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2020 Tourism Impact Data

Source: Massachusetts Office of Travel and Tourism

State of Massachusetts

- Direct visitor spending: \$10.0 billion (down 60% from 2019)
 - Direct domestic: \$9.3 billion (down 55% from 2019)
 - Direct international: \$657 million (down 84% from 2019)
- State taxes generated: \$568 million
- Local taxes generated: \$311 million
- Jobs supported: 102,100
- Payroll: \$4.3 billion

Berkshire County

- Direct visitor spending: \$304.4 million (down 45% from (2019))
 - Direct domestic: \$295.7 million (down 25% from 2019)
 - Direct international: \$8.7 million (down 85% from 2019)
- State tax generated: \$18.7 million
- Local tax generated: \$10.2 million
- Jobs supported: 3,220
- Payroll: \$8.2 million

Total Economic Impact of Tourism in The Berkshires: \$456.6 million

This is a result of direct spending of \$304.4 million and indirect spending of \$152.2 million.

NOTE: When comparing the Berkshires domestic spending to that of MA domestic spending in 2020, the Berkshires dropped only 26% compared to the state which dropped 55%.



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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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Visitor Demographic Data

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

- 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%