



Tourism Advisory Council Meeting

Monday, November 15, 2021

11:00am – 12:30pm

AGENDA

- | | | |
|------|---|-------------------|
| I. | Approval of Minutes | Cristyne Nicholas |
| II. | Chair's Report | Cristyne Nicholas |
| | A. Governor Hochul Tourism Recovery Announcement | |
| | B. Governor Hochul at NYSTIA Conference | |
| | C. Governor Related Tourism Announcements | |
| | D. International Air and Land Border Reopening | |
| | E. 2022 Meeting Dates | |
| III. | I LOVE NY Report | Ross Levi |
| | A. Status of Tourism Industry | |
| | B. Consumer Marketing & Travel Trade Efforts | |
| | C. Industry Support | |
| IV. | Guest Speaker: Status of Tourism in the Adirondacks | Jim McKenna |
| V. | New Business | |

Next meeting: Monday, January 24, 2022
11am – 12:30pm



NEW YORK STATE TOURISM ADVISORY COUNCIL

November 15, 2021



New York State Division of Tourism



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CHAIR'S REPORT



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TOURISM RECOVERY ANNOUNCEMENT



I ♥ NY

GOVERNOR HOCHUL ATTENDS NYSTIA ANNUAL MEETING



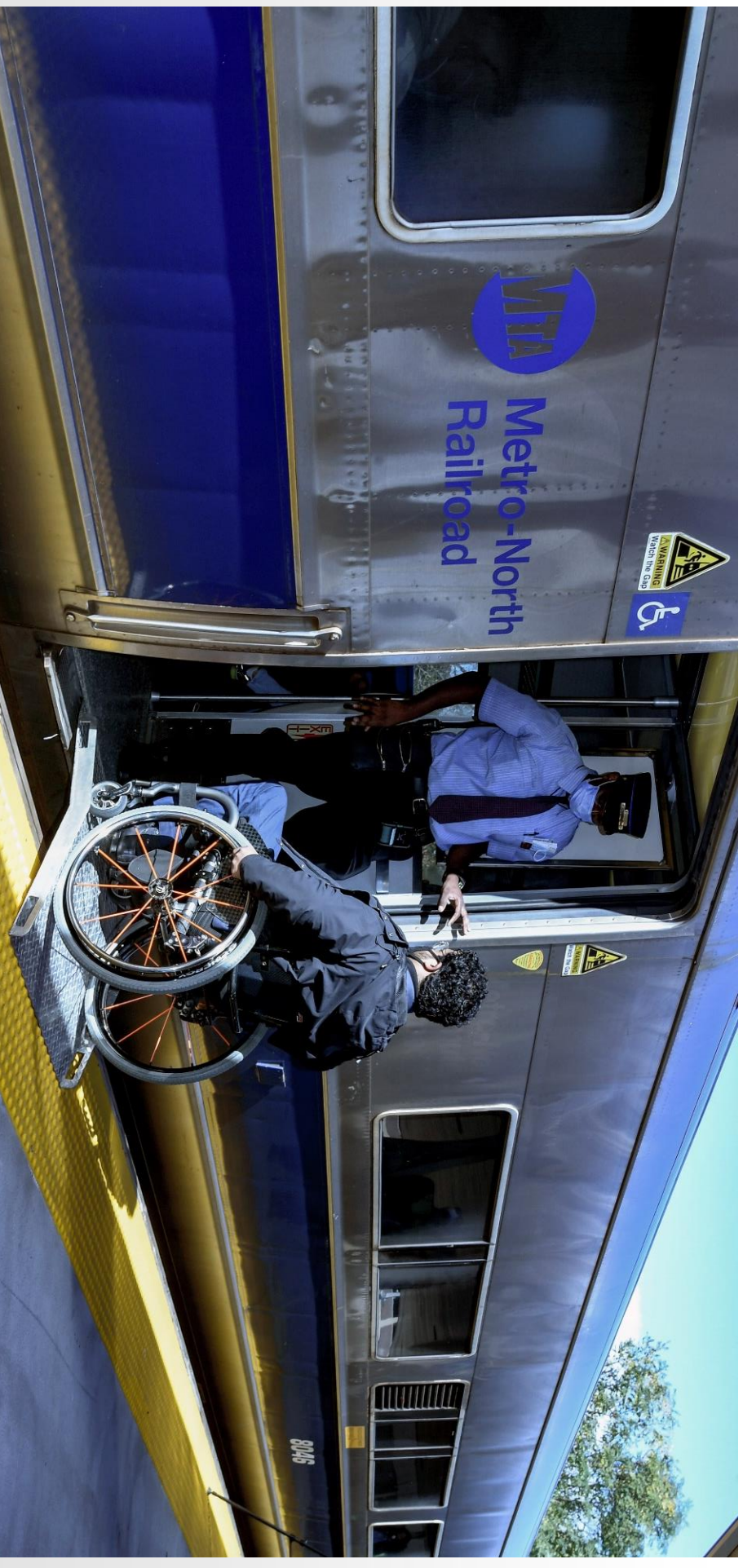
I ❤️ NY

OPENING OF AUTISM NATURE TRAIL AT LETCHWORTH STATE PARK





METRO-NORTH STATION IMPROVEMENTS





EAST GATE PLAZA COMPLETION





WELCOME CENTER GROUNDBREAKING AT NIAGARA FALLS





STATE FUNDING FOR NEW YORK'S AIRPORTS

OCTOBER 18, 2021 | Albany, NY

Governor Hochul Announces \$20.7 Million in State Funding for Airports across New York State

AIRPORTS





VISION FOR REVITALIZED PENN STATION



I ❤️ NY
LAKE PLACID 2023 WORLD UNIVERSITY GAMES
OFFICIAL MASCOT “ADIRONDACK MAC”





WELCOMING AUDIENCES BACK TO BROADWAY



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INTERNATIONAL LAND BORDERS REOPENING





2022 MEETING DATES

- Monday, January 24
- Monday, March 21
- Monday, May 23
- Monday, September 19
- Monday, November 14





I LOVE NY REPORT: STATUS OF THE TOURISM INDUSTRY



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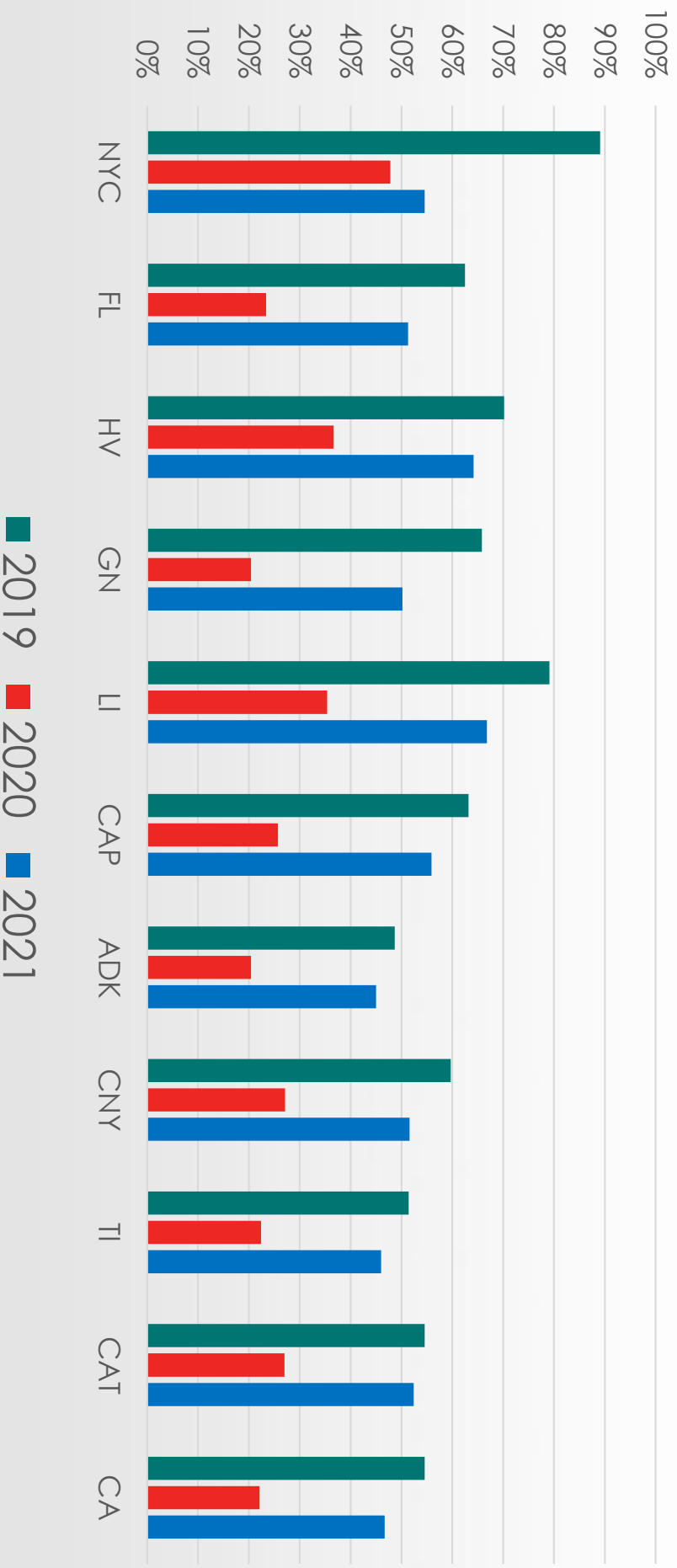
COVID-19 IMPACT ON TOURISM IN 2020

Tourism Statistic	2019	2020	% Change YoY
Domestic Visitors	250.0 M	157.5 M	-37%
International Visitors	14.5 M	2 M	-86.2%
Total Visitors	264.5 M	159.5 M	-39.7%
Domestic Spending	\$52.9 B	\$29.8 B	-43.7%
Canadian Spending	\$1.42 B	\$0.4 B	-71.8%
Overseas Spending	\$19.2 B	\$3.7 B	-80.5%
Total Direct Spending	\$73.6 B	\$33.9 B	-53.9%
Economic Impact	\$117.6 B	\$59.1 B	-49.8%



How TOURISM IS RECOVERING IN 2021

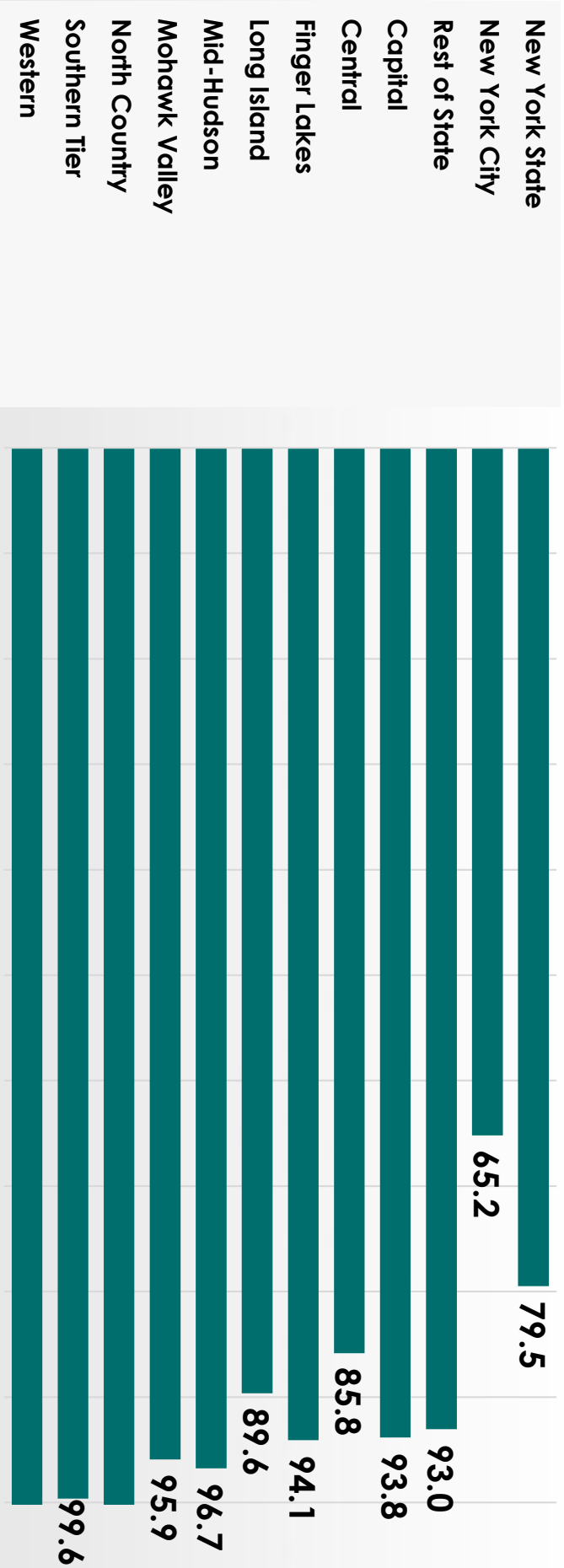
Hotel Occupant Rate 2019-2021 (Month of May)





HOW TOURISM IS RECOVERING IN 2021

September 2021 Leisure & Hospitality Employment as Percentage of Pre-Pandemic Levels (2019 Monthly Average)



Source: New York State Department of Labor, Current Employment Statistics (CES), Not Seasonally Adjusted (NSA).
Notes: Rest of State (ROS) is calculated by taking the total for New York State (NYS) less total for New York City (NYC). NYC is defined as Bronx, Brooklyn, Kings, Queens, Richmond counties. Capital includes Schoharie County, and Mohawk Valley excludes Schoharie County.



I LOVE NY REPORT: BRING BACK TOURISM, BRING BACK JOBS RECOVERY FUNDING



I LOVE NY REPORT: CONSUMER MARKETING



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ADVERTISING EFFORTS



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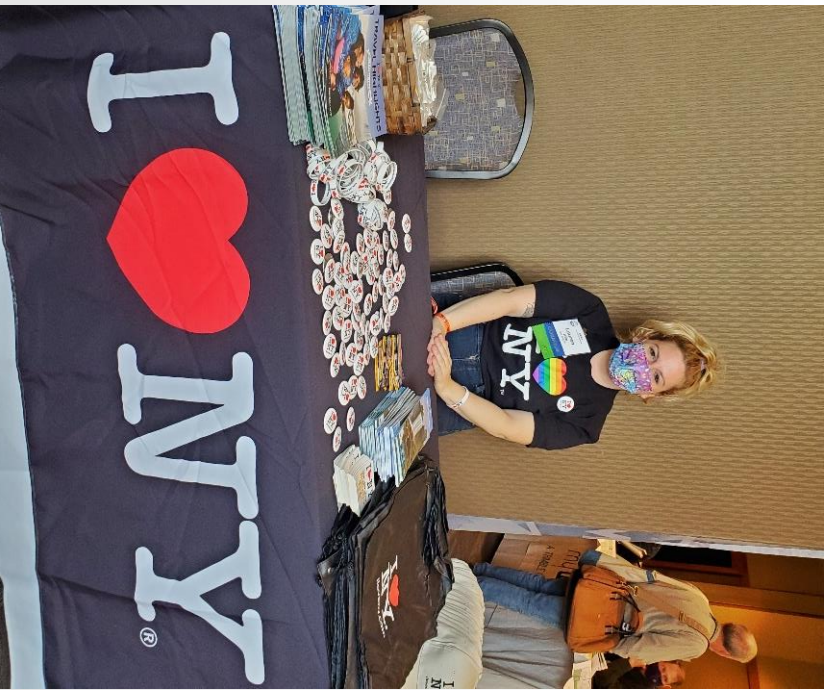
FALL FOLIAGE REVIEW



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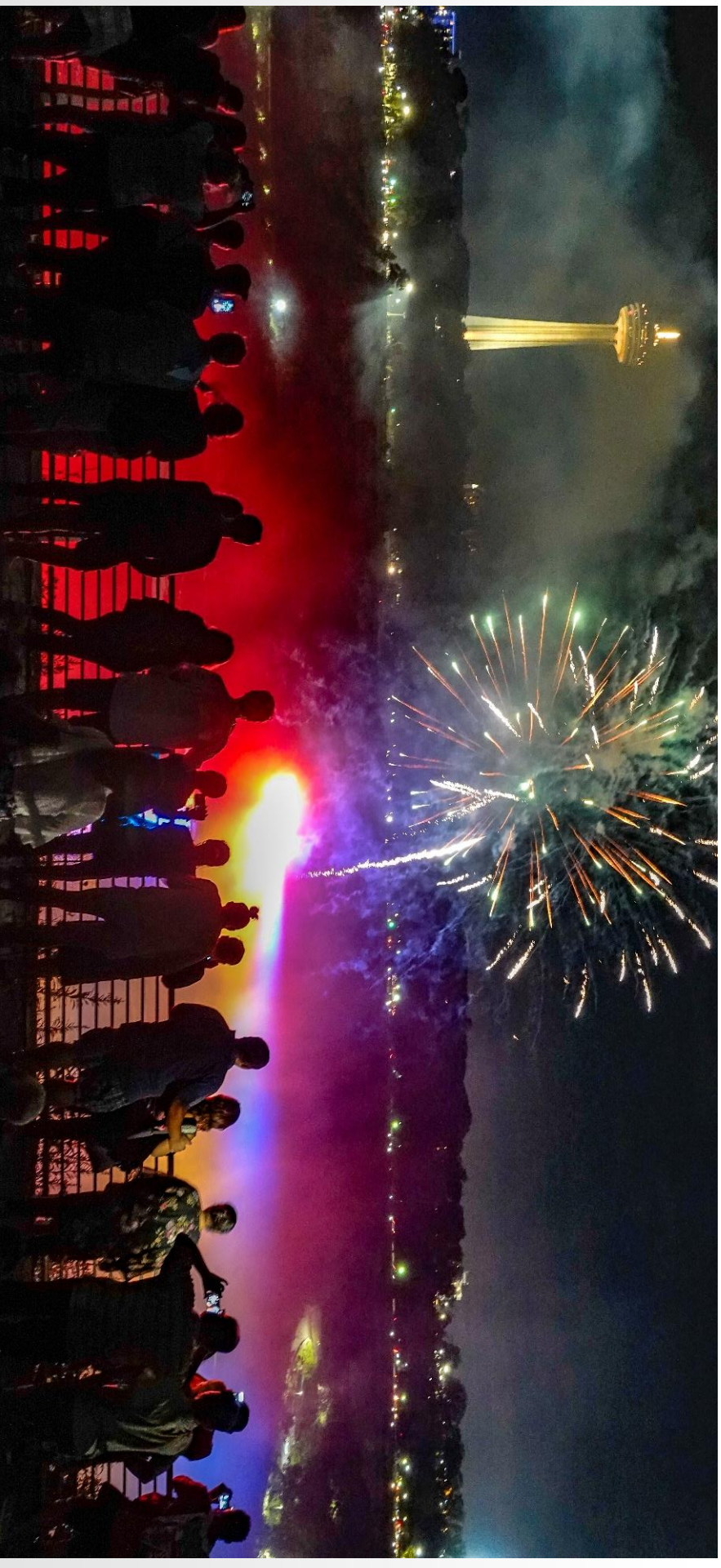
I ❤️ NY

PR EFFORTS





CANADIAN MARKETING COMMITTEE

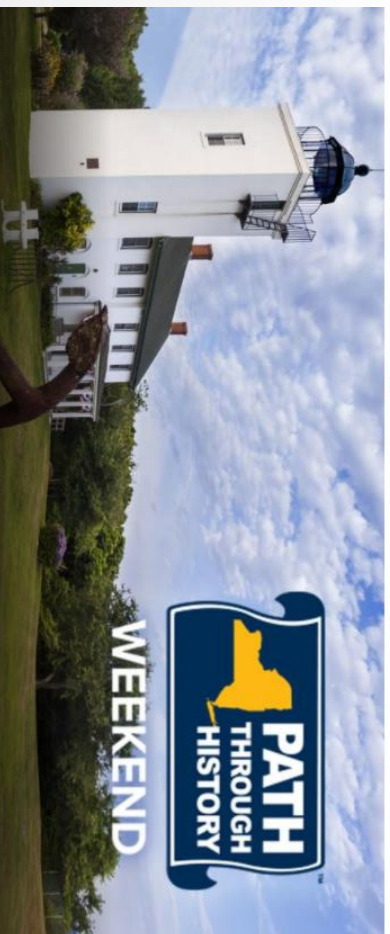




PATH THROUGH HISTORY WEEKEND



PLACES TO GO THINGS TO DO PLACES TO STAY EVENTS BLOG PLAN YOUR TRIP



Path Through History Weekend

Discover the people and places that shaped American history

The Path Through History program and Path Through History Weekends showcase New York State's fascinating history. A wealth of memorable experiences awaits you—from living history museums to forts and military landmarks to the homes of presidents, legendary writers and artists, and activists who fought to end slavery and to give women the right to vote. With an unparalleled network of museums, historic sites, and cultural institutions, Path Through History takes you across the state to discover events of the past and learn how they reverberate today.

The 2021 Path Through History Weekends will take place June 19 - 20 and October 9-11, and we invite you to explore both the weekend and year-round events listed below.

Note: Events are being held with strict capacity limitations, social distancing measures, and advanced ticketing. Individuals must wear face coverings when they are in a public and are within six feet of distance from other individuals; or in a situation or setting where they are unable to maintain six feet of distance from other individuals. Please check with event organizers and venues when making plans.

23 24 25 26 27 28 29

30 31 1 2 3 4 5

Regions

☐ Adirondacks ²⁹

☐ Central New York ²⁰

☐ Three Rivers

Cities

☐ Cincinnatus ²⁹

☐ Cold Spring ¹⁹

☐ Rushing ¹⁹


☐ Port Montgomery ¹⁹

☐ Garden City ¹⁹


☐ Genesee ¹⁹


☐ Huntington Station ¹⁹


☐ Lake George ¹⁹




Castle on the Hill - A History and Phototour of the New York State Asylum at Binghamton
CENTRAL NEW YORK,
Jun 19, 2021
¹⁹ Virtual


 Add to Trip


 Quickview




Cold Spring History Crawl and Exhibitions Viewing
Hudson Valley Cold Spring,
Jun 19, 2021 - Jun 20, 2021
¹⁹ Putnam History Museum


 Add to Trip

 Quickview



David Maydole: An "Adz" Eye for Innovation - Exhibit Opening & Loomis Barn - Open House
CENTRAL NEW YORK, HORNWICH
Jun 19, 2021
¹⁹ CCHS, James S. Putnam Research Center

 Add to Trip

 Quickview

Search Events

SEARCH

Clear Filter

Show Events For

Today Next 7 days Next 30 days

Show Events between

6/19/2021 and 5/18/2022

May 2021

Su	Mo	Tu	We	Th	Fr	Sa
26	28	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22

View By:

☒ Grid ☐ List ☐ Map

Sort By:


Date | Name


19th Century Wood Carving Tool Exhibit

CENTRAL NEW YORK, BINGHAMTON

Jun 19, 2021 - Jun 20, 2021

¹⁹ Phelps Museum Museum

 Add to Trip


 Quickview


Apollo Artifact & Space Exhibit

LONG ISLAND, CANNON CITY

Jun 19, 2021 - Jun 20, 2021

¹⁹ Castle of Arden Museum

 Add to Trip


 Quickview


Carlton Boat Cruise

ADIRONDACK, TECHUMNEHA

Jun 19, 2021 - Jun 20, 2021

¹⁹ The Carlton boat operates from a dock on Lake Champlain located on Fort Ticonderoga property

 Add to Trip

 Quickview



I LOVE NY REPORT: INDUSTRY SUPPORT



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NYSTIA ANNUAL MEETING

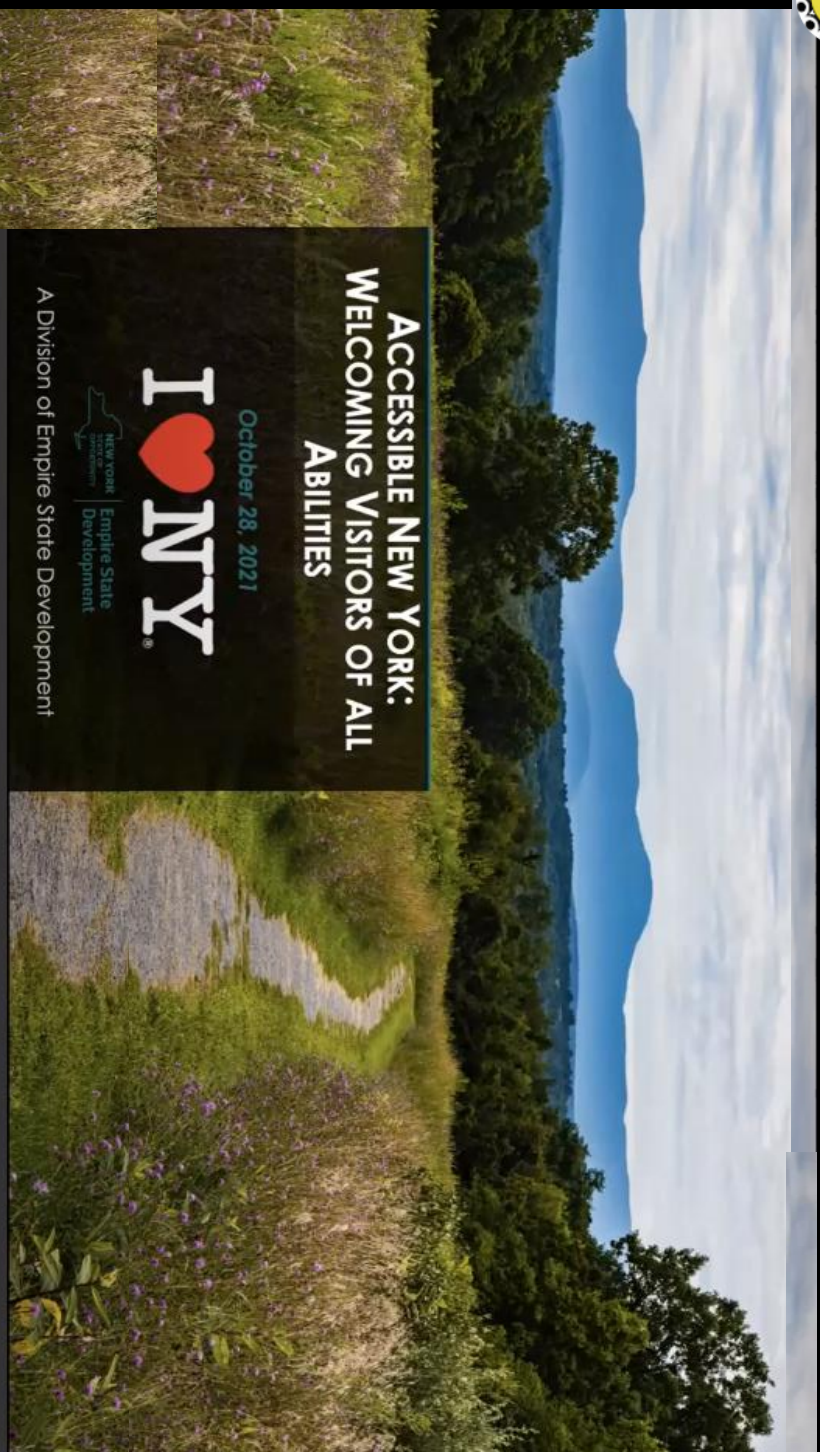




2021 TRAVEL UNITY SUMMIT



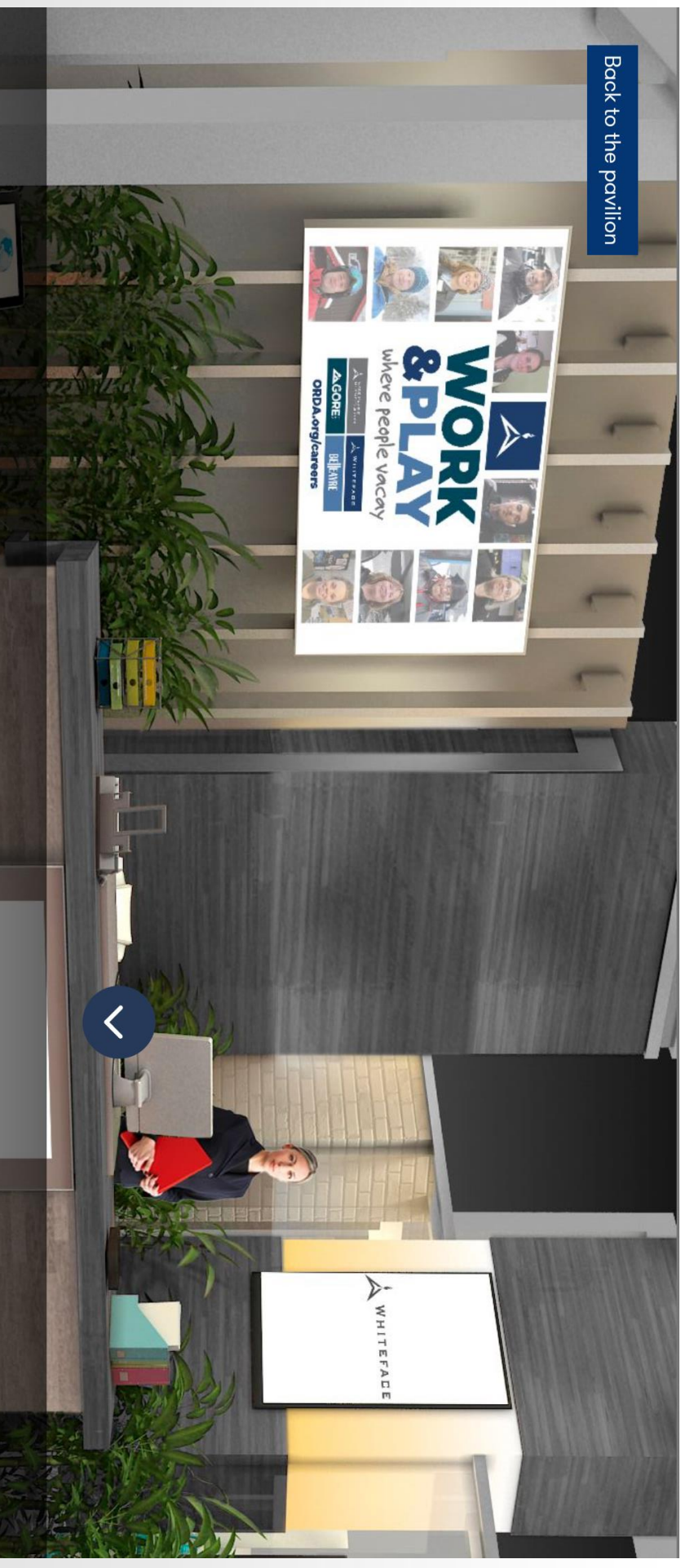
TUS 2021: Disability, Tourism, and DEI: Finding Cand...





WORKFORCE INITIATIVE JOB FAIR

Back to the pavilion





FIND WHAT YOU LOVE



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Tourism Advisory Council Meeting Minutes

"Draft – Subject to Board Approval"

Date: Monday, September 27, 2021

Location: Virtual Meeting (due to COVID-19 public health concerns and as authorized by Executive Order of the Governor)

Attendance:

TAC Members

Cristyne Nicholas, Dan Fuller, David Filipiak, Thomas Mulroy, Valerie Knoblauch, Ali Sirota, Anthony Davidowitz, Elinor Tatum, Alexandra Stanton, Alana Petrocelli, Katherine Nicholls, Thurman Thomas, George Damalas (on behalf of Senator José Serrano), Gabriel Lewenstein (on behalf of Assemblyman Danny O'Donnell)

ESD / NYS Staff

Ross Levi, Executive Director of Tourism; Richard Gagliano, SVP of Marketing; Kelly Garofalo-Wilkins, Senior Manager Tourism Projects

Meeting called to order: 11:03 AM

I. Approval of minutes – Cristyne Nicholas

- Motion to approve by Dan Fuller
- Minutes approved with a second by Alexandra Stanton

II. Chair's Report – Cristyne Nicholas

A. Congratulations to Governor Hochul

- Want to begin report by recognizing new Governor, Kathy Hochul, and extending utmost congratulations to her on becoming the 57th—and first female—Governor of New York State.
- Her dedication, leadership and service to New York, especially regarding NYS tourism, has been tremendous and the support our industry experienced in the past will continue and grow under her leadership.
- Look forward to working with her administration to continue supporting New York State tourism, both as a premier visitor destination and a major economic driver.

III. Tourism Related Governor Announcements

- Governor Hochul has already made a couple of tourism related announcements since taking office.
 - Unveiled designs for a new connector that will seamlessly link New York City's High Line to Moynihan Train Hall. The proposed project will give pedestrians safe, unobstructed access to the Far West Side of Manhattan via two bridges that will connect to the 10th Avenue terminus of the High Line.
 - A \$3 million project to revitalize the Cocksackie State Boat Launch and Riverside Park on the Hudson River in Greene County. This will be the first state boat launch to be renewed under the Hudson Eagles Recreation Area, an initiative to improve public access and resiliency on the wild stretch of the Hudson River between Albany and Kingston and enhance connections to the waterfront communities in the region.

IV. Tourism and Rail Subcommittee Debrief

- At last meeting, Donna Haynes and Tom Martinelli joined TAC to start the conversation about how tourism and rail are connected and how New York's railways could be maximized to benefit tourism.
- After that meeting, some TAC members participated in a call with Ron Epstein, Executive Deputy Commissioner of the Policy and Planning Committee at the Department of Transportation, as well as Steven Anderson, Managing Director at InfrastructureUSA—an advocacy group for high speed rail.
- Overall, it was a very informative call and we learned quite a bit about what issues DOT juggles when it comes to rail, like cost, logistics and a reliance on the federal government to advance projects. Currently, their primary focus is on investing in a reliable rail experience, which includes projects like the Albany double track, updating older cars, and increasing the speeds of trains to 90-100 mph to cut 30-40 minutes off the trip from Albany to Buffalo.
- The Department of Transportation mentioned that the state planned to bring together a panel of engineers to reexamine and rethink strategies to bring high-speed rail to New York as part of the 2020 State of the State.
- The TAC certainly supports all these efforts and we encourage the current administration to continue forward with the proposed panel and stay engaged with the high speed rail conversation.

V. I LOVE NY Report—Ross Levi

A. Status of New York State Tourism

- Wanted to take a step back and provide some context and perspective around all that tourism has been through over the past 18 months.
- First, let's remember where we were prior to COVID. New York State was seeing record levels of visitation and tourism economic impact. In the prior decade, visitation had increased 35% to over 264 million visitors, economic impact had increased to \$117 billion and tourism related jobs grew 30% to close to one million.
- COVID of course dealt all that a severe blow. Visitation dropped throughout the state, especially international visitation. While no region of the state was immune, some areas like New York City were disproportionately affected, particularly given the drop in international travelers.
- The good news is that initial indicators show that for many areas of the state are experiencing a rebound. No place in the state is seeing occupancy rates completely back to pre-COVID levels, but some areas appear to be edging back up. However, other regions – especially NYC are still struggling.
- The takeaway here is that there is certainly improvement in tourism from the depths of the pandemic, but we are certainly not yet where we want to be. We hope to have the official 2020 tourism numbers shortly, which we can review in greater detail at a future TAC meeting.

B. Consumer Marketing

- In the meantime, one of the best things we can do to support the industry is continue to encourage visitation to New York State, albeit in ways that reflect the new reality we are living in. So will review what I LOVE NY has been up to this summer.
- Before I do that, let's remember that there are a number of different state resources available—beyond what the Division of Tourism is doing—to assist businesses, including tourism businesses, respond to the effects of COVID. We've talked about them at prior TAC meetings and they include:
 - An \$800 million COVID-19 Pandemic Recovery Grant Program for small businesses including for-profit arts and cultural institutions;
 - A New York Restaurant Resiliency Grant Program with \$25 million in grant funding to support restaurants;
 - An Arts and Cultural Organization Recovery Grant Program with \$40 million in grants through the New York State Council on the Arts;
 - A Restaurant Return-To-Work Tax Credit which provides up to \$35 million in tax credits to support restaurants;
 - The New York City Musical and Theatrical Production Tax Credit which provides up to \$100 million in tax credits; and
 - An \$8 million Extended and Enhanced Musical and Theatrical Production Credit to support live performances outside of New York City.
- Advertising
 - We've aired five commercials: one solely focused on NYC and four highlighting various attractions throughout the state. All these commercials are part of the state's \$40 million global campaign aimed at revitalizing the state's tourism industry. The campaign promotes tourism attractions across all regions of the state through the summer, fall and winter tourism seasons
 - The first phase of the campaign focused on New York City and invited international and domestic visitors to "Come Be a Part of It" and ran on digital outlets in select international markets and on broadcast TV in national and local markets. A second phase featured world-class Upstate New York attractions and ran through the summer.
 - On September 6, we officially launched our highly anticipated fall foliage campaign complete with fall foliage report, which is updated weekly and now allows a user to interact with an on-line map to click on various attractions. The fall foliage project is usually our best performing effort of the year, and we've already started to receive press attention from local and national print and broadcast outlets. We'll continue to release the reports every Wednesday to let followers know where in New York State they can see brilliant foliage during the upcoming weekend.
 - Began fall advertising campaign with a new commercial that launched on September 13.
- Public Relations
 - On August 4th, we hosted our first post-COVID media night.
 - Since we're not 100% back to normal, it was an intentionally small media reception held at an outdoor venue. We billed it as rooftop reunion and used it as an opportunity to reconnect with travel media, with whom we've been in contact but not seen for 16 months. It was a reception style event so TPAs could mingle and interact with travel media without having to stand behind a table, though of course we did a presentation to the entire group highlighting some of the latest and greatest tourism developments in the state.
 - In total, 44 travel media attended, about half of whom were new to an I LOVE NY event. Everyone there was so happy to be out again and are eager to write about New York State. Many are in touch requesting press trips due to the pent-up demand. Overall, it was a success and Lisa and her team are busy

planning the next event.

- I LOVE NY Experience at the State Fair
 - The Great New York State Fair took place from August 20 to September 5, and while it was a scaled down event due to COVID, it was a great transition back into in-person activations and events.
 - We promoted the fair with a commercial that ran in the weeks leading up to and through the fair in our typical markets.
 - I LOVE NY did have an activation in the State Parks building throughout the entirety of the fair which featured 3D interactive games and quizzes where folks could learn about the regions of New York and win a prize from a vending machine full of I LOVE NY swag.
 - We also participated in Pride Day: I spoke at the ceremony to begin the day and we also had a booth on site to promote the I LOVE NY LGBTQ program.
 - While it wasn't the same grand presence we've had in the past couple of years, our participation felt appropriate and effective, and still succeeded in educating folks about all there is to do in New York State.
- Pride Month
 - Speaking of I LOVE NY LGBTQ, June was Pride Month, and we participated in two major events:
 - On June 24, New York State signed the Gender Recognition Act, removing longstanding barriers to equality under the law and ensuring expanded protections for transgender and non-binary New Yorkers. After the bill signing event, I LOVE NY LGBTQ co-hosted a luncheon to celebrate the accomplishment and 10 years of marriage equality in New York State, all the while promoting destinations across New York State of interest to LGBTQ travelers. It was joined by elected officials, industry partners and LGBTQ advocates and community members.
 - On June 27, I was able to join the live broadcast of the Pride March in New York City for an interview about the ILNY LGBTQ program and highlight all the things there are to do for LGBTQ travelers in New York State, especially after opening back up during the summer. Here's a clip:
 - The whole segment ran for over five minutes which was significant exposure for New York State and our destinations.
- I LOVE NY X Kate Spade
 - We don't often highlight our paid I LOVE NY logo licensing partnerships at TAC, but there was one I wanted to mention. Kate Spade approached us awhile back about using the I LOVE NY logo on some of their merchandise, and they launched an official line of ILNY branded merchandise on September 8. Items include handbags, shoes, jewelry and airpod cases available at their stores and website.
 - More important even than the revenue this brings in for the state, we were able to maximize the opportunity as we do with all our licensing arrangements to promote visitation across New York State. Some stores have amazing displays with our logo highlighting its history and how it represents New York State tourism. Kate Spade is also doing social media promoting destinations in New York State to their followers.
 - In addition, to officially launch the line during Fashion Week, Kate Spade created a real apple orchard in the middle of New York City with apples from across New York State and our logo splashed throughout.
 - The promotion represents a great example of how we can maximize the I LOVE NY logo to reach new travel audiences in unique, unexpected ways.

C. Industry Support Work

- International Support Work
 - On June 30 and July 1, the Receptive Tour Operator Summit was in New York City at the Marriot Marquis, one of the city's first trade shows. In 2019, we agreed to sponsor the event for 2020, but it unfortunately didn't happen. Luckily, we were able to honor our sponsorship this year, and we were able to directly address the attendees and encourage them to include New York State in their offerings. Markly was also able to attend and set up some very productive meetings with receptive operators. We were very happy to see this event take place and look forward to seeing more and more of these events, which are critical to our success.
 - The international team also successfully launched the first I LOVE NY Travel Marketplace, a virtual tradeshow event that brought together international wholesalers with several TPAs from across the state. It's become clear to us that since the pandemic, there is an increased interest, particularly among international travelers for outdoor recreation opportunities. New York State of course has ample offerings, so Markly and his team put together this marketplace to take advantage of wholesalers looking for additional product. We developed a guide specifically highlighting outdoor experiences that are bookable and international friendly. We also organized 15 minute one on one appointments between 11 TPAs and tour wholesalers from England and Germany. Overall, the event went very well, and we in the process of getting official feedback from participants.
- Workforce Initiative
 - We continue to support the state's tourism industry by hosting additional virtual job fairs. The next fair will be October 7 and is specifically geared towards winter tourism businesses statewide. Registration has

been open for two weeks or so, and we already have XXX employers participating.

- In an effort to increase the number of job seekers attending, our team has also been reaching out to numerous college and university career centers in New York State, particularly those with hospitality programs to ask them to let their students know about the job fair as well as form an initial relationship for future opportunities.
- We know how badly some businesses need employees, so we are hoping that this fair provides a great opportunity for employers to fill those vacancies.

D. Federal Funding Opportunity

- Lastly, we're sure many TAC members have heard about the various tourism funding streams available under the American Rescue Plan Act. The tourism grant program being administered through the Economic Development Administration has been broken up into two funding streams:
 - \$240 million in competitive grants to help communities that have been hardest hit by challenges facing the travel, tourism and outdoor recreation sectors to invest in infrastructure, workforce or other projects to support the recovery of the industry and economic resilience of the community in the future.
 - \$510 million in non-competitive awards to help states quickly invest in marketing, infrastructure, workforce and other projects to rejuvenate safe leisure, business and international travel.
- New York State was invited to apply for the non-competitive state tourism grant and eligible to receive up to \$44.997M for tourism projects over the next four years. As far as we know, this is the second largest state grant, with New York State basically tied with California and the next state after us eligible for around \$18 million—which shows the federal government recognizes how badly the New York tourism economy was hurt.
- We submitted our application materials last week. Since the EDA is looking to disburse the grants quickly, we hope to hear if we will be receiving the full amount soon. Once we know what the status is, we will be sharing more information with you and our industry partners.

VI. New Business

- **Valerie Knoblauch:** What is the status for 2022 matching funds?
- **Ross Levi:** 2022 program will be first post pandemic round with the normal time frame. TPAs should be receiving information in the next 30 days.
- **Valerie Knoblauch:** Do we have any stats on whether or not the extended State Fair was effective? TPAs are wondering if next year's fair would have the same amount of days, and they should be engaged in that decision because they have several thoughts.
- **Ross Levi:** Ag & Markets would have that information, and it may be too soon after the fair for that data. That said, it would be a good idea to have them present at an upcoming TAC meeting.
- **Cristyne Nicholas:** The TAC has done subcommittees in the past, and one of them did work with Ag & Markets on the question of how long the State Fair should be. If it goes much later than the current dates, it runs into the start of the school year. If it starts earlier, it conflicts with the farming schedules. Agree that it would be a good idea to have Ag & Markets present at a future meeting.
- **Katherine Nicholls:** Given the continued closure of the Canadian/US land border, which is vital to the New York State tourism industry, perhaps the TAC should write a letter to either the Governor or New York State legislature.
- **Cristyne Nicholas:** I think a letter from the TAC would be appropriate, especially if it supports Governor Hochul's efforts. Ross, can you inform what the best approach is?
- **David Filipiak:** Agree that having a stated position from the TAC is important. Are there any future international shows that I LOVE NY will attend or sponsor or is that contingent on EDA funding?
- **Ross Levi:** It's more contingent on Covid and which ones make sense for us to be a part of. We typically attend IPW, WTM, ITB and Brand USA.
- **David Filipiak:** I was at IPW in Vegas and the attendance was noticeably down. I still had 70 appointments and was busy, however. I think the June conference will be larger and closer to normal.
- **Cristyne Nicholas:** Anthony, how is Storm King doing, particularly given that it is an outdoor attraction, which travelers were increasingly seeking.
- **Anthony Davidowitz:** We did see a lot of demand for the outdoors in the summer of 2020. That demand is softening and beginning to look more like 2019 levels.

Meeting adjourned: 12:00pm

Next meeting: Monday, November 15, 2021