

## For Immediate Release

For more information contact:

Natasha Caputo  
ncaputo@visitwestchesterny.com

Traci Suppa  
traci@bbggadv.com

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### **Visitor Spending in the Hudson Valley Increases to \$5.5 Billion Per Year** *Empire State Development Report Also Shows 88K+ Jobs Related to Tourism*

Hudson Valley, NY -- Tourism in the Hudson Valley region is a multibillion-dollar industry, with visitors spending \$5.5 billion in 2017, according to a recent report released by Empire State Development in Albany, NY. The top five sectors experiencing growth between 2016 and 2017 were food and beverage, lodging, recreation, retail and transport. Of those, food and beverage and recreation were the largest economic generators, making up 28% and 25% of the total respectively.

The report also indicated that the tourism industry employed 88,826 persons in 2017, generating nearly \$682 million in taxes.

“These numbers show upward growth, awareness and visibility for the region,” said Natasha Caputo, president of Hudson Valley Tourism, Inc. “The money visitors spend here boosts the local economy, and leads to a ripple effect that supports a better quality of life throughout the region. Let’s not forget that the industry provides gainful employment for more than 88,000 residents, as well.”

Hudson Valley Tourism, Inc. is the 10-county region designated by I Love New York more than 20 years ago to promote tourism to the area. Counties include Albany, Columbia, Dutchess, Greene, Orange, Putnam, Rensselaer, Rockland, Ulster and Westchester. To attract visitors, Hudson Valley Tourism promotes the region through county-specific travel guides, social media, and a [website](#). The organization focuses on forward-moving local efforts, like working with New York Stewart International Airport to attract international visitors, and aligning with the I Love New York organization to draw families to the area.

As an evergreen destination, visitors come to the Hudson Valley year-round. “We’re seeing a big trend related to the natural beauty of the Hudson Valley,” Caputo added. “We really do offer the gamut here when it comes to parks and outdoor recreation, from hiking for beginners to zip-lining for thrill-seekers.”

The fact that the food and beverage sector is the largest part of visitor spending doesn’t surprise Caputo. “Our Hudson Valley farms and craft beverages are the ones that are supplying our restaurateurs, and it’s a very authentic relationship that continues to grow with the farm-to-table and wellness movements.”

Additional information about traveling to the Hudson Valley can be found at [www.travelhudsonvalley.com](http://www.travelhudsonvalley.com), or by calling 845-615-3860.