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FOR IMMEDIATE RELEASE

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**New Report Highlights Economic Impact of Belmont Stakes Racing Festival on
Saratoga County**

***Three-year analysis shows record tourism, hotel performance and local spending
fueled by hosting festival***

SARATOGA SPRINGS, N.Y. — A newly released economic impact analysis shows that hosting the Belmont Stakes Racing Festival transformed June into one of Saratoga County's strongest tourism months during its three-year run at Saratoga Race Course, generating record hotel revenues, increased visitor spending and historically strong sales tax collections while extending the region's economic momentum ahead of the traditional summer racing season.

The report, released in August by the Saratoga County Chamber of Commerce, Discover Saratoga and the Saratoga Economic Development Corporation, examines the cumulative impact of the event over its three years in Saratoga and highlights the significant economic benefits experienced by businesses, local governments and the regional tourism industry.

Among the report's key findings:

- June hotel revenue per available room (RevPAR) reached a record \$193.46 in Saratoga Springs and \$158.19 countywide in 2026.
- Saratoga Springs RevPAR increased 37.2% compared with 2023, while Saratoga County experienced a 34.6% increase over the same period.
- June sales tax collections reached \$2.04 million in Saratoga Springs and \$18.62 million across Saratoga County in 2026.
- Over the three-year Belmont era (2024–2026), Saratoga Springs generated more than \$6 million in June sales tax collections, while Saratoga County collected nearly \$52 million, both substantially higher than recovery-year and pre-pandemic totals.
- National television broadcasts averaged 3.6 to 3.8 million viewers, providing exceptional exposure for Saratoga Springs and Saratoga County during the month of June.

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According to the report, the festival has generated record hotel revenues, increased visitor spending at restaurants and retail businesses, strengthened sales tax collections that support local services and infrastructure, and expanded the economic benefits of tourism beyond the traditional summer racing season.

The analysis also traces the evolution of Saratoga's tourism economy, comparing pre-pandemic performance (2017–2019), the tourism recovery years (2021–2023) and the Belmont era (2024–2026). The findings show that hosting the Belmont Stakes Racing Festival helped elevate June into one of the region's highest-performing tourism months, creating lasting economic value while showcasing Saratoga to millions of viewers nationwide.

"The Belmont Stakes Racing Festival has proven to be far more than a world-class sporting event—it has served as a powerful economic driver for our region with significant benefits to Saratoga Springs and Saratoga County," said Todd Shimkus, president of the Saratoga County Chamber of Commerce. "These results demonstrate how extending Saratoga's tourism season into June gave a boost to sales tax collections for the city and county. Given record breaking revenue per available room, the city and county will likely also see a rise in occupancy taxes too. Of course, where people stay is where they spend money, which also benefits our local restaurants, bars, stores, and shops."

"The true legacy of the Belmont Stakes Racing Festival extends far beyond three incredible years," said Darryl Leggieri, president of Discover Saratoga. "The event strengthened our tourism economy, elevated Saratoga County's national profile, and welcomed new visitors who experienced our community for the first time. Those impressions don't end when the race does—they create future vacations, return visits, and continued economic opportunity."

"Make no mistake about it, the Belmont Racing Festival had a significant economic impact not only on Saratoga Springs and Saratoga County," said Greg Connors, president and CEO of Saratoga Economic Development Corporation. "The dollar impact aside, estimated reliably at \$9 million per day, the national and international interest and media attention created energy and new capital investment interest in Saratoga County. The region's success resulting from the Festival is directly proportional to the collaboration and cooperation between the business and community development organizations that work daily to bring economic opportunity and full-time jobs to Saratoga County."

"The Belmont Stakes Racing Festival's three-year stay at Saratoga Race Course demonstrated the extraordinary impact that world-class racing can have on a community," said David O'Rourke, NYRA president and CEO. "Beyond the excitement on-track, we are thrilled the Festival generated meaningful economic benefits for local businesses, tourism partners, and residents throughout Saratoga County. NYRA is grateful for the tremendous support we received from the Saratoga community, and this report reinforces the value of premier



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sporting events that showcase New York to millions of fans while strengthening the local and regional economy."

For more information or to view the full Belmont Stakes Racing Festival Economic Impact Analysis, visit saratoga.org.

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About the Saratoga County Chamber of Commerce: Since 1918, the Saratoga County Chamber of Commerce has been opening doors and closing deals for businesses throughout the Saratoga County community. Guided by a strong and sustainable vision, the Chamber leads the way in maintaining and strengthening a healthy business climate, initiating constructive community action, and creating a community where all can thrive.

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