



BELMONT STAKES

RACING FESTIVAL

A WIN FOR SARATOGA'S ECONOMY

How hosting the Belmont Stakes Racing Festival transformed June tourism and local spending.



ECONOMIC IMPACT
★ DASHBOARD ★
BELMONT STAKES
RACING FESTIVAL
2024-2026

★ THREE YEARS. MILLIONS IN ECONOMIC ACTIVITY. ★



\$193.46
RECORD JUNE REVPAR
SARATOGA SPRINGS
(2026)



\$158.19
RECORD JUNE REVPAR
SARATOGA COUNTY
(2026)



\$2.04
MILLION
JUNE SALES TAX
SARATOGA SPRINGS
(2026)



\$18.62
MILLION
JUNE SALES TAX
SARATOGA COUNTY
(2026)



HOTEL PERFORMANCE IN JUNE (REVENUE PER AVAILABLE ROOM – REVPAR)

SARATOGA SPRINGS REVPAR



SARATOGA COUNTY REVPAR



Note: Saratoga County RevPAR data begins in 2023.



THREE-YEAR JUNE SALES TAX COLLECTIONS

Comparing the Belmont Era to the Recovery Years and Pre-COVID



SARATOGA SPRINGS

THREE-YEAR PERIOD	COLLECTIONS
★ BELMONT ERA (2024-2026)	\$6,061,618
RECOVERY YEARS (2021-2023)	\$5,290,328
PRE-COVID (2017-2019)	\$3,402,086

BELMONT ERA
(2024-2026)

▲ **14.6%**
VS. RECOVERY
YEARS

▲ **78.2%**
VS. PRE-COVID



SARATOGA COUNTY

THREE-YEAR PERIOD	COLLECTIONS
★ BELMONT ERA (2024-2026)	\$51,962,834
RECOVERY YEARS (2021-2023)	\$47,156,781
PRE-COVID (2017-2019)	\$37,016,276

BELMONT ERA
(2024-2026)

▲ **10.2%**
VS. RECOVERY
YEARS

▲ **40.4%**
VS. PRE-COVID

Note: Sales tax collections include the City of Saratoga Springs and Saratoga County.

THE IMPACT: STRONGER FOR OUR COMMUNITY



Record June hotel revenues,
driving more room nights and tax revenue.



More visitor spending at restaurants,
retailers and local businesses.



Increased sales tax revenue supporting
local services, infrastructure and public safety.



Economic benefits felt throughout
Saratoga County – not just in the city.

★ KEY TAKEAWAY ★

Hosting the Belmont Stakes Racing Festival has transformed June into one of Saratoga's strongest tourism months, generating **record hotel revenues**, **increased visitor spending**, and **historically strong sales tax collections** while **extending the region's economic momentum** before the traditional summer racing season begins.

THE JOURNEY: BUILDING A STRONGER JUNE



2017-2019
PRE-COVID FOUNDATION
Foundation of Saratoga's
tourism economy.



2021-2023
TOURISM RECOVERY
Visitor activity rebounded
strongly following the pandemic.



2024-2026
BELMONT ERA
Record June hotel performance,
increased visitor spending, and the
strongest three-year June sales tax
collections on record.



Television viewership of the Belmont Stakes Racing Festival averaged **3.6 to 3.8 million** viewers, providing Saratoga Springs and Saratoga County with unprecedented promotional value in the month of June all three years.

