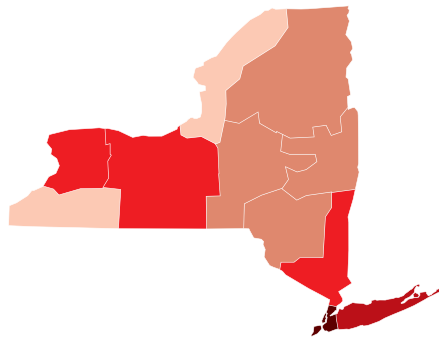


## Visitor Spending



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

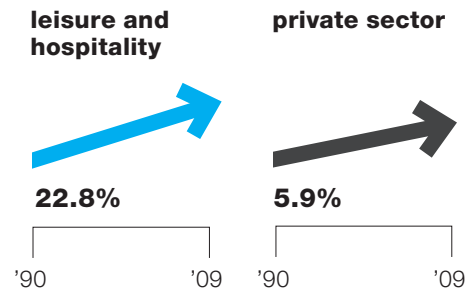
## Tourism Works

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.

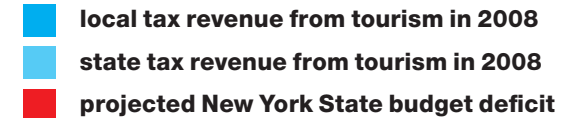
## Jobs

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

