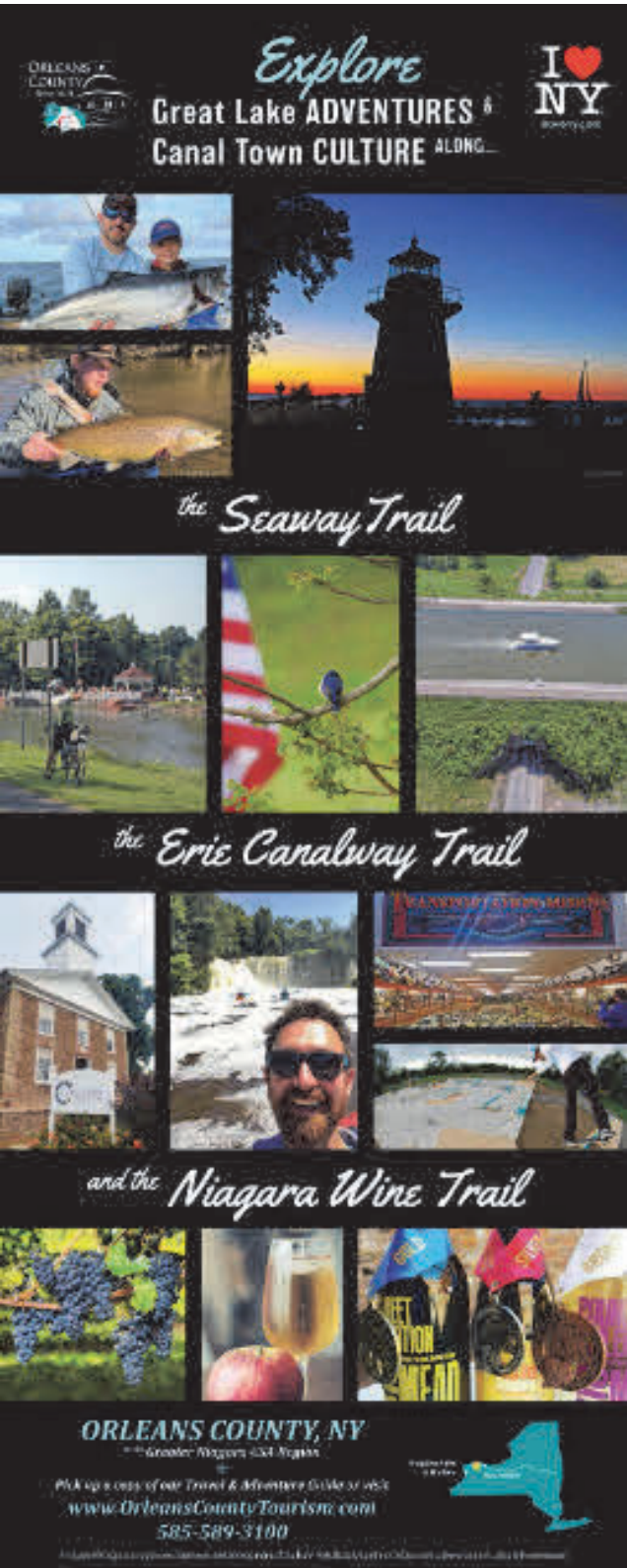




ORLEANS COUNTY, NY

VISITOR SPENDING

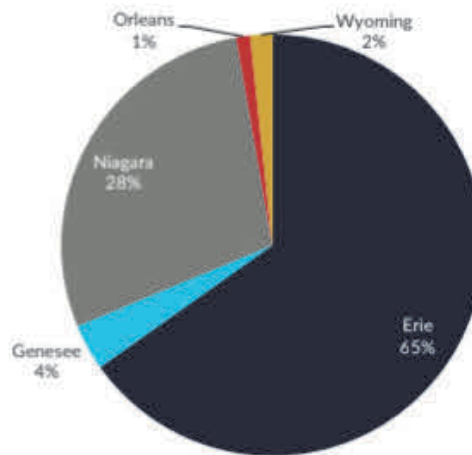
Visitor spending in Orleans County significantly contributes to our local economy. The tourism industry supports various local businesses, including lodging, dining, and recreational activities. From the historic Erie Canalway Trail to year-round world-class fishing, Orleans County attracts a considerable number of tourists.



Promoting the natural beauty of Orleans County, historical sites, and local events has played a vital role in attracting tourists and fueling economic growth. Public and private sector infrastructure improvements improve quality of life and pride of place.

Greater Niagara Region

Visitor Spending, by County (2024)
percent of region visitor spend



Source: Tourism Economics

- In 2024, visitor spending and tourism-related employment grew to \$4.1 billion and 49,174 jobs, respectively.
- Visitor spending in the Greater Niagara region increased by 6.6% relative to 2023.
- Leading the overall visitor spending improvement was Erie County with recorded 7.2% growth versus 2023.
- The share of visitor spending accounted for by Niagara County was 28% in 2024.
- Erie County represents 65% of the region's tourism sales, with \$2.7 billion in direct tourism spending.

Tourism is BIG BUSINESS... Tourism Growth Drives Economic Impact

Tourism Promotion Agency (TPA)
budget depends on revenues from:

- Orleans County
- 4% Occupancy (Bed) Tax collected
 - Travel Guides & Co-op/Partnership Ad Sales

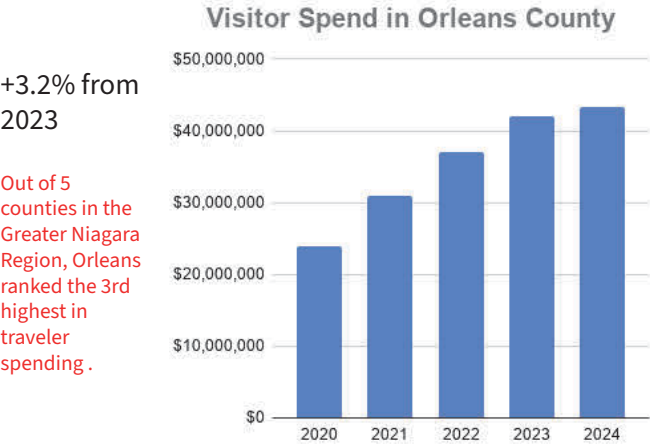
- I Love NY
- Matching Funds program- \$3.45 million available to 62 counties (2026)
 - Used to assist with Tourism marketing to reach new market areas that sustain/boost overnight visitation



Orleans County Bed Tax
(4% Tax on Lodging, implemented in 2003)

The Orleans County Tourism budget is dependent on bed tax collected from local lodging businesses. It is used to leverage I Love NY Matching Funds which goes towards advertising, design, printing, media buys, consumer shows, and distribution of marketing materials. Bed tax applies to an apartment, hotel, motor court or inn, boarding house, cabin, cottage or club, bed and breakfast, inns and tourist homes, or similar hotel or motel type of accommodations for a stay less than 30 consecutive days.

Year	Bed Tax Collected	Year	Bed Tax Collected
2018	\$51,002	2022	\$111,013
2019	\$58,424	2023	\$119,003
2020	\$58,438	2024	\$116,712
2021	\$79,102	2025	\$119,502



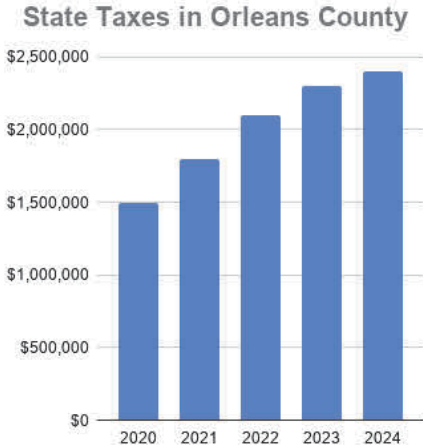
+3.2% from 2023

Out of 5 counties in the Greater Niagara Region, Orleans ranked the 3rd highest in traveler spending.

+4.4% Growth from 2023

Out of 5 counties in the Greater Niagara region, Orleans County is 3rd highest in sales tax growth for 2024.

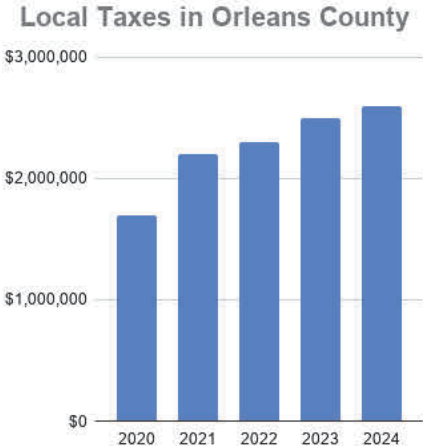
***2024 represents \$43.3 million per year**
***2024 represents \$117,808 per day**



+0.05% Growth from 2023

Out of 5 counties in the Greater Niagara region, Orleans County ranked the 4th highest.

***2024 represents \$2.4 million per year**
***2024 represents \$6,475 per day**



***2024 represents \$2.6 million per year**
***2024 represents \$7,123 per day**

*Visitor spending is calculated by adding lodging, second homes, food and beverage, retail and gas stations, transportation, recreation and entertainment together.