

Appendix A.5

Supporting Information for Business Opportunity

The following information summarizes visitation to the Statue of Liberty National Monument and Ellis Island (“the Monument”, “STLI”).

GENERAL MARKET VISITATION PROFILE

Total visitation to New York City dropped off significantly in 2020 due to the COVID-19 pandemic. At the end of 2021, total visitation to New York City was 55 percent of 2019 levels. However, according to Tourism Economics and the Office of the New York State Comptroller, visitation is expected to fully recover to 2019 levels by mid-2024. Domestic visitation is expected to recover quicker, anticipated to reach pre-pandemic levels by the end of 2023. Year-to-date August 2022 visitation to the Park represented approximate 70 percent of 2019 visitation during the same period.

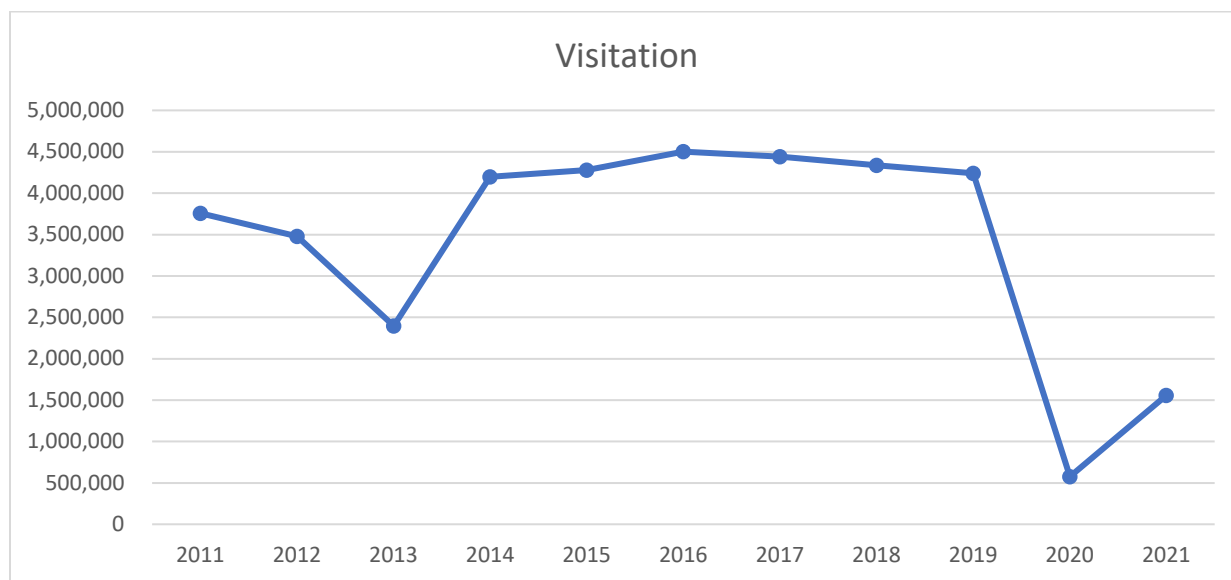
PARK VISITATION

Examining Park visitation statistics, we can see visitation to STLI was trending upward year over year from 2014 to 2016. 2016 marked the Centennial Celebration and Park visitation was higher in 2016 at most National Parks due to the celebration. Visitation in 2019, pre-pandemic, was reportedly 5.8 percent lower than 2016 visitation levels. The impact of COVID on recreational park visitation was significant and was impacted by park closures in April through June 2020. Recreational visitation increased in 2021, but it was still over 63 percent lower than pre-pandemic levels.

The 10-year average visitation is influenced negatively by the Monument’s extended closure following Superstorm Sandy and recent COVID closures. Prior to 2012, visitation averaged 3.7 million. Post Superstorm Sandy, visitation climbed from 4.2 million in 2014, to 4.3 and 4.5 million in 2015 and 2016, respectively. From 2016 through 2019 visitation remained between 4.2 and 4.5 million. 2019 visitation was just over 4.2 million.

The following chart presents the Monument’s historical visitation.

Exhibit 1. STLI Visitation



Source: NPS

Seasonality of Visitation

The Monument is open year-round, but experiences seasonality. Monthly visitation averaged a low of 155,000 in January and a high of over 593,000 in July in the three years prior to the pandemic (2017-2019). Exhibit 2 includes monthly visitation for the Park during 2022.

Exhibit 2. Monthly Visitation, 2022

Month	Visitation	% of Total
January	80,969	2.81%
February	90,457	3.14%
March	179,111	6.21%
April	285,545	9.90%
May	272,073	9.43%
June	354,779	12.30%
July	448,822	15.56%
August	393,087	13.63%
September	359,037	8.5%
October	289,416	10.03%
November	218,110	7.56%
December		
Total	2,884,096	100%

Source: National Park Service