

1 in 13 jobs in New York State are sustained by tourism.*

*figure refers to all private non-farm employment

Tourism is
the 7th largest
private sector
employer in
New York State.

In 2009 visitors to New York State spent

\$45.8 billion

Generating \$6.2 billion in state and local taxes.

Tourism is too vital an asset for the economy and the people of New York State to not give it the attention and respect it deserves.

Issues to consider:

We urge the Legislature to support the \$7.415 million in the Budget for tourism marketing and promotion (\$3.6 million is designated for I Love New York and \$3.815 million for Matching Funds).

It's time to restore funding to the visitors centers in Beekmantown and Binghamton (\$350,000 total to be split between the two locations). As critical entry points that welcome visitors to our great state, we cannot showcase the message "closed for business."

The I Love NY logo generates \$1 million in revenue annually from licensing. To acknowledge its value to the State's economy, I Love NY licensing revenues should go to tourism promotion programs as opposed to the current system of placing earned revenue in the General Fund.