



## 2019 Tourism Impact Data

(Source: Massachusetts Office of Travel and Tourism)

### State of Massachusetts

- Direct visitor spending: \$24.9 billion
  - Direct domestic: \$20.9 billion
  - Direct international: \$4.0 billion
- State taxes generated: \$1.0 billion
- Local taxes generated: \$619.5 million
- Jobs supported: 155,493
- Payroll: \$5.9 billion

### Berkshire County

- Direct visitor spending: \$553.7 million (an increase of 4.4% over 2018)
  - Direct domestic: \$495.8 million
  - Direct international: \$57.9 million
- State tax generated: \$28.7 million
- Local tax generated: \$16.0 million
- Jobs supported: 4,444
- Payroll: \$148.7 million

**Total Economic Impact of Tourism in The Berkshires: \$867.8 million**

*This is a result of direct spending of \$553.7 million and indirect spending of \$314.1 million.*