

ORLEANS COUNTY
I ♥ NY
Explore
Great Lake ADVENTURES &
Canal Town CULTURE ALONG...

the Seaway Trail

the Erie Canalway Trail

and the Niagara Wine Trail

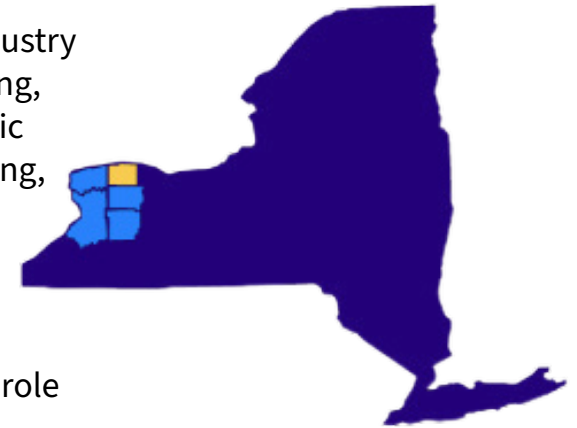
ORLEANS COUNTY, NY
Greater Niagara USA Region

Pick up a copy of our Travel & Adventure Guide or visit
www.OrleansCountyTourism.com
585-589-3100

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.

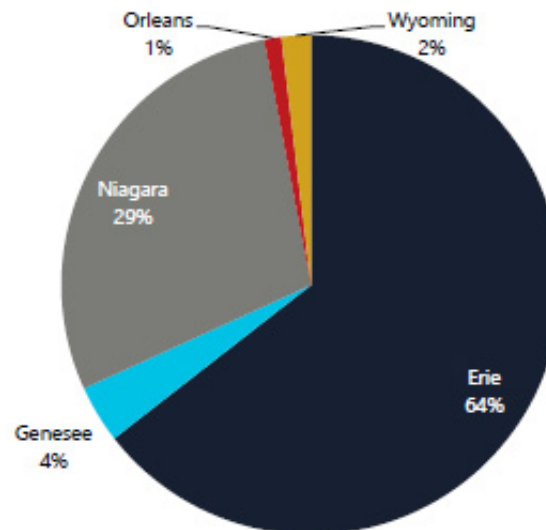


Promoting the natural beauty of Orleans County, historical sites, and local events has played a vital role in attracting tourists and fueling economic growth.

Greater Niagara Region

Visitor Spending by County

Percentage of visitor spend



Source: Tourism Economics

- In 2023, visitor spending and tourism-related employment grew to \$3.8 billion and 48,587 jobs, respectively.
- Visitor spending in the Greater Niagara region increased by 11% relative to 2022.
- **Leading the overall visitor spending improvement was Orleans County with recorded 12% growth versus 2022.**
- The share of visitor spending accounted for by Niagara County was 29% in 2023.
- Erie County represents 64% of the region's tourism sales, with \$2.4 billion in direct tourism spending.

ORLEANS COUNTY, NY

VISITOR SPENDING

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



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

Orleans County

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



I Love NY

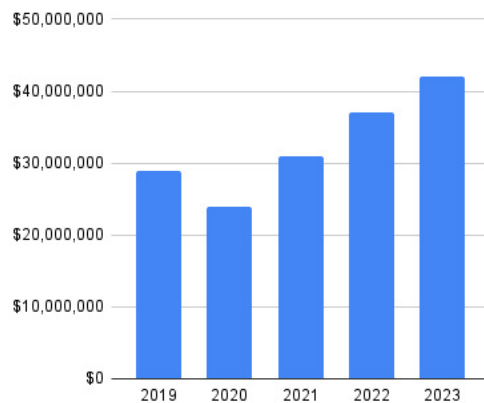
- Matching Funds program- \$3.45 million available to 62 counties (2024)
- Used to assist with Tourism marketing to reach new market areas that sustain/boost overnight visitation



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 |
|------|-------------------|------|-------------------|
| 2016 | \$40,927 | 2020 | \$58,438 |
| 2017 | \$45,374 | 2021 | \$79,102 |
| 2018 | \$51,002 | 2022 | \$111,013 |
| 2019 | \$58,424 | 2023 | \$119,003 |

Visitor Spend in Orleans County

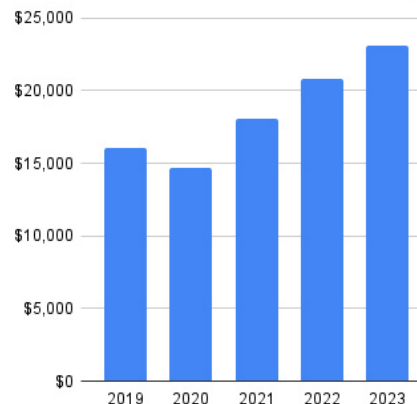


+12% from 2022

Out of 5 counties in the Greater Niagara Region, Orleans ranked the 1st highest in traveler spending at 12% and higher than Niagara at 11.7% for 2023.

*2023 represents \$42 million

State Taxes in Orleans County

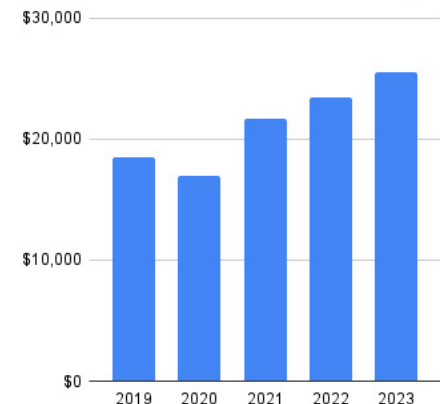


+11.2% Growth from 2022.

Out of 5 counties in the Greater Niagara region, Orleans County is 3rd highest in sales tax growth for 2023.

*2023 represents \$23,090

Local Taxes in Orleans County



+8.7% Growth from 2022

Out of 5 counties in the Greater Niagara region, Orleans County ranked the 2nd highest. Niagara also ranked 2nd highest in 2023.

*2023 represents \$25,490

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