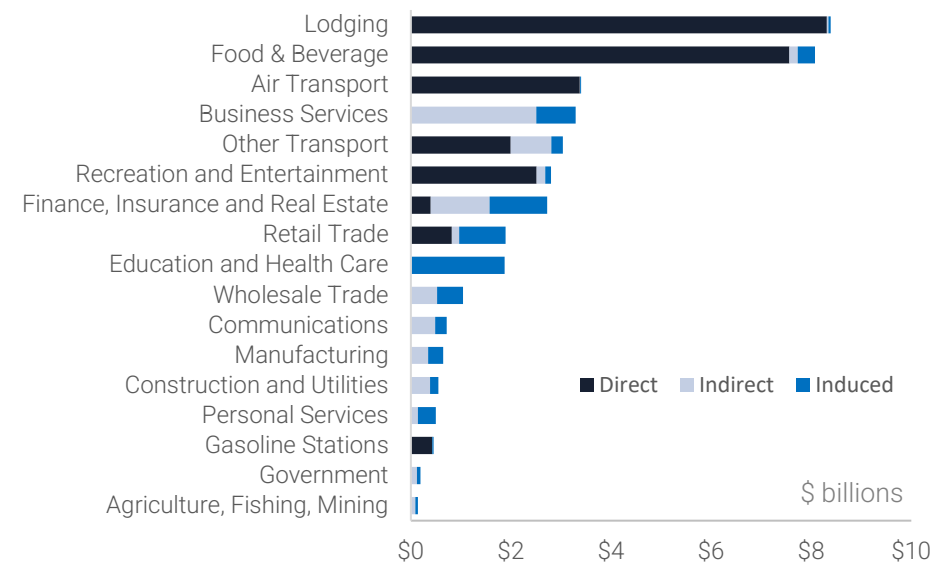


Source: Tourism Economics

There are 10 industries in which visitor activity supports more than \$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 (2022)

Amounts in \$ billions



Source: Tourism Economics



Summary labor income impacts (2022)

Amounts in \$ millions

	Direct Labor Income	Indirect Labor Income	Induced Labor Income	Total Labor Income
Total, all industries	\$25,418	\$7,162	\$7,175	\$39,756
Lodging	\$8,312	\$35	\$40	\$8,387
Food & Beverage	\$7,566	\$170	\$341	\$8,076
Air Transport	\$3,375	\$13	\$18	\$3,406
Business Services		\$2,511	\$781	\$3,293
Other Transport	\$1,997	\$817	\$228	\$3,042
Recreation and Entertainment	\$2,518	\$174	\$116	\$2,808
Finance, Insurance and Real Estate	\$398	\$1,176	\$1,152	\$2,727
Retail Trade	\$823	\$145	\$924	\$1,892
Education and Health Care		\$12	\$1,861	\$1,873
Wholesale Trade		\$529	\$514	\$1,043
Communications		\$485	\$231	\$716
Manufacturing		\$347	\$299	\$645
Construction and Utilities		\$388	\$163	\$551
Personal Services		\$143	\$359	\$502
Gasoline Stations	\$429	\$5	\$26	\$459
Government		\$121	\$70	\$192
Agriculture, Fishing, Mining		\$90	\$52	\$142

Source: Tourism Economics

ECONOMIC IMPACT FINDINGS

FISCAL (TAX) IMPACTS

Visitor spending, visitor supported jobs, and business sales generated \$20 billion in government revenues.

State and local taxes alone tallied \$10 billion in 2022.

Each household in New York would need to be taxed an additional \$1,300 to replace the visitor-generated taxes received by New York state and local governments in 2022.

Fiscal (tax) impacts

Amounts in \$ millions

	Total
Total Tax Revenues	\$20,044
Federal Taxes	\$10,248
Personal Income	\$3,668
Corporate	\$1,773
Indirect Business	\$748
Social Insurance	\$4,058
State and Local Taxes	\$9,796
Sales	\$2,917
Personal Income	\$1,586
Corporate	\$1,830
Social Insurance	\$146
Excise and Fees	\$383
Property	\$2,932

Source: Tourism Economics

Visitors generated \$4 billion in state taxes, an increase of 37% over the prior year.

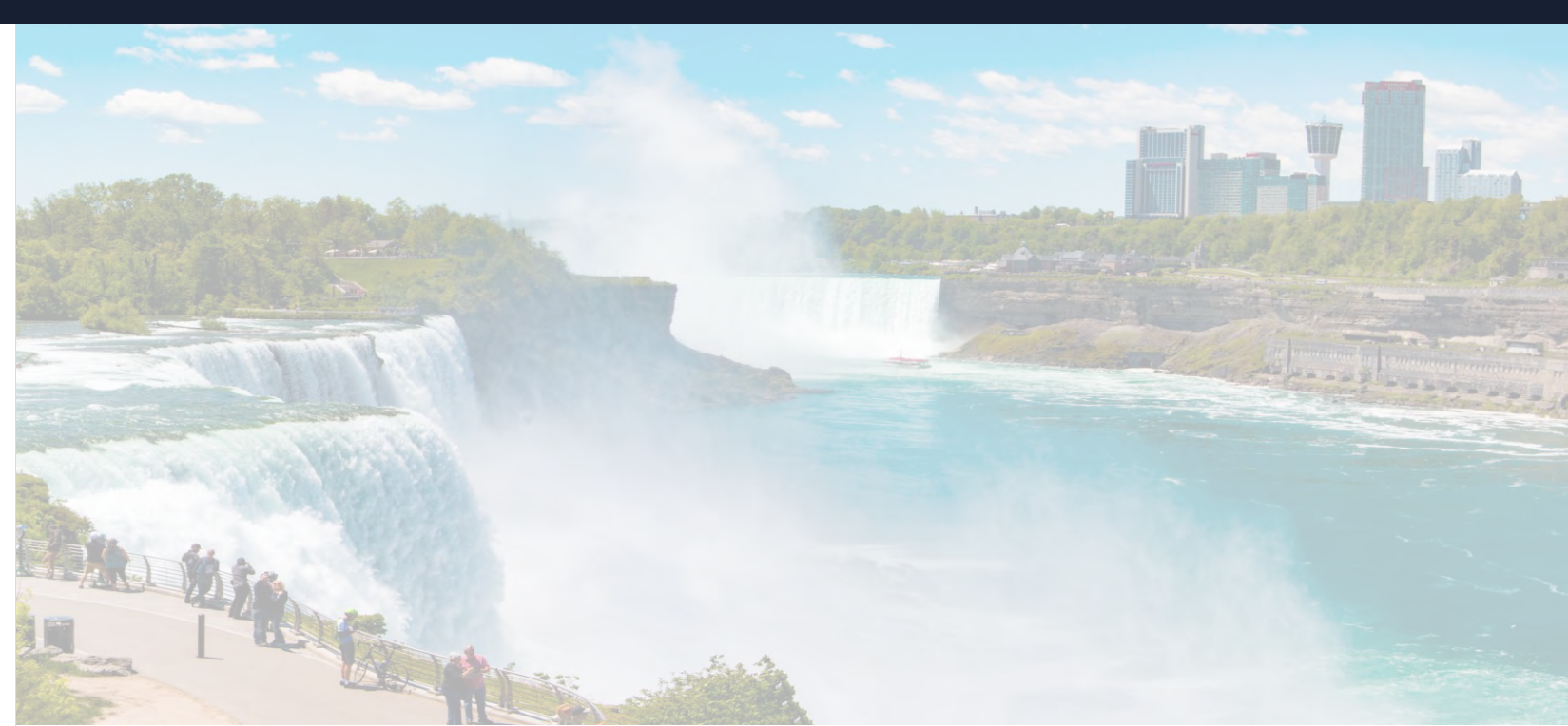
Local visitor-supported taxes, sustained mainly through property taxes, registered \$6 billion in 2022.

Fiscal (tax) impacts

Amounts in \$ millions

	2019	2020	2021	2022	2022 Growth	% relative to 2019
Total State & Local Tax Revenues	\$9,134	\$5,862	\$7,457	\$9,796	31.4%	107.2%
State Taxes	\$4,036	\$2,330	\$3,039	\$4,156	36.7%	103.0%
Personal Income	\$1,260	\$894	\$1,019	\$1,271	24.7%	100.8%
Corporate	\$766	\$385	\$540	\$774	43.5%	101.1%
Sales	\$1,641	\$824	\$1,193	\$1,731	45.1%	105.5%
Excise and Fees	\$222	\$123	\$168	\$233	38.5%	105.2%
State Unemployment	\$147	\$104	\$119	\$146	23.4%	99.9%
Local Taxes	\$5,099	\$3,532	\$4,417	\$5,640	27.7%	110.6%
Personal Income	\$313	\$222	\$253	\$315	24.7%	100.8%
Corporate	\$1,044	\$524	\$736	\$1,056	43.5%	101.1%
Sales	\$1,124	\$565	\$818	\$1,186	45.1%	105.5%
Property	\$2,475	\$2,142	\$2,503	\$2,932	17.2%	118.5%
Excise and Fees	\$143	\$79	\$108	\$150	38.5%	105.2%

Source: Tourism Economics



ECONOMIC IMPACTS

JOB & LABOR INCOME IMPACTS

Direct visitor spending of \$79 billion generated tourism's total economic impact of \$123 billion, with associated labor income of approximately \$40 billion in 2022.



\$123B

Total Economic Impact



\$79B

Direct Visitor Spending



\$40B

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 \$10 billion in state and local tax revenues in 2022.



\$10B

Total State & Local Tax Revenues



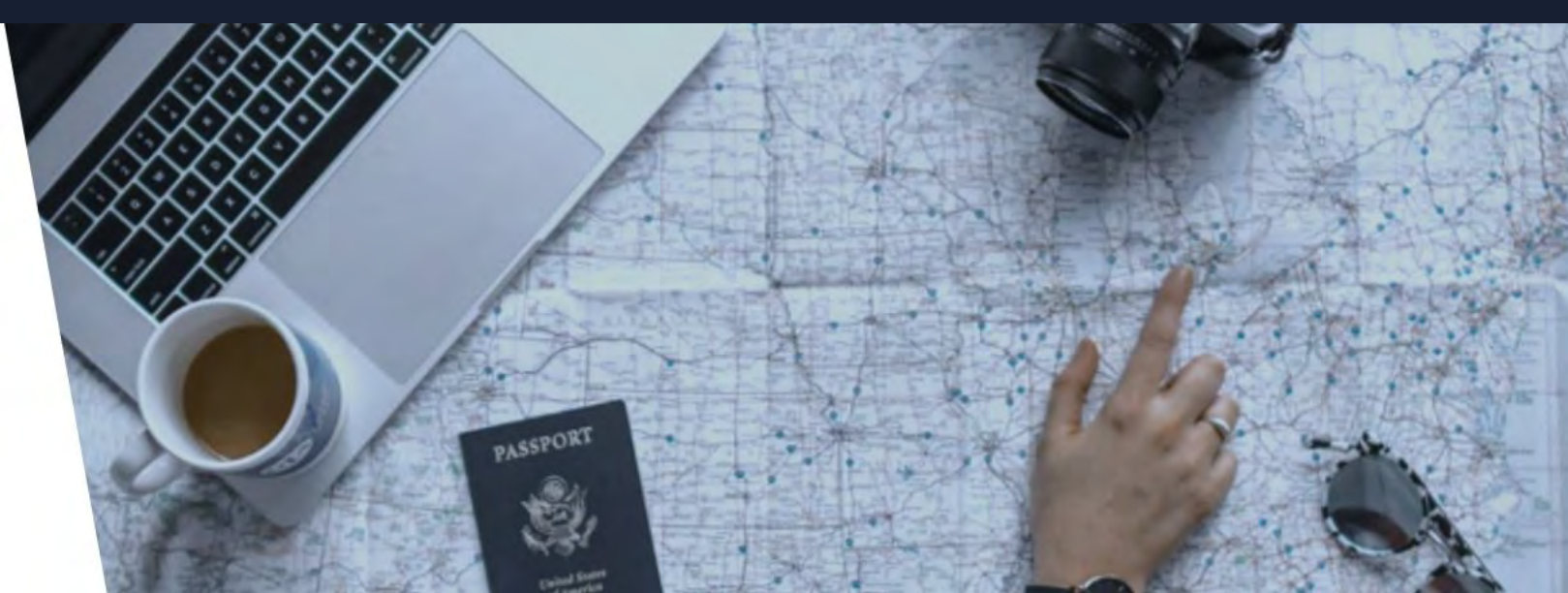
\$3B

Sales Tax Revenues



\$3B

Property Tax Revenues



REGIONAL SUMMARY

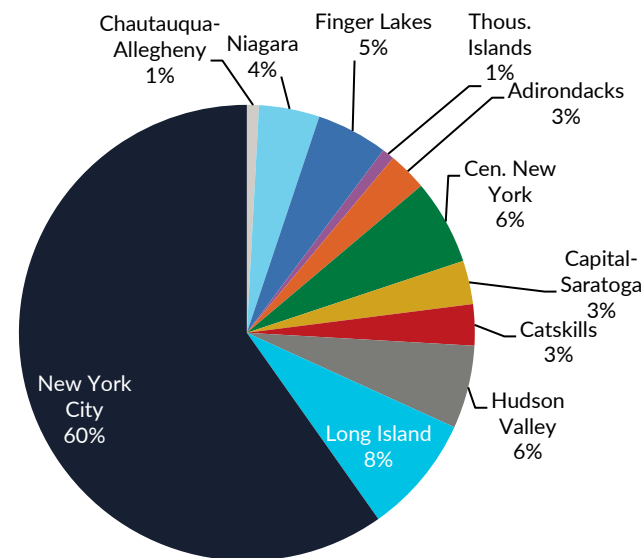
VISITOR SPENDING BY REGION

New York State is divided into 11 economic regions.

Visitor spending grew markedly in each region as travel confidence rebounded. New York City was the largest tourism region in 2022 (60% of state-wide spending) and saw the largest increase in visitor spending as travelers returned to cities.

Visitor Spending by Region

Percentage of New York State visitor spend



Source: Tourism Economics

Traveler spending

Amounts in \$ millions

	2018	2019	2020	2021	2022	2022 % relative Growth	2022 % relative to 2019
Total visitor spending	\$71,819	\$73,618	\$33,941	\$52,049	\$78,654	51.1%	106.8%
1. Chautauqua-Allegheny	\$589	\$596	\$408	\$602	\$671	11.3%	112.5%
2. Greater Niagara	\$2,778	\$2,828	\$1,593	\$2,784	\$3,380	21.4%	119.5%
3. Finger Lakes	\$3,169	\$3,261	\$1,963	\$3,187	\$3,981	24.9%	122.1%
4. Thousand Islands	\$564	\$575	\$424	\$576	\$693	20.2%	120.5%
5. Adirondacks	\$1,491	\$1,541	\$1,310	\$1,936	\$2,170	12.1%	140.8%
6. Central New York	\$2,473	\$2,578	\$2,035	\$3,668	\$4,756	29.7%	184.5%
7. Capital-Saratoga	\$2,136	\$2,207	\$1,250	\$1,922	\$2,429	26.4%	110.1%
8. Catskills	\$1,469	\$1,576	\$1,181	\$1,937	\$2,296	18.5%	145.6%
9. Hudson Valley	\$4,366	\$4,466	\$2,574	\$3,848	\$4,635	20.4%	103.8%
10. Long Island	\$6,135	\$6,310	\$3,999	\$5,787	\$6,619	14.4%	104.9%
11. New York City	\$46,650	\$47,679	\$17,205	\$25,801	\$47,024	82.3%	98.6%

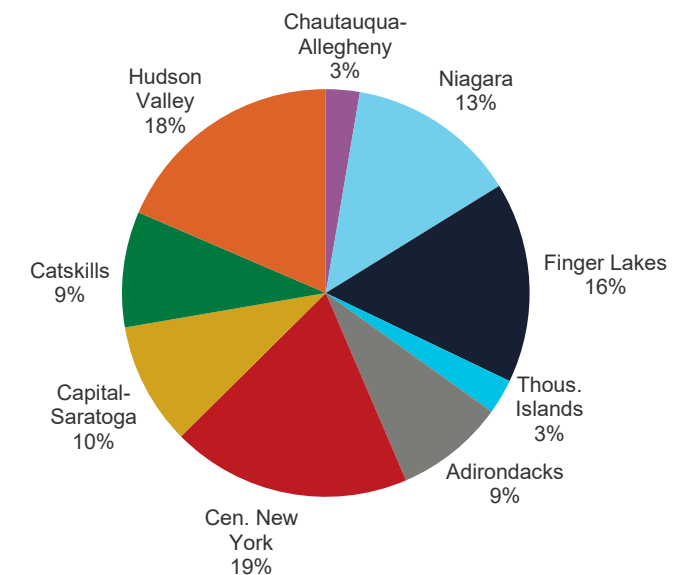
Source: Tourism Economics

Traveler 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

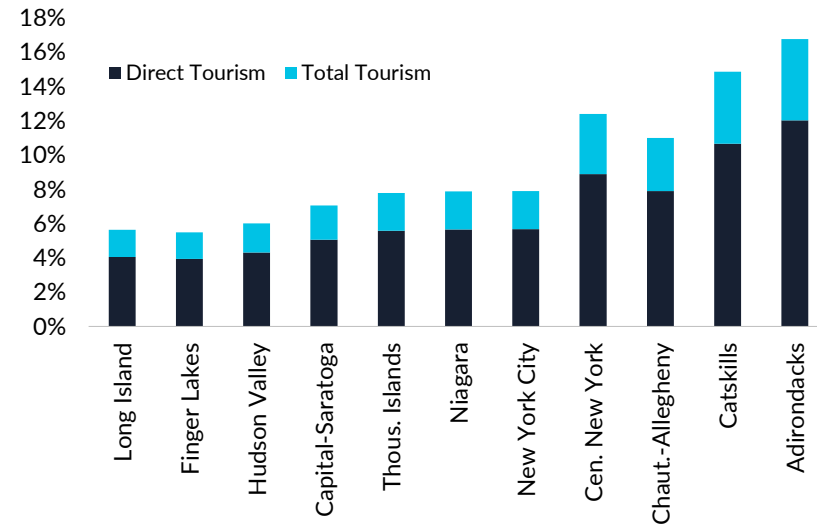


Source: Tourism Economics

RELIANCE ON TOURISM

Tourism is an integral part of each region's economy, generating from 5% to 18% of total employment. The industry is most important to the Adirondacks and Catskills, encompassing 17% and 15% of total employment, respectively. Despite the strong recovery in spending, the recovery in visitor-supported jobs has been slower as pandemic related labor force distortions continue to affect tourism-centric industries.

Tourism share of regional employment



Source: Tourism Economics

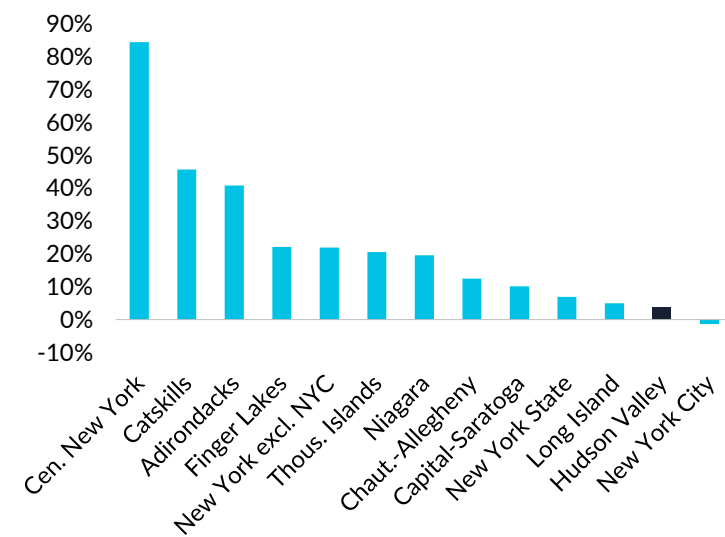
TRAVELER SPENDING GROWTH

In 2022, all regions recorded robust growth versus 2021. Increases were most significant in New York City (82%), followed by Central New York (30%).

Overall state spending reached 107% vs 2019 levels. Excluding New York City, state spending reached 122% of 2019 levels. Spending in Central New York (185%), the Adirondacks (141%), and the Catskills (146%), were well above pre-pandemic levels.

Growth in traveler spending (2022)

% change versus 2019



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	\$78,654	\$39,756	682,972	\$5,640	\$4,156
1. Chautauqua-Allegheny	\$671	\$291	10,049	\$48	\$38
2. Greater Niagara	\$3,380	\$1,751	46,451	\$202	\$164
3. Finger Lakes	\$3,981	\$1,769	51,346	\$270	\$215
4. Thousand Islands	\$693	\$279	8,558	\$47	\$37
5. Adirondacks	\$2,170	\$830	19,063	\$138	\$117
6. Central New York	\$4,756	\$1,908	37,030	\$229	\$253
7. Capital-Saratoga	\$2,429	\$1,210	33,098	\$159	\$131
8. Catskills	\$2,296	\$799	17,306	\$129	\$125
9. Hudson Valley	\$4,635	\$2,276	51,241	\$331	\$249
10. Long Island	\$6,619	\$3,517	72,606	\$464	\$350
11. New York City	\$47,024	\$25,126	336,225	\$3,623	\$2,477

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%	4%	8%	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%	3%	2%	3%
9. Hudson Valley	6%	6%	8%	6%	6%
10. Long Island	8%	9%	11%	8%	8%
11. New York City	60%	63%	49%	64%	60%

Source: Tourism Economics



REGIONAL DETAIL: CATSKILLS

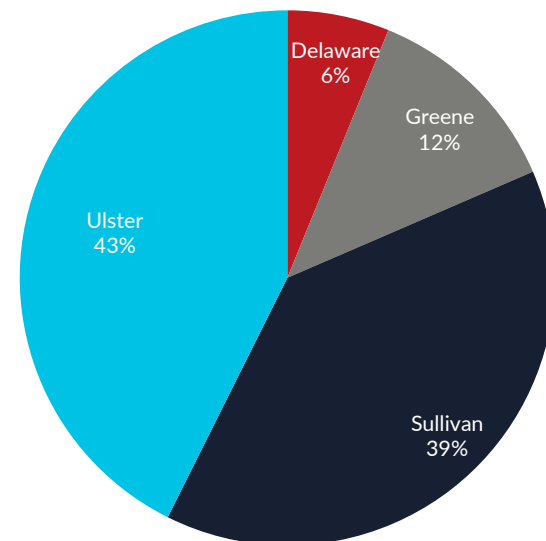
COUNTY DISTRIBUTION

In 2022, visitor spending and tourism-related employment grew to \$2.3 billion and 17,306 jobs, respectively. Visitor spending in the Catskills increased by 19% to reach 146% of 2019 levels, highlighting visitors' continued preference for outdoor and rural vacation destinations. Relative to 2019, traveler spending was up most in Sullivan County at 154% of 2019 levels.

Ulster County represents 43% of the region's tourism sales, with \$979 million in direct tourism spending.

Visitor Spending by County

Percentage of visitor spend



Source: Tourism Economics

Traveler spending

Amounts in \$ millions

	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Total	\$1,162	\$45	\$334	\$251	\$49	\$456	\$2,296
Delaware	\$22	\$2	\$17	\$10	\$1	\$90	\$142
Greene	\$111	\$13	\$46	\$30	\$11	\$73	\$283
Sullivan	\$484	\$12	\$74	\$94	\$3	\$227	\$892
Ulster	\$545	\$18	\$196	\$118	\$34	\$67	\$979

Source: Tourism Economics

TRAVELER SPENDING

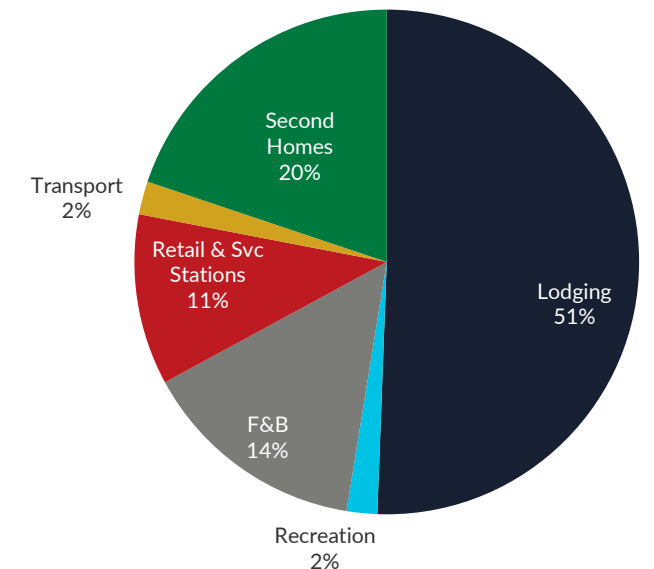
Travelers spent \$2.3 billion in the Catskills region in 2022 across a diverse range of sectors.

Spending on lodging and food & beverages comprised 51% and 14% of total, respectively.

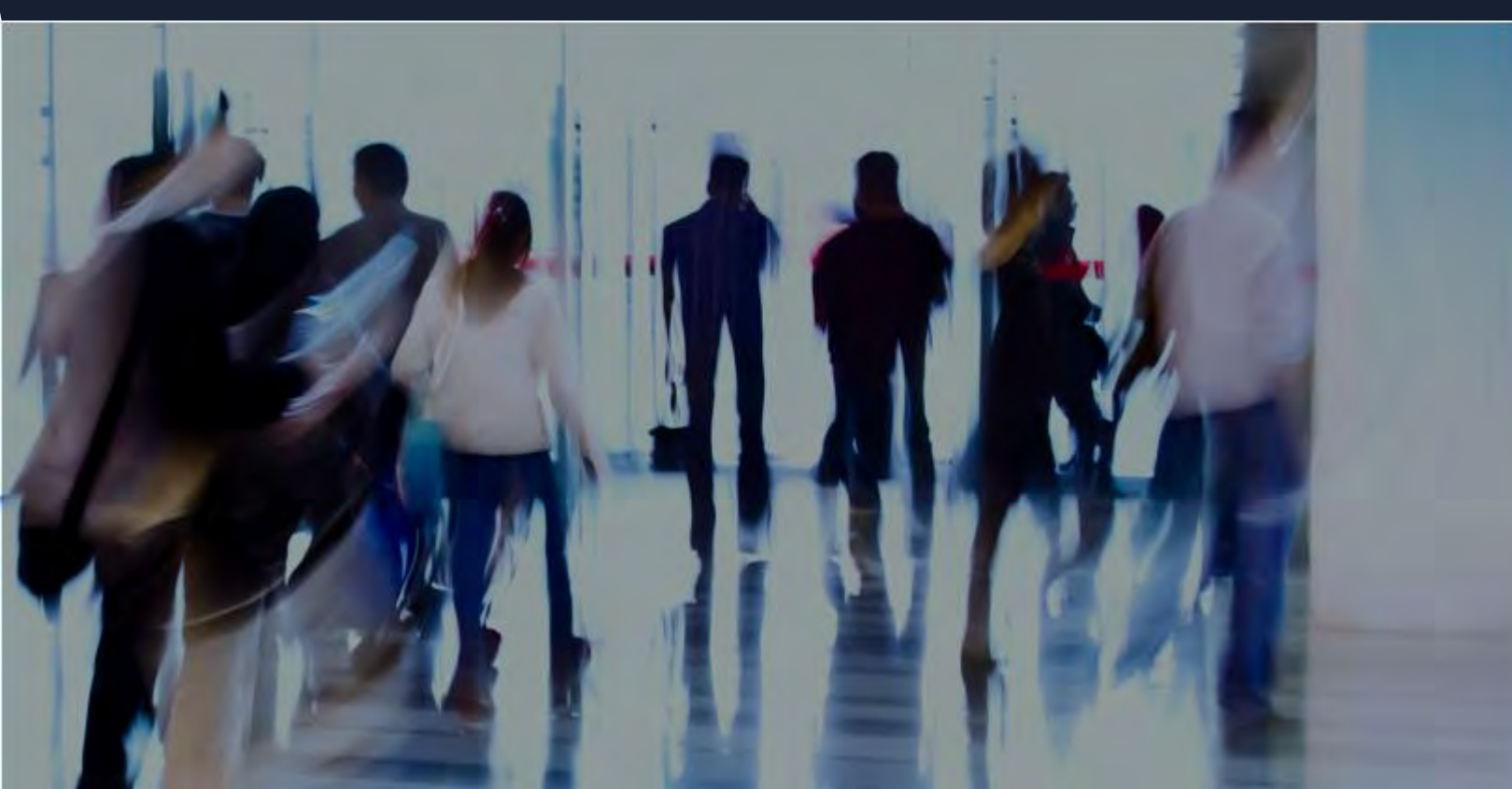
Seasonal second homes also generated significant economic activity in the region, tallying \$456 million (20% of total spend).

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	\$2,296	\$799	17,306	\$129	\$125
Delaware	\$142	\$45	1,166	\$10	\$8
Greene	\$283	\$102	3,354	\$16	\$16
Sullivan	\$892	\$262	4,701	\$48	\$49
Ulster	\$979	\$390	8,085	\$55	\$52

Source: Tourism Economics

REGIONAL GROWTH

Traveler Spend Amounts in \$ millions	2018	2019	2020	2021	2022	2022 Growth	% relative to 2019
Total	\$1,469	\$1,576	\$1,181	\$1,937	\$2,296	18.5%	145.6%
Delaware	\$117	\$121	\$101	\$129	\$142	9.5%	116.7%
Greene	\$185	\$193	\$164	\$236	\$283	20.0%	147.0%
Sullivan	\$515	\$578	\$427	\$710	\$892	25.8%	154.4%
Ulster	\$652	\$685	\$489	\$862	\$979	13.5%	143.0%

State Taxes Amounts in \$ thousands	2018	2019	2020	2021	2022	2022 Growth	% relative to 2019
Total	\$80,098	\$86,420	\$72,582	\$108,852	\$125,062	14.9%	144.7%
Delaware	\$6,377	\$6,653	\$6,217	\$7,551	\$8,234	9.0%	123.8%
Greene	\$10,093	\$10,560	\$10,067	\$13,787	\$15,964	15.8%	151.2%
Sullivan	\$28,093	\$31,680	\$26,227	\$41,435	\$49,154	18.6%	155.2%
Ulster	\$35,535	\$37,527	\$30,071	\$46,079	\$51,709	12.2%	137.8%

Local Taxes Amounts in \$ thousands	2018	2019	2020	2021	2022	2022 Growth	% relative to 2019
Total	\$96,621	\$100,215	\$95,276	\$121,616	\$129,368	6.4%	129.1%
Delaware	\$7,560	\$7,778	\$7,468	\$9,452	\$9,738	3.0%	125.2%
Greene	\$11,987	\$12,265	\$11,714	\$14,950	\$16,346	9.3%	133.3%
Sullivan	\$33,843	\$35,740	\$33,602	\$43,209	\$47,953	11.0%	134.2%
Ulster	\$43,230	\$44,432	\$42,493	\$54,006	\$55,332	2.5%	124.5%

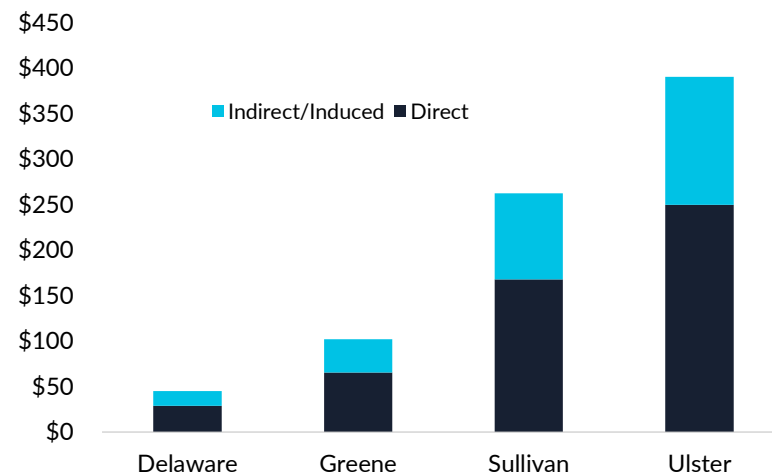
Source: Tourism Economics

LABOR INCOME

Tourism in the Catskills region generated \$511 million in direct labor income and \$799 million including indirect and induced impacts. Total labor income including indirect and induced impacts was the most significant in Ulster County at \$390 million.

Tourism-Generated Labor Income

Amounts in \$ millions



Source: Tourism Economics

Tourism-Generated Labor Income

Amounts in \$ millions

	Direct	Total (Direct, Indir., Induced)	Share (Direct)	Share (Total)
Total	\$510.8	\$799.0	8.0%	12.5%
Delaware	\$28.7	\$44.8	3.7%	5.8%
Greene	\$65.1	\$101.8	8.2%	12.9%
Sullivan	\$167.6	\$262.2	10.5%	16.5%
Ulster	\$249.5	\$390.2	7.7%	12.1%

Source: Tourism Economics



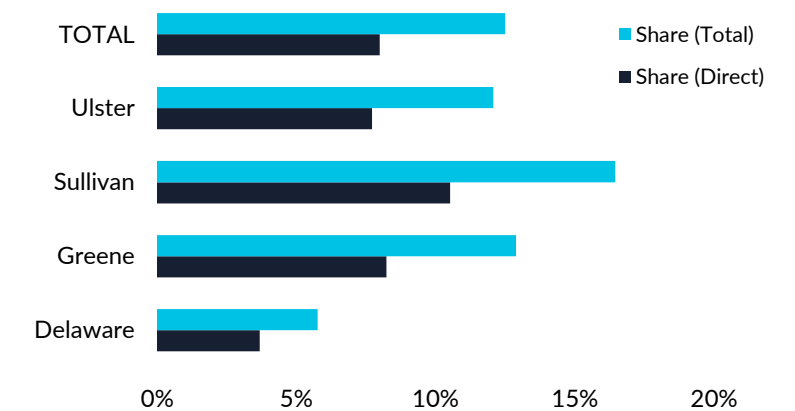
In 2022, 12.5% of all labor income in the Catskills region was generated by tourism, compared with 12.9% in 2020.

Sullivan County was the most dependent upon tourism wage income as 16.5% of all labor income in the county was generated by visitors.

Tourism in Greene County accounted for 12.5% of all labor income last year, compared with 12.9% in 2022.

Tourism-Generated Labor Income

Share of economy



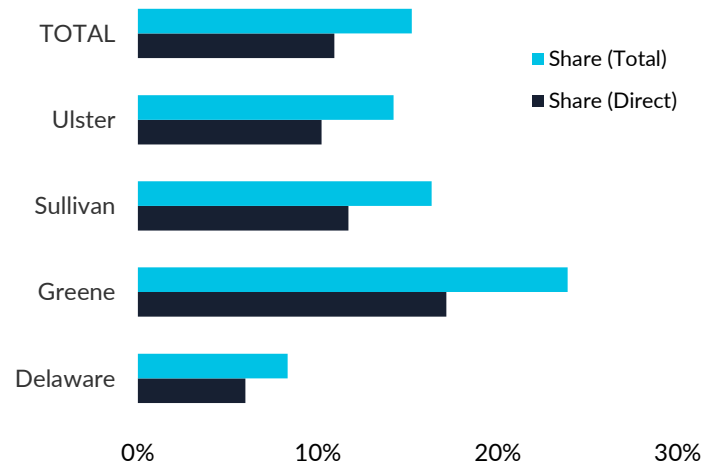
Source: Tourism Economics

TOURISM EMPLOYMENT

In 2022, total tourism-generated employment registered 17,306 jobs, 15.2% of all jobs within the region. Direct employment in tourism accounted for 10.9% of all jobs.

Tourism-Generated Employment

Share of economy



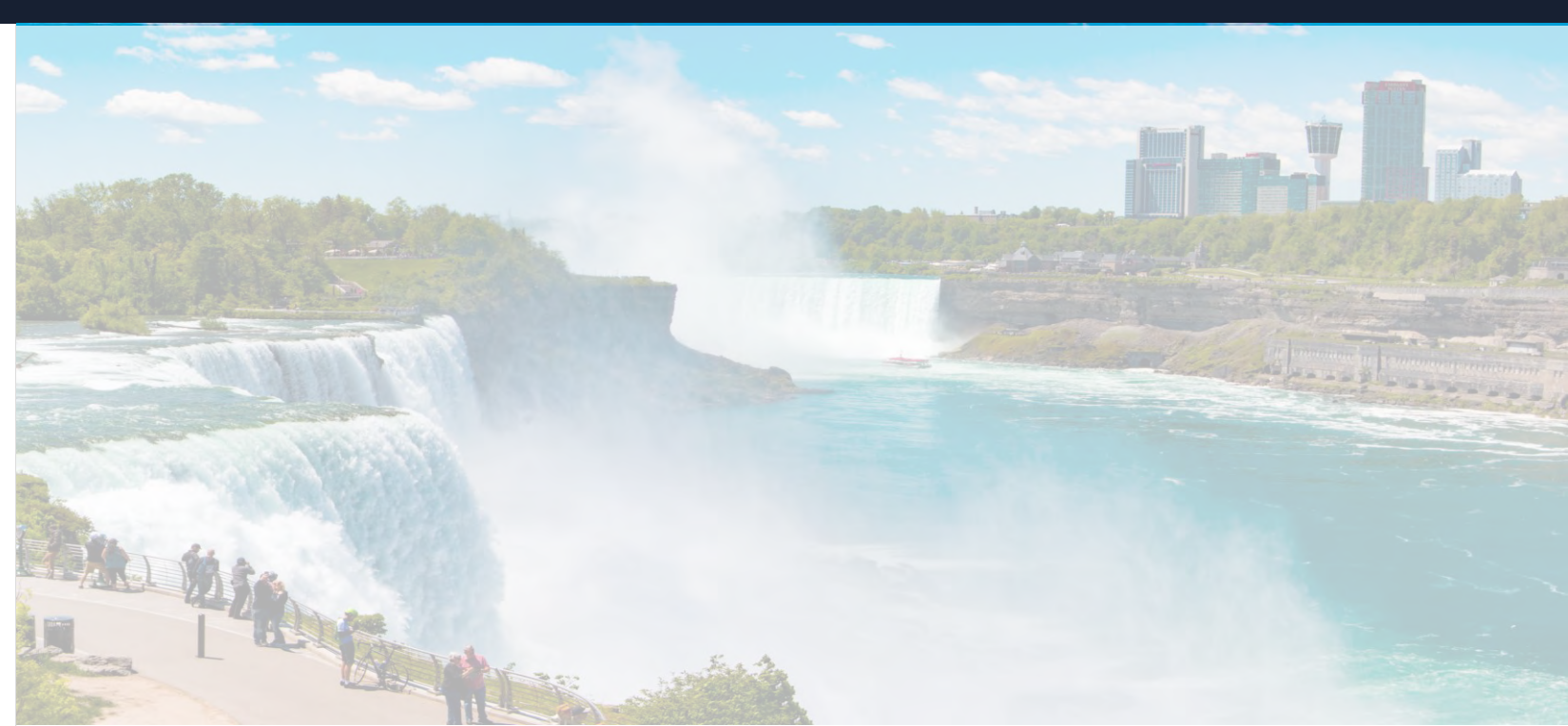
Source: Tourism Economics

Tourism-Generated Employment

Amounts in number of jobs and share of economy

	Direct	Total (Direct, Indir., Induced)	Share (Direct)	Share (Total)
Total	12,419	17,306	10.9%	15.2%
Delaware	837	1,166	6.0%	8.3%
Greene	2,407	3,354	17.1%	23.9%
Sullivan	3,373	4,701	11.7%	16.3%
Ulster	5,802	8,085	10.2%	14.2%

Source: Tourism Economics

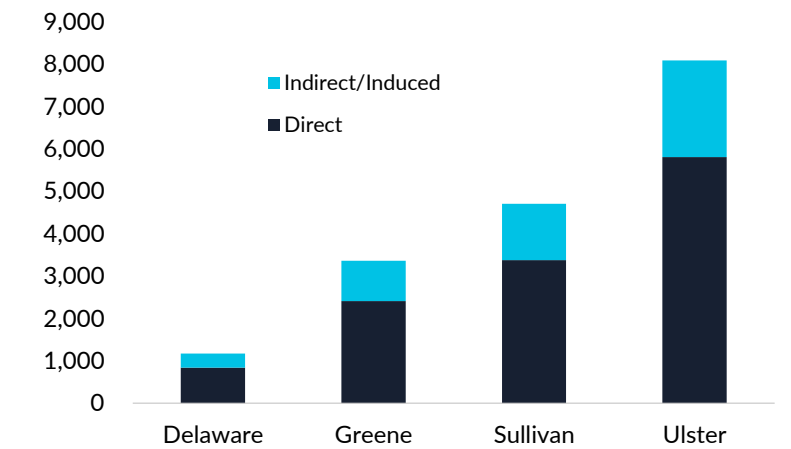


Greene County was the most dependent upon tourism employment, with 23.9% of all employment sustained by visitors.

Ulster County produced the most tourism-related jobs in the Catskills region (8,085 jobs).

Tourism-Generated Employment

Amounts in number of jobs



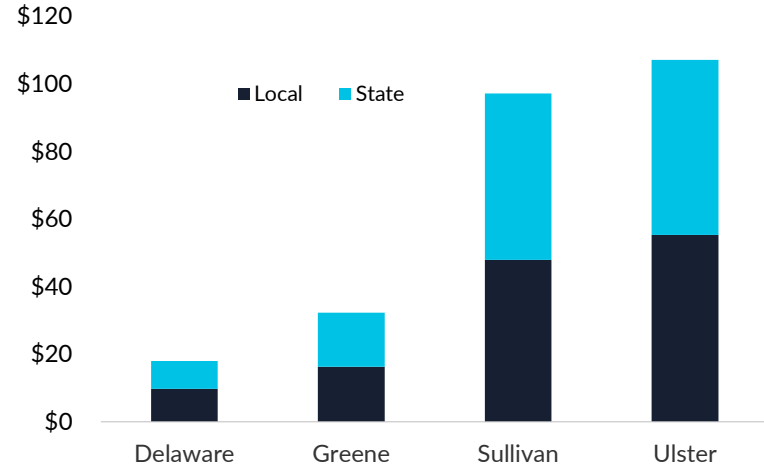
Source: Tourism Economics

TOURISM TAXES

Tourism in the Catskills generated \$254 million in state and local taxes in 2022. Sales, property, and hotel bed taxes contributed \$129 million in local taxes. Ulster County constituted 42.1% of the region’s tourism tax base.

Tourism-Generated Taxes

Amounts in \$ millions



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 \$1,872 to maintain the same level of government revenue, already hard hit by the pandemic.

Tourism-Generated Taxes

Amounts in \$ thousands

	Local Taxes	State Taxes	Total	Regional Share	Tax Savings per Household
Total	\$129,368	\$125,062	\$254,430	100.0%	\$1,872
Delaware	\$9,738	\$8,234	\$17,972	7.1%	\$972
Greene	\$16,346	\$15,964	\$32,310	12.7%	\$1,851
Sullivan	\$47,953	\$49,154	\$97,107	38.2%	\$3,370
Ulster	\$55,332	\$51,709	\$107,041	42.1%	\$1,504

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	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, and the local share of air transportation spending.
Service stations	Visitor spending on gasoline.
Second homes	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	Jobs directly and indirectly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.
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 400 full-time staff, including 300 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.

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