2025 ANNUAL REPORT

Oneida County Tourism



all in ONEIDA COUNTY NEW YORK

Oneida County Tourism is the official destination marketing organization for Oneida County, NY. We work alongside local businesses, community partners and government leaders to strengthen the visitor economy and share the experiences that make our county distinctive.



2 | Turning Stone Resort Casino | *ON THE COVER: photo by Nick Viscosi*

As we reflect on 2025 and look ahead to the opportunities taking shape in 2026, one theme stands out: *momentum.*

Throughout 2025, Oneida County Tourism continued to strengthen the visitor economy by promoting the experiences, communities and businesses that make our destination distinctive. We expanded our storytelling, launched new initiatives such as Rooted in Oneida County, supported our tourism partners and worked alongside local, regional and statewide organizations to extend Oneida County's reach.

We also invested in understanding our destination more deeply. Through research, resident and partner engagement, and thoughtful planning, we began laying the foundation for a new identity. Our main goal was to find and create an identity that better reflects the character, confidence and energy of Oneida County. That work carried into 2026, alongside continued destination development, expanded partnerships and opportunities to welcome new audiences to our region.

The results highlighted throughout this report belong to more than one organization. They reflect the *collective work* of our hospitality community, attractions, restaurants, retailers, event organizers, local government and municipalities. Together, they create the experiences that bring visitors here and the sense of place that stays with them after they leave.

As we introduce the next chapter of Oneida County Tourism, we do so with tremendous pride in what has brought us to this moment and so much excitement for what lies ahead. We are ready to build on this momentum, tell our story in a bold new way, and invite even more people to discover all that Oneida County has to offer. Cheers to what's next!

Sincerely,

Chris Destito Jr.
Chair, Board of Directors

Sarah Foster Calero
President

2025 LEADERSHIP

OFFICERS

Chair | Chris Destito Jr., Crust Kitchen & Bar
Vice Chair | Lisa Wilsey, The Stanley Theatre
Secretary | Michael Lehr, Utica Comets, Mohawk Valley Garden
Treasurer | Heather Lessels, Resource Center for Independent Living
Immediate Past Chair | Lee Arthur, Delta Hotels by Marriott Utica

AT-LARGE DIRECTORS

Daniel Cifonelli | Sylvan Verona Beach Resort Association
Danny Frieden | Copper City Brewing Company
Andria Heath | Utica Zoo
George E. Joseph | Majority Leader, Oneida County Board of Legislators
Timothy Julian | Minority Leader, Oneida County Board of Legislators
Katherine Laube | Munson
Amanda Stanek | Visions Hotels
Arthur Wood | Vernon Downs Casino & Hotel
Timothy Woods | Woods Valley Ski Resort
Tom Wynne | Saranac Brewery

EX OFFICIO

Oneida County Executive | Anthony J. Picente Jr.
Chair, Oneida County Board of Legislators | Gerald Fiorini

TEAM

President | Sarah Foster Calero
Director of Operations | Madison Kleps
Digital Content Manager | Gabby Duffy
Visitor Services Manager | Shondel Beverly
Information Specialist | Elizabeth Fuertes

FINANCIAL STEWARDSHIP

Oneida County Tourism strategically invested its resources in destination marketing, visitor services, partner support and organizational initiatives designed to strengthen the county's visitor economy.



Bellamy Harbor Park

$1,588,902
TOTAL REVENUE

$1,535,427
TOTAL EXPENSES

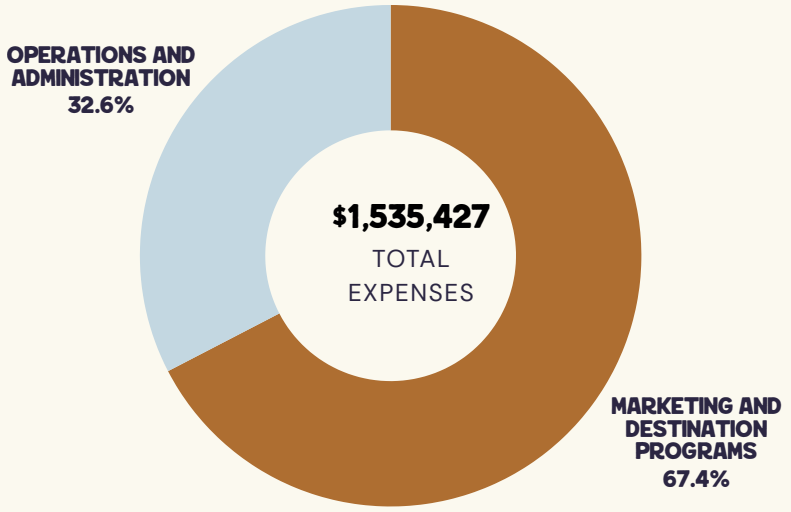
REVENUE

Oneida County Occupancy Tax Allocation	$1,100,000
EDA Grant Funding	$416,801
I Love New York Matching Funds	$52,128
Private Co-op & Other Revenue	$19,973
Total Revenue	**$1,588,902**

EXPENSES

Marketing & Destination Programs	$1,034,676
Operations & Administration	$500,751
Total Expenses	**$1,535,427**

HOW FUNDS WERE USED



YEAR-END RESULT

$53,475
INCREASE IN NET ASSETS

EXPERIENCING & REPRESENTING

Oneida County







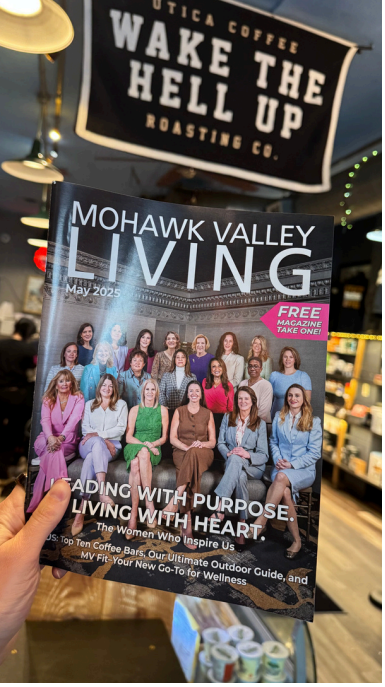











UTICA COFFEE
WAKE THE HELL UP
ROASTING CO.
MOHAWK VALLEY
LIVING
May 2025
FREE MAGAZINE TAKE ONE!
ADING WITH PURPOSE.
LIVING WITH HEART.
The Women Who Inspire Us
Top Ten Coffee Bars, Our Ultimate Outdoor Guide, and
MV Fit: Your New Go-To for Wellness




M&T Bank




OPEN


Chobani
NY
MADE


UTICA
ZOO







Boonville-Oneida County Fair

ECONOMIC IMPACT

What Tourism Means for Oneida County

$2.103 BILLION

VISITOR SPENDING

1.3% FROM 2024

16,422 JOBS

16.2% OF ALL ONEIDA COUNTY EMPLOYMENT

$202.1 MILLION

STATE & LOCAL TAXES GENERATED

TOURISM SAVES EACH ONEIDA COUNTY HOUSEHOLD

$2,122

IN ANNUAL TAXES

Source: Tourism Economics, Empire State Development and I LOVE NY.

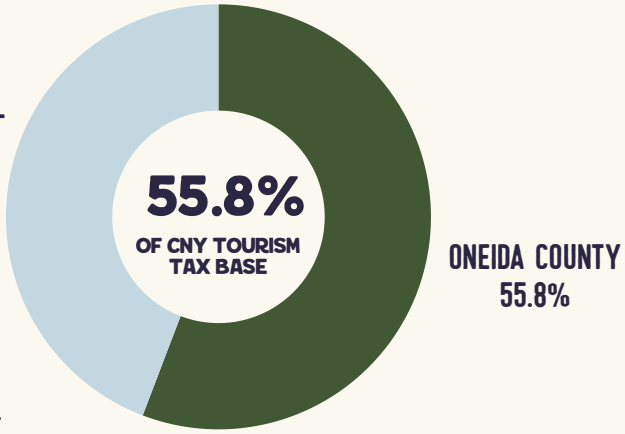
$2.103 BILLION

TOTAL VISITOR SPENDING AT LOCAL BUSINESSES

$778.8M	$533.5M	$481.4M	$215.1M	$53.6M
LODGING	FOOD & BEVERAGE	RETAIL & SERVICE STATIONS	RECREATION	TRANSPORTATION

ONEIDA COUNTY LEADS THE REGION

Oneida County accounts for **55.8%** of Central New York's tourism tax base, generating more than half of the region's tourism tax revenue.



Source: Tourism Economics, Empire State Development and I LOVE NY.



Adirondack Railroad

2025
BY THE NUMBERS



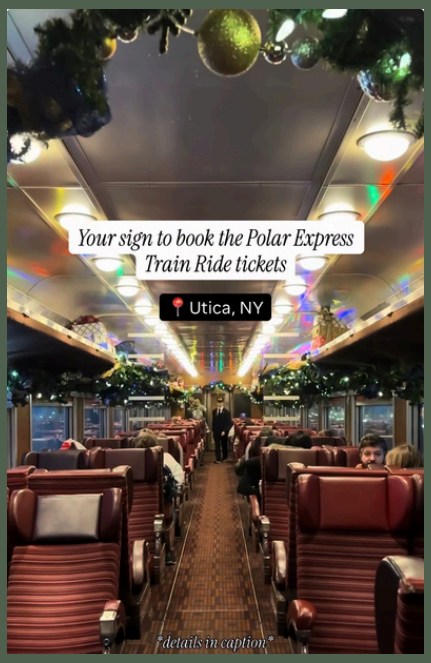
Village of Clinton, NY
Photo by Ackerman Photo

3,990,750
META ORGANIC + PAID VIEWS

46,341
TOTAL FOLLOWERS

356,690
WEBSITE VIEWS

6,649
EMAIL SUBSCRIBERS



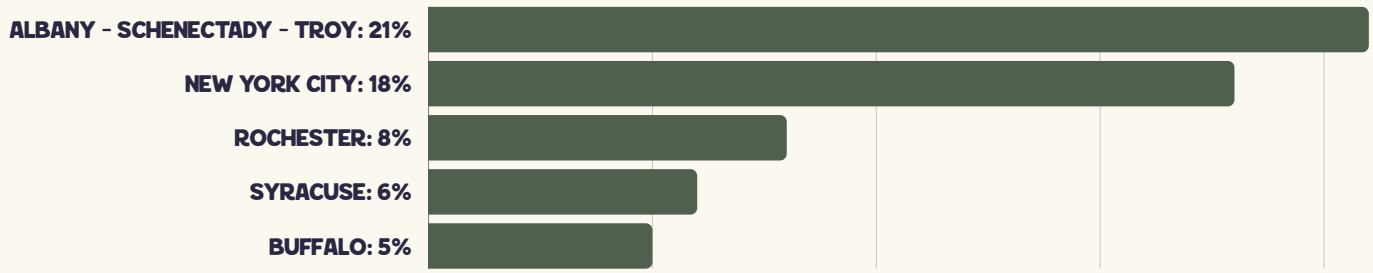
TOP-PERFORMING POST
Adirondack Railroad

2.2M | 25.2K | 791 | 1.4K | 351


Boilermaker Road Race

2025 VISITOR INSIGHTS

WHERE OUR VISITORS CAME FROM

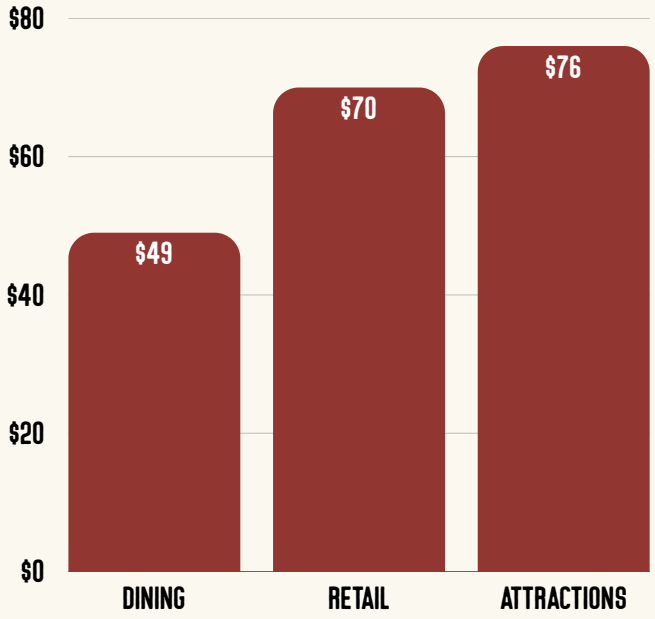


HOTEL KEY PERFORMANCE INDICATORS

OCCUPANCY
69%

AVG. DAILY RATE
$152

AVG. LENGTH OF STAY
2.2 DAYS



AVG. DAILY VISITOR SPEND

Source: Zartico, January - December 2025. Visitor and spending insights are based on modeled geolocation and transaction data.

ONEIDA COUNTY TRAVEL GUIDE

The Oneida County Travel Guide inspires visitors as they plan and helps them discover more once they arrive. Strategic distribution places the guide throughout Oneida County and across key drive markets, keeping our destination visible.

45,000
TRAVEL GUIDES PRINTED

52
PAGES OF TRAVEL INSPIRATION

16
CONSUMER TRAVEL SHOWS

HERE AT HOME & ONLINE

Available at hotels, attractions, community events, local partner locations & delivered to Daily Sentinel subscribers. A digital edition is also available on our website.

ACROSS THE TRAVEL NETWORK

Placed through AAA offices, Welcome Centers, the NYS Fair & high-traffic travel-information locations across New York State, the Northeast, and beyond.

KEY TRAVEL MARKETS

Distributed at more than 15 consumer travel shows in markets including Boston, Cleveland, Pittsburgh, New York City, Ottawa and Montreal.

Produced in partnership with Sentinel Media.



Inspiring travel before and during the visit.

MARKETING ONEIDA COUNTY

AUDIENCES & INTERESTS

- FAMILIES & COUPLES
- FOODIES
- OUTDOOR ADVENTURE
- ARTS & CULTURE
- SPORTS & TOURNAMENTS
- ENTERTAINMENT
- HISTORY BUFFS
- SEASONAL
- WEEKEND GETAWAYS







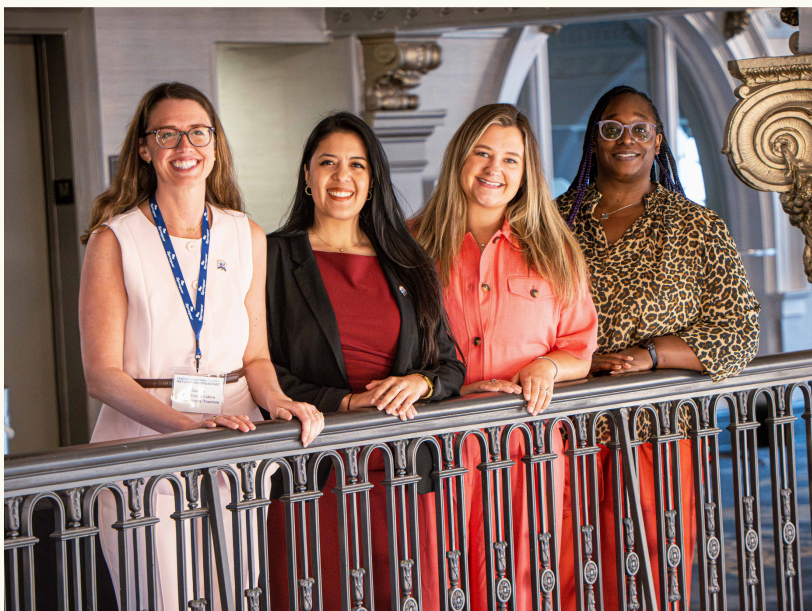
ADVOCACY, PARTNERSHIPS, AND COMMUNITY ENGAGEMENT



IIHF Women's World Championship
Photo by Adirondack Sports Council

Advocacy and collaboration strengthen Oneida County's visitor economy. Through legislative engagement, industry leadership and community partnerships, Oneida County Tourism works to elevate the role and impact of tourism across the region. By bringing together local businesses, community organizations, elected officials and industry partners, we help strengthen connections, share the story of tourism's economic impact and create opportunities that support a vibrant and welcoming Oneida County.

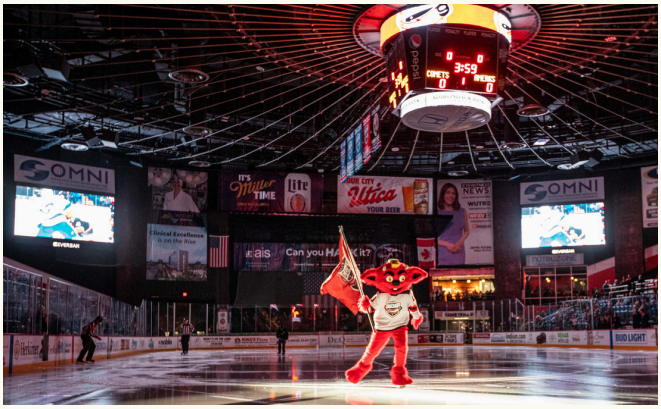




BUILDING THE FUTURE OF THE DESTINATION

CREATING A STRONGER DESTINATION BRAND

Rebrand and New Website
Stakeholder Workshop and Research
Resident Sentiment Survey
Shaping our New Identity and Messaging





BRINGING HISTORY FORWARD

Oneida County A250 Commission
America 250 Events and Promotion
Heritage-Themed Itineraries
Indigenous and Erie Canal History

GROWING THE EVENT ECONOMY

Hosting the 2026 NYS Tourism Conference
Sports Tourism and Working With Nexus
Rock League Curling Event
Erie Canal Bicentennial

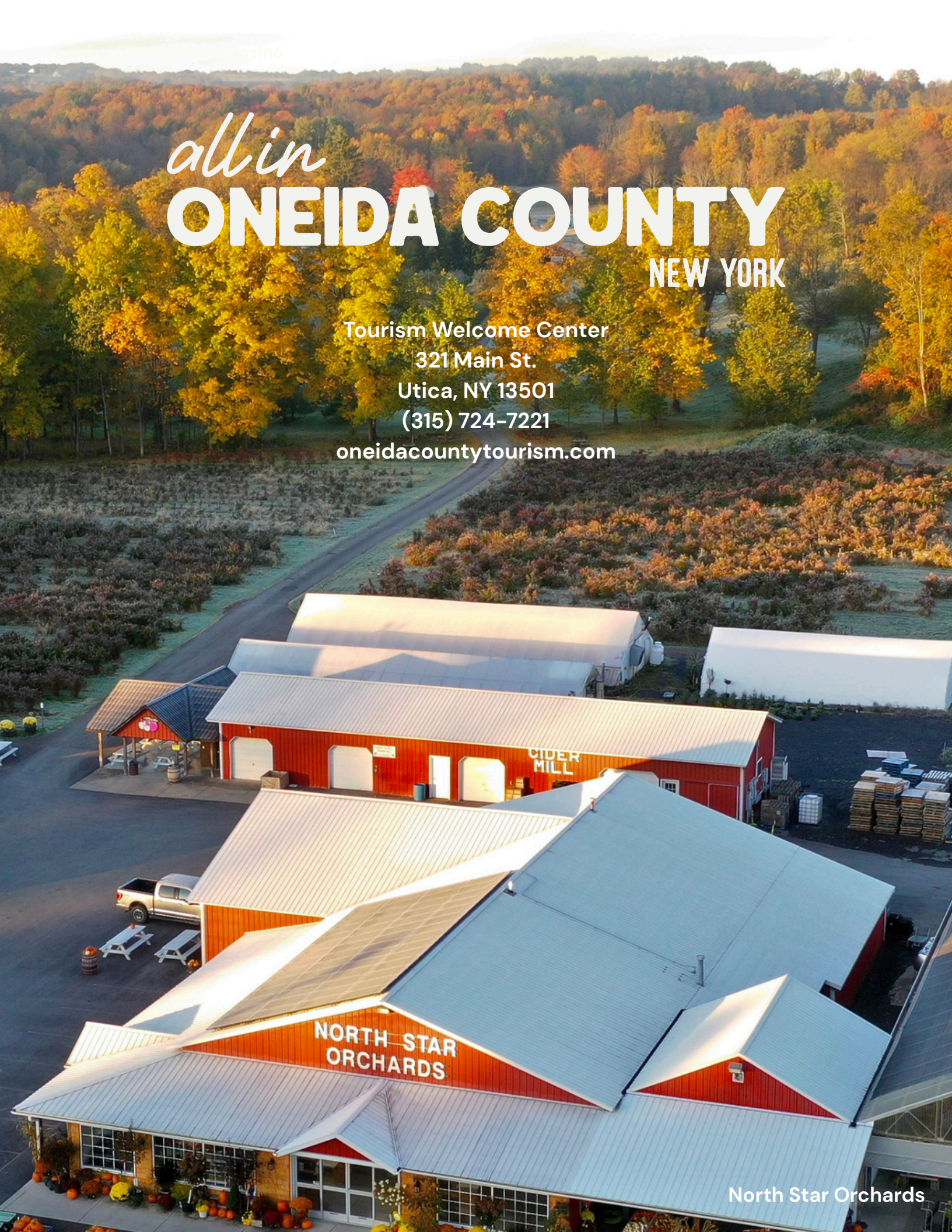




Vernon Downs Casino & Hotel

all in ONEIDA COUNTY NEW YORK

Tourism Welcome Center
321 Main St.
Utica, NY 13501
(315) 724-7221
oneidacountytourism.com



North Star Orchards