



2018 Tourism Impact Data

(Source: Massachusetts Office of Travel and Tourism)

State of Massachusetts

- Direct visitor spending: \$24.2 billion
 - Direct domestic: \$19.9 billion
 - Direct international: \$4.3 billion
- State taxes generated: \$990.6 million
- Local taxes generated: \$596.5 million
- Jobs supported: 153,157
- Payroll: \$5.6 billion

Berkshire County

- Direct visitor spending: \$529.7 million
 - Direct domestic: \$467.9 million
 - Direct international: \$61.8 million
- State tax generated: \$27.3 million
- Local tax generated: \$15.2 million
- Jobs supported: 4,387
- Payroll: \$140.7 million

Total Economic Impact of Tourism in The Berkshires: \$826.3 million

This is a result of direct spending of \$526.7 million and indirect spending of \$299.6 million.