

More funding for tourism = More money for our state

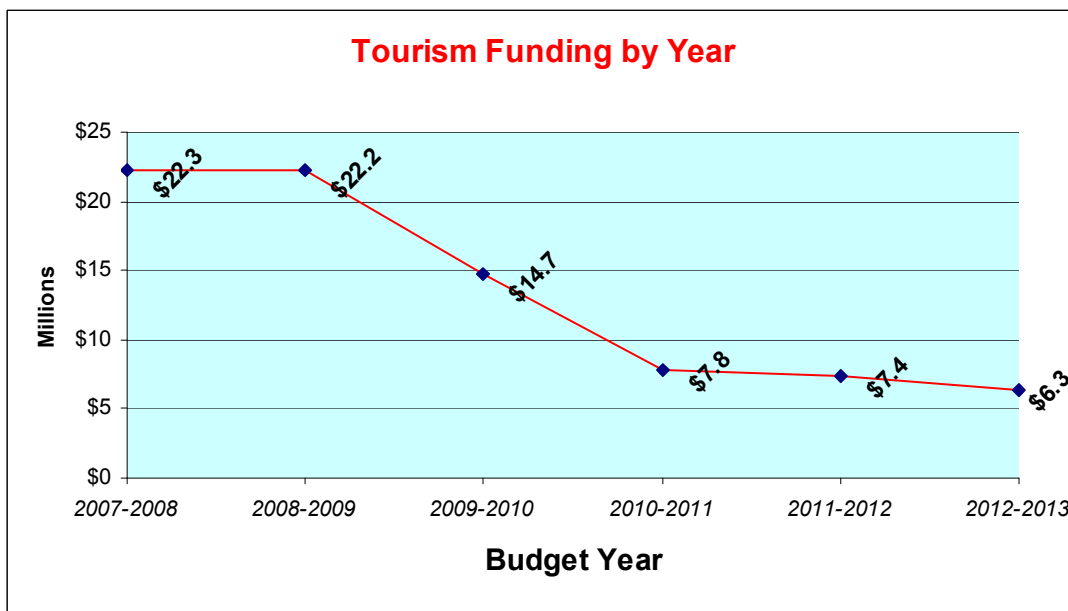
On behalf of the tourism industry, TIC supports the Governor's funding for tourism marketing and promotion and the Open for Business initiative, of which tourism plays a major roll.

The industry asks the state's elected officials to support the Governor's proposed funding levels for tourism marketing and promotion of **Open for Business**

Did You Know ...

Tourism's Economic Impact - By The Numbers

- Visitors spent **\$49.8 Billion in 2010** - 8.7% increase over 2009
- **674,000 Jobs** were sustained by tourism
- Tourism is the state's **5th largest employer**
- **1 in 13 Jobs** sustained by Tourism
- **\$814:** the Average New York State Household would Have to Pay a Year to Cover the Gap in State and Local Taxes



Tourism: An investment that Delivers Results

- The Governor's combined support of statewide tourism marketing and the Open for Business initiative gives the tourism industry a higher profile and more resources than it has had in years. However, the industry does want clarification as to how much money will be available to promote the Open For Business projects and who will be responsible for the marketing.

The Governor's support can only help the industry build on its long-standing record of attracting millions of visitors to the state, delivering billions of dollars in state and local taxes and creating and sustaining jobs.

- We encourage the Governor and his administration to make sure appropriate marketing resources are available to effectively promote upstate tourism initiatives and the infrastructure being developed under the Open for Business projects.



The Tourism Industry Coalition of New York State (TIC) was formed in 1987 and is comprised of 22 private-sector industry organizations that come together as one entity to represent New York State tourism on key legislative issues.