



2021 Tourism Impact Data

Source: Massachusetts Office of Travel and Tourism

State of Massachusetts

- Direct visitor spending: \$16.5 billion (up 65% over 2020)
 - Direct domestic: \$15.7 billion (up 68% over 2020)
 - Direct international: \$820 million (up 25% over 2020)
- State taxes generated: \$824 million (up 45% over 2020)
- Local taxes generated: \$497 million (up 60% over 2020)
- Jobs supported: 110,800 (up 9% over 2020)
- Payroll: \$4.8 billion (up 11% over 2020)

Berkshire County

- Direct visitor spending: \$616.4 million (up 55% over 2020)
 - Direct domestic: \$606 million (up 56% over 2020)
 - Direct international: \$10.5 million (up 21% over 2020)
- State tax generated: \$32.9 million (up 44% over 2020)
- Local tax generated: \$19.1 million (up 58% over 2020)
- Jobs supported: 4134 (up 18% over 2020)
- Payroll: \$136.1 million (up 21% over 2020)

Total Economic Impact of Tourism in The Berkshires: \$900 million

This is a result of direct spending of 616 million and indirect spending of \$284 million.



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: \$398.6 million (down 29% from (2019))
 - Direct domestic: \$389.9million (down 21% from 2019)
 - Direct international: \$8.7 million (down 85% from 2019)
- State tax generated: \$122.7 million
- Local tax generated: \$11.9 million
- Jobs supported: 3,501
- Payroll: \$111.7 million

Total Economic Impact of Tourism in The Berkshires: \$598 million

This is a result of direct spending of \$399 million and indirect spending of \$199 million.

NOTE: When comparing the Berkshires domestic spending to that of MA domestic spending in 2020, the Berkshires dropped only 29% compared to the state which dropped 55%.



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: \$575 million
 - Direct domestic: \$520.1million
 - Direct international: \$55 million
- State tax generated: \$28.9 million
- Local tax generated: \$16.8 million
- Jobs supported: 4,244
- Payroll: \$141.7 million

Total Economic Impact of Tourism in The Berkshires: \$895 million

This is a result of direct spending of \$575 million and indirect spending of \$322 million.



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: \$829.3 million

This is a result of direct spending of \$529.7 million and indirect spending of \$299.6 million.



2021 Visitor Demographic Data

Source: ISM Visitor Research Survey, 2021
ISM Visitor Research Survey 2013 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%