



# Saving Land Makes Cents

**Tourism, Protected Lands, and Economic Development  
in the Upper Delaware River Region**



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**T**he Upper Delaware River region is made up of rugged and rural lands dominated by dense forests and expansive wetlands that help to keep the region's thousands of miles of streams cold, clear, and healthy. Tourists flock here annually to explore and enjoy the natural beauty of this region's working farms and forests, rivers and streams, and scenic vistas.

But the Upper Delaware River region is more than just a pretty place to live in or visit; the region's natural, undeveloped areas are productive assets that generate significant economic value for the region. The wetlands, woodlands, and floodplains bolster our local economies and property values, they help us save money on healthcare and recreation, and they naturally improve the air we breathe and the water we drink, reducing the cost of providing these basic needs.

Protecting the region's natural areas is a smart investment that serves us now and in future dividends. When we save land, we save money, and we preserve our quality of life.

## Home Values

Homeowners are willing to pay a premium to live in close proximity to protected natural areas. As a result, the Upper Delaware River region's existing protected lands and waters add to the overall value of its housing stock.

## Environmental Services

Natural areas also provide value in the form of naturally occurring environmental processes, such as flood control and air pollution mitigation. If these lands were developed, the Upper Delaware River region would be forced to replicate vital and costly services through alternative methods.

## Recreation and Health

Residents save money by engaging in recreation and exercise at our region's parks and green spaces rather than having to spend money by joining a gym. There also are considerable health cost avoidance and productivity savings related to rigorous exercise on protected open space.

## Economic Activity

Protected natural areas generate a variety of economic activities in the Upper Delaware River region, ranging from agricultural activity on preserved farmland, to small business growth, to tourist visitation, to public park maintenance. These activities are linked to jobs and sales tax revenues, which further bolster the local economy.

The data on the following pages identify the significant economic benefits generated by tourism in our region, and provide some helpful tips on using this data when talking to others in your community.



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County & State	Tourist Spending in the County (\$ Millions)	Worker Paychecks Generated by Tourism	Direct Jobs Generated by Tourist Spending	State & Local Taxes Generated by Tourist Spending
Monroe Co., PA	\$1.6 Billion	\$400.8	12,890	\$94.2
Pike Co., PA	\$607.1	\$159.5	4,922	\$36.1
Wayne Co., PA	\$419.7	\$93.9	3,049	\$23.1
Orange Co., NY	\$450.4	\$145.14	6,482	\$54.6
Sullivan Co., NY	\$372.0	\$81.82	3,149	\$44.9
<b>TOTAL</b>	<b>\$3.5 Billion</b>	<b>\$881.16 million</b>	<b>30,492 Jobs</b>	<b>\$252.9 Million</b>

**Tourism Tax Relief Per Household**

Upper Delaware Counties in PA & NY, 2014

**“How To Say It” Guide**

**General Statement:** *(You fill in the italicized “blanks”)*

Each of the *(insert column #2 here)* households in *(YOUR)* County pay *(insert column #3 here)* less in state and local taxes as a result of taxes generated by tourist spending in the county.

**Example using Sullivan County, NY:**

Each of the 49,745 households in Sullivan County pay \$903 less in state and local taxes as a result of taxes generated by tourist spending in the county.

**Alternative way to say it for Sullivan County, NY:**

If it were not for the state and local taxes paid by tourists visiting Sullivan County, each Sullivan County household would pay \$903 MORE in taxes to replace the taxes generated by tourist spending

Column #1 County & State	Column #2 Total No. of Households in County, 2014	Column #3 Tourism Tax Relief per Household, 2014
Monroe Co., PA	80,720	\$1,166
Pike Co., PA	38,547	\$936
Wayne Co., PA	31,903	\$724
Orange Co., NY	140,297	\$389
Sullivan Co., NY	49,745	\$903

**Sources:**

- [1] “The Economic Impact of Travel in New York, 2011—2014.” Tourism Economics, Oxford Economics Co. and “The Economic Impact of Travel in Pennsylvania, 2005—2014.” Tourism Economics, Oxford Economics Co.
- [2] Additional Analysis, Dr. Steve Morse, Western Carolina University
- [3] U.S. Census Bureau, Number of household units in NY & PA Counties, 2014



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Hawk's Nest



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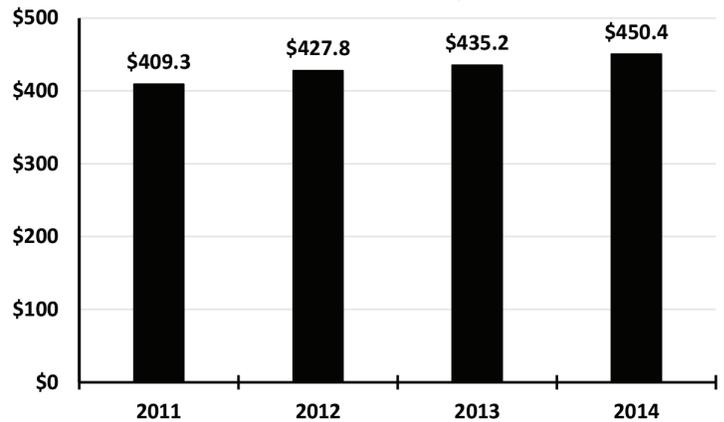
## Orange County, NY

### Yearly 2014 Tourist Activity in Orange County

- Generated **\$450.4 million** per year in direct tourist spending
- Produced **\$145.14 million** per year in worker income & paychecks
- Created **\$30.1 million** per year in local county tax revenues
- Created **\$24.5 million** per year in state tax revenue
- Generated **\$54.6 million** per year in combined state & local taxes
- Generated **6,482 jobs** per year
- 2014 tourist spending increased by **3.5%** over 2013. In comparison, the Hudson Valley region increased by **4.0%** over the same period.

Sources [1]

### Ten Year Trend of Annual Tourist Spending Orange County



Sources [1]

### 2014 Tourism Tax Relief on County Households

**As a result of taxes generated by tourist spending in Orange County...**

- Each of the **140,297 Orange County households** pays **\$389 less** in local and state taxes.

In other words, if tourism did not exist, each household would have to pay **\$389 more** in state and local taxes to replace the taxes generated by tourist spending.

Sources [1], [2], [3]

#### Sources:

[1] "The Economic Impact of Travel in New York, 2011—2014." Tourism Econo

[2] Additional Analysis, Dr. Steve Morse, Western Carolina University

[3] U.S. Census Bureau, Number of household units in NY Counties, 2014

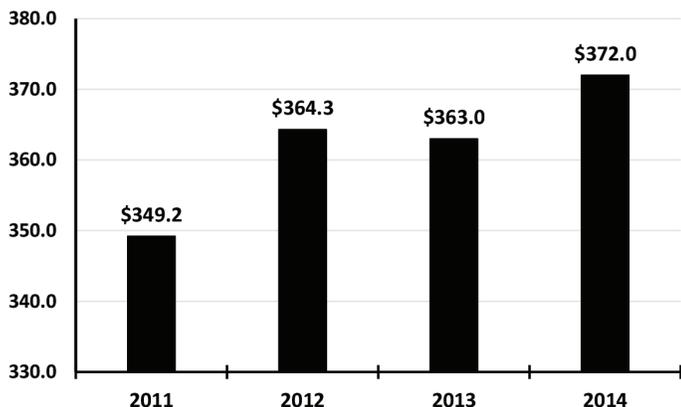
# Sullivan County, NY

## Yearly 2014 Tourist Activity in Sullivan County

- Generated **\$372.0 million** per year in direct tourist spending
- Produced **\$81.82 million** per year in worker income & paychecks
- Created **\$24.6 million** per year in local county tax revenues
- Created **\$20.3 million** per year in state tax revenue
- Generated **\$44.9 million** per year in combined state & local taxes
- Generated **3,149 jobs** per year
- 2014 tourist spending increased by **2.5%** over 2013. In comparison, the Catskills region also increased by **2.5%** over the same period.

Sources [1]

## Ten Year Trend of Annual Tourist Spending Sullivan County



Sources [1]

## 2014 Tourism Tax Relief on County Households

**As a result of taxes generated by tourist spending in Sullivan County...**

- Each of the **49,745 Sullivan County households** pays **\$903 less** in local and state taxes.

In other words, if tourism did not exist, each household would have to pay **\$903 more** in state and local taxes to replace the taxes generated by tourist spending.

Sources [1], [2], [3]



Bethel Wood Center for the Arts & Museum



Eagle Watch



One of many regional vineyards

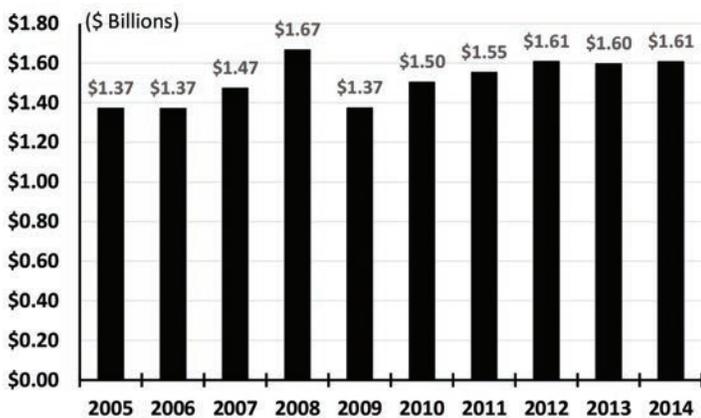
## Monroe County, PA

### Yearly 2014 Tourist Activity in Monroe County

- Generated **\$1.60 billion** per year in direct tourist spending
- Produced **\$400.8 million** per year in worker income & paychecks
- Generated **\$94.2 million** per year in combined state & local taxes
- Generated **12,890 jobs** per year
- 2014 tourist spending increased by **0.62%** over 2013. In comparison, the Pocono Mountain Region increased by only 0.2% over the same time period.

Sources [1]

Ten Year Trend of Annual Tourist Spending  
Monroe County



Sources [1]

### 2014 Tourism Tax Relief on County Households

As a result of taxes generated by tourist spending in Monroe County...

- Each of the **80,720 Monroe County** households pays **\$1,166 less** in local and state taxes.

In other words, if tourism did not exist, each household would have to pay **\$1,166 more** in state and local taxes to replace the taxes generated by tourist spending.

Sources [1], [2], [3]

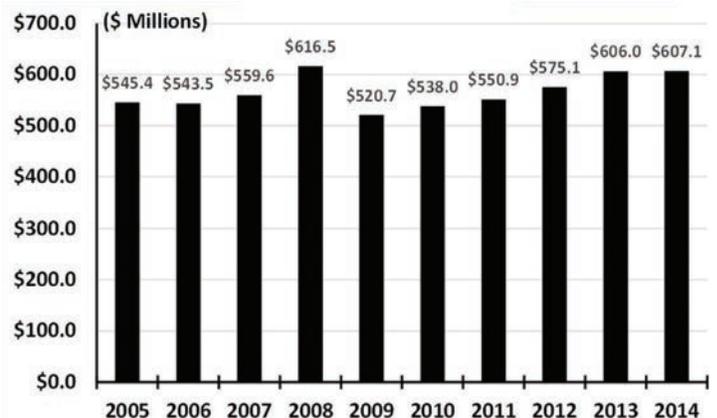
## Pike County, PA

### Yearly 2014 Tourist Activity in Pike County

- Generated **\$607.1 million** per year in direct tourist spending
- Produced **\$159.5 million** per year in worker income & paychecks
- Generated **\$36.1 million** per year in combined state & local taxes
- Generated **4,922 jobs** per year
- 2014 tourist spending increased by **1.42%** over 2013. In comparison, the Pocono Mountain Region increased by only 0.2% over the same time period.

Sources [1]

Ten Year Trend of Annual Tourist Spending  
Pike County



Sources [1]

### 2014 Tourism Tax Relief on County Households

As a result of taxes generated by tourist spending in Pike County...

- Each of the **38,547 Pike County** households pays **\$936 less** in local and state taxes.

In other words, if tourism did not exist, each household would have to pay **\$936 more** in state and local taxes to replace the taxes generated by tourist spending.

Sources [1], [2], [3]

#### Sources:

[1] "The Economic Impact of Travel in Pennsylvania, 2005—2014." Tourism Economics, Oxford Economics Co.

[2] Additional Analysis, Dr. Steve Morse, Western Carolina University

[3] U.S. Census Bureau, Number of household units in PA Counties, 2014

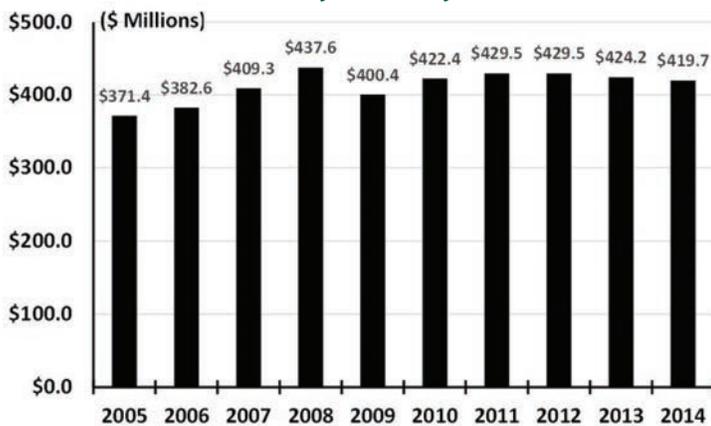
# Wayne County, PA

## Yearly 2014 Tourist Activity in Wayne County

- Generated **\$419.7 million** per year in direct tourist spending
- Produced **\$93.9 million** per year in worker income & paychecks
- Generated **\$23.1 million** per year in combined state & local taxes
- Generated **3,049 jobs** per year
- 2014 tourist spending decreased by **1.06%** over 2013. In comparison, the Pocono Mountain Region increased by **0.2%** over the same time period.

Sources [1]

## Ten Year Trend of Annual Tourist Spending Wayne County



Sources [1]

## 2014 Tourism Tax Relief on County Households

**As a result of taxes generated by tourist spending in Wayne County...**

- Each of the **31,903 Wayne County households** pays **\$724 less** in local and state taxes.

In other words, if tourism did not exist, each household would have to pay **\$724 more** in state and local taxes to replace the taxes generated by tourist spending.

Sources [1], [2], [3]



Whitewater Rafting

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Fernwood Resort

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Blue Mountain

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## SPONSORS:

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Basha Kill



Pocono Tree Ventures

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