



THE IMPACT OF TOURISM ON ALBANY COUNTY

On average, there are more than

4,343

visitors to Albany County EACH DAY!

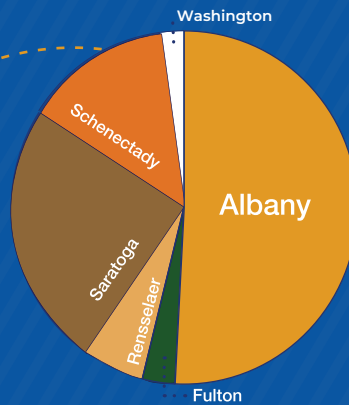


Tourism supports **15,716 JOBS** With **\$530 MILLION** In labor income.

Without tourism, residents would have to pay **\$1,015** more in taxes.



Traveler Spending



LODGING

\$237 MILLION



RECREATION

\$32 MILLION



FOOD & BEVERAGE

\$219 MILLION



RETAIL & SERVICE STATIONS

\$135 MILLION

Tourism in the Capital-Saratoga region is a **\$1.9 BILLION** industry. Albany County represents **50%** Of the region's tourism sales with **\$969 MILLION** In traveler spending.



\$71M

local taxes



\$54M

state taxes

TOURISM GENERATED TAXES



IN 2017, DISCOVER ALBANY HELPED SECURE MANY MAJOR CONFERENCES AND CONVENTIONS.

SALES



American Institute of Architects Conference

300 ATTENDEES
+ 465 ROOM NIGHTS

NYS Council Society for Human Resource Management

600 ATTENDEES
+ 610 ROOM NIGHTS

NYS Council for the Social Studies

580 ATTENDEES + 453 ROOM NIGHTS

Northeast Regional Competition for CrossFit

325 COMPETITORS,
9,000 ATTENDEES
+ 512 ROOM NIGHTS

MAAC Women's and Men's Basketball Conference Championship

30,000 ATTENDEES
+ 1,800 ROOM NIGHTS

THIS YEAR, WE CONTINUED OUR SUCCESSFUL MARKETING AND PUBLIC RELATIONS CAMPAIGNS FOR ALBANY COUNTY.



SOCIAL MEDIA

Engagement is **UP 6.5%** across Facebook, Twitter, LinkedIn, and Instagram, and we saw a **36.1%** increase in engagements on Facebook.



MARKETING



REACH:
Impressions
3.9 MILLION,
up 4%
FROM 2016

PUBLIC RELATIONS

Discover Albany hosted **13 JOURNALISTS,** generated **89 NEWS** stories about Albany, reaching **792 MILLION** consumers.



FAN BASE

Followers increased
17% ACROSS PLATFORMS.

Sources: STR, Inc., Tourism Economics, and Discover Albany

