

3rd annual  
top trends in  
**TRAVEL &  
TOURISM**  
in the hudson valley

# I Love New York

- 2008-2009 Budget - \$17 million
- Matching Funds - \$5.2 million
- Explore NY -\$1 million
- Re-launch of ILNY brand May 6<sup>th</sup>
- ILNY Tourism Conference
  - May 14-16 [www.ILoveny.com/gtc](http://www.ILoveny.com/gtc)
- 11 Vacation Regions
  - 4 have fulltime staff
  - 7 all volunteer including HVT, Inc.

# Hudson Valley Tourism, Inc.

- 10 County Region
  - I Love New York – Hudson Valley
    - Westchester – Rockland
    - Putnam- Orange
    - Dutchess-Columbia
  - I Love New York – Catskill
    - Ulster-Greene
  - I Love New York – Capitol
    - Albany- Rensselaer
- [http://destinationdutchess.com/growing\\_hv\\_tourism/hollander%20empire%20state%20presentation.pdf](http://destinationdutchess.com/growing_hv_tourism/hollander%20empire%20state%20presentation.pdf)

Tourism in the Catskills generated over \$51 million in local taxes and more than \$46 million in state taxes in 2005.

Total visitor-driven expenditures in the Catskills were nearly \$1.6 billion in 2005.

Total Tourism Impact, 2005 '000s					
	<i>Sales</i>	<i>Labor Income</i>	<i>Employment</i>	<i>Local Taxes</i>	<i>State Taxes</i>
Delaware	\$132,254	\$25,801	\$1,082	\$3,765	\$3,846
Greene	\$243,551	\$61,348	\$3,658	\$6,933	\$7,082
Sullivan	\$533,830	\$124,246	\$6,369	\$18,382	\$15,523
Ulster	\$688,773	\$183,181	\$9,046	\$22,792	\$20,028
<b>TOTAL</b>	<b>\$1,598,408</b>	<b>\$394,576</b>	<b>\$20,155</b>	<b>\$51,872</b>	<b>\$46,479</b>

Tourism in Hudson Valley generated \$184 million in local taxes and over \$167 million in state taxes in 2005.

The total visitor-driven expenditures in Hudson Valley are over \$5.7 billion in 2005.

<b>Total Tourism Impact, 2005 '000s</b>	<i>Sales</i>	<i>Labor Income</i>	<i>Employment</i>	<i>Local Taxes</i>	<i>State Taxes</i>
Columbia	\$160,003	\$43,335	\$1,560	\$4,555	\$4,653
Dutchess	\$791,348	\$238,901	\$9,938	\$28,898	\$23,011
Orange	\$666,087	\$203,168	\$9,585	\$23,739	\$19,369
Putnam	\$96,341	\$27,726	\$1,355	\$2,742	\$2,801
Rockland	\$601,627	\$181,826	\$7,086	\$21,904	\$17,494
Westchester	\$3,438,955	\$1,078,034	\$25,034	\$102,672	\$99,998
<b>TOTAL</b>	<b>\$5,754,362</b>	<b>\$1,772,989</b>	<b>\$54,557</b>	<b>\$184,511</b>	<b>\$167,326</b>

# Hudson Valley Tourism

- Programs
  - Brochures
    - Hudson Valley Winery Map
    - Hudson River Valley Waterfront Map
    - Celebrating Everything Dutch
    - Hudson Valley Travel Guide
- Website - <http://www.hudsonvalleyvoyager.com>
- Travel Shows
- Advertising
- Partnerships- HV Restaurant Week, HV National Heritage Area, HV Quad, I Love NY Promotion Programs
- Fam Tours

# Budget

- Each County designates by formula from I Love NYS Matching Funds to the region program
- Total approximately - \$212,000 for 10 county region
- Staff volunteers

## Hudson Valley TPA's

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