

**More  
funding  
for  
tourism**

**=**

**More  
money  
for our  
state**

Tourism Industry Coalition of New York State

Albany County Convention & Visitors Bureau  
Campground Owners of NY  
Canal New York Marketing & Business Alliance  
Cooperstown/Otsego County Tourism  
Dutchess County Tourism  
Finger Lakes Tourism Alliance  
Hotel Association of New York City  
Ithaca/Tompkins County CVB  
Long Island CVB & Sports Commission  
Museum Association of New York  
New York Power Authority  
New York State Hospitality & Tourism Association  
New York State Restaurant Association  
New York State Travel & Vacation Association  
New York Wine & Grape Foundation  
NYC & Company  
NYS Destination Marketing Organizations  
NYS Tourism Promotion Agencies Council  
Oneida County Tourism  
Ski Areas of New York  
Sullivan County Visitors Association, Inc.  
The Business Council of New York State, Inc.

INDUSTRY COALITION OF NEW YORK STATE

**TOURISM**

If you have a question, please call  
Tourism Industry Coalition Administrator  
Jan Marie Chesteron at 518-465-2300.

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# New York State deserves better.

In order to stay competitive with other states, adequate funding for tourism marketing and promotion is essential.

2012–2013 tourism spending by state

<b>California</b>	<b>\$50 million</b>
<b>Florida</b>	<b>34.9</b>
<b>Michigan</b>	<b>25</b>
<b>Wisconsin</b>	<b>15</b>
<b>Arizona</b>	<b>11.5</b>
<b>New York</b>	<b>6.3</b>

## New York City is invested in tourism. The rest of New York State deserves the same commitment.

Mayor Bloomberg has invested over \$90 million in tourism funding over the last five years, resulting in record growth—55 million visitors and \$48 billion in total economic impact in 2011 alone.

It's time for the state to make a similar commitment, other destinations are not seeing the tourism numbers they should.

### Visitor spending\*



\*numbers are from 2010