

Tourism is vital to New York's economy.

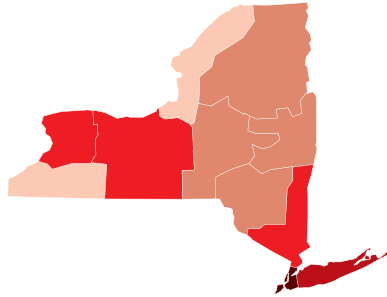
Tourism Industry Coalition of New York State

Bus Association of New York State
Campground Owners of New York
Cooperstown/Catskills County Tourism
Dutchess County Tourism
Finger Lakes Tourism Alliance
Hotel Association of New York City
Long Island Convention and Sports Commission
Museum Association of New York
NYC & Company
New York State Association of Convention & Visitors Bureaus
New York State Tourism Promotion Agencies Council
New York State Hospitality & Tourism Association
New York State Restaurant Association
New York State Travel & Vacation Association
New York Wine & Grape Foundation
Onida County Convention & Visitors Bureau
Ski Areas of New York



If you have a question, please call
Tourism Industry Coalition Administrator
Dan Murphy at 518-465-2300.

Visitor Spending



in 2008 visitors spent

\$53.1 BILLION

breakdown by region

\$33,485,671,000	New York City
\$5,136,334,000	Long Island
\$3,089,709,000	Hudson Valley
\$2,671,391,000	Finger Lakes
\$2,118,638,000	Greater Niagara
\$1,760,230,000	Central Leatherstocking
\$1,679,103,000	Capital-Saratoga
\$1,194,114,000	Adirondacks
\$1,027,978,000	Catskills
\$510,676,000	Chautauqua-Allegheny
\$433,056,000	Thousand Islands

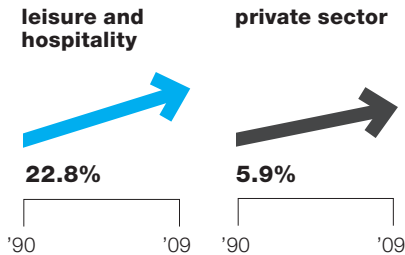
Tourism Works

During these uncertain economic times, the tourism industry has formulated a plan for the recommended \$10.6 million for New York State marketing and tourism-promotion programs that will increase tax revenues and create jobs.

Matching Grants—a proven public-private partnership success for more than 30 years—must remain a distinct budget item. The tourism industry strongly objects to merging the I Love NY and Matching Grant budget lines into one. A specific funding amount for the Matching Grant Program is imperative for the contracting of private investment in tourism promotion. To that point, we believe a funding level of \$5 million is necessary to ensure that public-private partnerships can succeed in the competitive tourism marketplace.

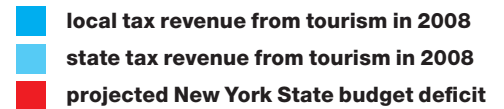
Jobs

percent increase in number of jobs from 1990 to 2009



Tourism Tax Revenue

We all rely on tourism to cover the New York State budget. Without proper funding for tourism, our deficit will only increase.



billions of dollars

