



1BERKSHIRE

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.



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2019-20 Visitor Demographic Data

Source: ISM Visitor Research Survey, Summer 2021;
2013 survey data included for comparison

Segment of 3,500+ Surveyed

- Median age: 41 (down from 52 in 2013)
- Median household income: \$98,600
(1.6% decrease from 2013)
- Married: 58.3% (27% decrease from 2013)
- Travel preference:
 - 44% travel as couple (32% decrease from 2013)
 - 34% travel with children (70% increase from 2013)
- Top places of origin:
 - New York City metro
 - Boston metro
 - Rest of MA & New England
- Activities engaged in while visiting:
 - 89.6% outdoor recreation (143% increase from 2013)
 - 81.1% museums/historic sites (2% increase from 2013)
 - 51.9% performing arts (12% decrease from 2013)
 - 9.3% cannabis
- Non-Caucasian visitors: 35.1%
- Non-Gender-conforming visitors: 3.0%
- Visitors seriously considering full or part-year relocation: 36%