

FEBRUARY 25, 2021

# TOURISM ADVOCACY DAY



RECOVERY FOR NYS TOURISM



RECOVERY FOR THE NYS ECONOMY

**NEW YORK'S THIRD  
LARGEST INDUSTRY NOW  
SUSTAINS NEARLY  
1 MILLION NYS JOBS**

**TOURISM IS NOT A BUDGET  
EXPENSE; IT IS AN INVESTMENT  
IN ECONOMIC GROWTH**

In 2019, tourism generated  
\$19.3 BILLION in NYS tax revenues



*See issues on back side*



## TOURISM PAYS DIVIDENDS

**NYS HOSTED 265,500,000 MILLION  
VISITORS IN 2019**

They spent \$73.6 billion\* at NYS businesses,  
generating \$19.3 billion\* in NYS tax revenues, and  
creating \$117.6 billion\* in total economic impact

*\*2019 statistics, most recent data available - 8th consecutive  
record setting annual performance.*

**ENGAGING  
YOUR LAWMAKERS**

**PROTECTING  
YOUR INDUSTRY**

**INFLUENCING  
CHANGE**



# 2021 TOURISM ISSUES

## **Support Executive Proposal to Modernize Tax Law to Include the Vacation Rental Industry**

The industry is supportive of the Executive's Budget proposal to collect sales tax on short-term rental stays. This is a great first step in leveling the playing field for New York State's hospitality businesses. This proposal addresses some of the concerns the industry has related to unregulated short-term rentals. **This issue affects not only hotels, but our industry partners the Ski Areas of NY and the Campground Owners of New York** which utilize *Tentrr*, a platform that has over 260 locations statewide and *Harvest Host* - a membership for RVers that provides free RV camping at over 700 wineries, breweries, distilleries, farms, museums, and other locations.

## **Support Proposed Funding for the I Love New York Program**

The "I Love NY" program provides funding for statewide tourism marketing strategies by establishing partnerships and implementing programs to encourage visitation. There is an allocation of \$2.5 million for the program in the Governor's Executive Budget Proposal, the same amount as last year.

## **Support Legislation to Authorize Municipalities to Establish Tourism Recovery Improvement Districts**

This bill would authorize a county or a city, outside of NYC, to form a Tourism Recovery Improvement District. Authorized activities would include additional services required for tourism promotion and enhancement.

## **Energy Efficiency Improvements**

In light of the Governor's climate change initiatives, Ski Areas of NY (SANY) will seek capital funding for energy efficiency improvements at ski areas.

## **Support Legislation to Provide Relief to Certain Businesses in Making Websites and Internet Based Applications ADA-Compliant**

Due to lack of clarity in the Federal law, small businesses, many of which are in the hospitality sector are being sued for not having websites that follow ADA regulations. In the absence of Federal guidance, the industry is seeking legislation that provides both relief and clarification for these businesses.

## **Request Restoration of \$1.4 Million in Funding for Matching Grants Program**

The tourism Matching Grants Program is a state-funded local assistance program utilized by county and regional tourism entities to work in conjunction for advertising, research, promotion, and tourism marketing programs. **The program leverages private investment**, with state matching grants to promote and market the great state of New York. There is an allocation of \$2.45 million (a \$1.4 million reduction) for the program in the Governor's FY 2021 Executive Budget Proposal. **We are seeking total funding of \$3.8 million (as enacted in the FY 2021 Budget)**. Tourism is the state's third largest industry, and it should be properly funded to see the state through its economic recovery.

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