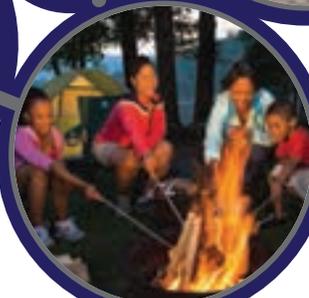




NEW YORK'S TOURISM ASSETS

New York's tourism assets rank among the greatest in the world. New York State is home to some of the most visited tourist attractions in the nation. The raw numbers around New York's tourism assets are dazzling:

- More than 155,000 hotel rooms
- 43,332 eating and drinking establishments
- 74,596 retail establishments
- Over 35 convention centers and 340 hotels with meeting rooms and/or other convention facilities
- 179 state parks
- 35 state historic sites
- 54 ski areas, more than any state in the nation, including the highest vertical drop in the east
- 1,000 golf courses, including 29 run by New York State
- 70,000 miles of waterways
- A 524 mile historic canal and inland waterway connecting the Great Lakes to the Atlantic
- 5 million acres of public recreation land managed by the state
- 639 campgrounds, more than any other state in the nation, including 118 operated by New York State featuring 15,500 public campsites
- More than 7,000 miles of formal trails that range from hiking to mountain biking to equestrian
- More than 10,300 miles of trails in the Statewide Snowmobile Trail System, a mix of state, municipal and private lands
- More than 70 sports stadiums with capacity to hold over 1 million spectators



A MESSAGE FROM THE GOVERNOR



New York State is rightly known across the world as a premier tourist destination. I know firsthand from years of vacations with my family all the amazing and inspiring things there are to see and do all across our great state.

But tourism is about more than just life changing experiences. Tourism is vital to New York's economy. It supports more than 800,000 jobs and generates tens of billions of dollars in revenue. Simply put, in New York State, tourism means business.

That is why my administration has made tourism a central part of our "Open for Business" economic development agenda, recognizing tourism's expansive impact as New York's fourth largest employer and a critical economic engine. Last year I held the first New York State Tourism Summit, bringing together tourism professionals from across the Empire State to expand the tremendous impact tourism has and identifying best practices to propel the state's tourism industry forward.

- At last year's summit, we unveiled New York's largest tourism effort in decades, committing nearly \$60 million to grow the industry, create jobs and attract even more visitors to the Empire State.
- We have since launched a dynamic "Get Outta Town" advertising campaign and partnerships with the MTA and Port Authority, encouraging residents and visitors in the New York City metropolitan area to explore the wonders of New York State.
- We hosted the first ever Adirondack Challenge, a two day festival of whitewater rafting with myself, other elected officials and tourism industry leaders, to bring attention to that part of the state. We returned later for an Adirondack Winter Challenge, and this summer, we head to the Finger Lakes as the 2014 BassMaster Elite Series will host a Governor's Challenge fishing competition.
- We launched Taste NY to fuse the state's agriculture sector with tourism and to highlight the great variety of food and beverage products and experiences here in New York State.
- We also participated in the PGA Championship in Rochester, where we were able to announce a landmark agreement to bring the 101st PGA Championship and the 45th Ryder Cup to Bethpage State Park in Farmingdale.

Our commitment and investment in the tourism industry is already paying off. The number of visitors to New York State increased by 8.8 million in 2013, with the industry generating nearly \$8 billion in state and local taxes, and direct spending surpassing \$59 billion. This dramatic increase in visitors has resulted in the tourism industry adding 28,500 jobs across New York State.

The first Tourism Summit in 2013 brought many successes and achievements that we will build upon this year. We are grateful that you have joined with other leaders here today for the second Summit to discuss ways that the state can continue to launch innovative initiatives, support the work of our local and regional partners, and expand tourism and economic development.

Now let's show the world why New York is called the Empire State!

Enjoy the summit,

Andrew M. Cuomo
Governor





A YEAR OF TOURISM ACCOMPLISHMENTS

PROMISES DELIVERED

In 2013 Governor Cuomo hosted the NYS Tourism Summit in Albany, where he announced \$60 million in tourism funding – the highest level of tourism funding in decades – as well as other initiatives including: a new I LOVE NEW YORK marketing campaign with the Port Authority and MTA, Taste NY marketing efforts, an international tourism campaign, I LOVE NEW YORK in Times Square, and I LOVE NEW YORK LGBT. Those initiatives are well underway across New York State:



Highest level of tourism funding in decades:

With a nearly \$60 million investment in tourism – up from \$19 million the previous year -- New York State is third in the country in tourism funding. This investment not only funded the innovative projects announced at the summit, it allowed for an aggressive television advertising campaign, as well as increased funding for projects launched by local tourism partners across the state.



New I LOVE NEW YORK marketing campaign on trains and buses with Port Authority and Metropolitan Transportation Authority (MTA):

Over 8,000 car cards, platform posters and subway car wraps encourage MTA, LIRR and PATH train riders to explore upstate New York and visit exciting “Path Through History” tourism destinations. Starting in July 2013, a joint I LOVE NEW YORK / MTA / Port Authority campaign promoted tourism throughout New York State to residents and visitors in the New York City metropolitan area.

The campaign featured: thousands of ad posters on platforms, trains, subways and buses; video advertising at more than 100 subway entrances in Manhattan, in Grand Central Terminal’s main hall, and in Long Island Rail Road passenger areas in Pennsylvania Station; and a fully wrapped I LOVE NEW YORK 42nd street shuttle subway train in October. The campaign was fully funded by the state’s tourism budget with no additional cost to the MTA or straphangers.



Airport and transportation hub advertising campaign through Port Authority/ I LOVE NEW YORK Partnership:

I LOVE NEW YORK now has stunning, colorful tourism messages promoting upstate New York and Long Island at key Port Authority travel hubs. Between multi-media displays at the Port Authority Bus Terminal, I LOVE NEW YORK tourism messaging at JFK and LGA airports, and the opening of two new “Taste New York” stores at LaGuardia and JFK airport, millions of visitors annually are being encouraged to explore all there is to love about the great Empire State. These displays include 3-D rock climbing, hot air balloon and zip-lining installations throughout JFK Airport’s Terminal 5 walkway, and visually stunning, floor-to ceiling ad placements throughout JFK Terminals 1 and 4. Wall and soffit wraps, interior and exterior column wraps, lighted dioramas, wrapped people movers, and other custom advertisements greet visitors daily through both major NYC airports. A 150-foot exterior





I LOVE NEW YORK banner high above LaGuardia Airport's Main Terminal welcomes visitors. Year-round, I LOVE NEW YORK travel videos can be seen daily by thousands of pedestrians on the gigantic, outdoor Media Mesh screen atop the Port Authority Bus Terminal. International travelers may soon be greeted by I LOVE NEW YORK welcome messages translated into their native language upon their arrival at JFK Terminal 4.

 **New Taste NY marketing efforts:** Taste NY fuses the state's agriculture sector with tourism to highlight the great variety of wine, beer, spirits and food products grown and produced here in New York. Governor Cuomo organized a Governor's Cup Wine Tour in the Finger Lakes region and invited more than 200 restaurateurs, wine buyers and media to attend. Taste NY participated in more than 15 events last year, including the Manhattan Cocktail Classic, The Great New York State Fair, Hudson Valley Food and Wine Fest, Farm Aid, Cider Week and the NYC Wine & Food Festival.

 **International tourism campaign:** New York has engaged in an aggressive international tourism campaign to have a presence in emerging markets and encourage overseas travel to the Empire State. Empire State Development / Division of Tourism has secured representation in four Chinese cities:

Beijing, Shanghai, Guangzhou and Chengdu. I LOVE NEW YORK also participated in World Travel Market in London, International Pow Wow in Chicago, and the ITB trade show in Berlin Germany, hosting a breakfast for 40 tour operators and journalists from Germany, Austria and Switzerland.

 **I LOVE NEW YORK in Times Square:** The Times Square Alliance gave the state space at its Visitors Center to help market state attractions to the millions of tourists who pass through Times Square every year.

 **I LOVE NEW YORK LGBT:** The I LOVE NEW YORK LGBT niche tourism initiative markets New York State to the LGBT community, which accounts for approximately \$70 billion in tourism spending in the U.S. every year. The program was launched in conjunction with New York City's 2013 pride events, with a new iloveny.com/lgbt website, and a presence in the Pride March and Festival. 93 television news stories on I LOVE NEW YORK LGBT reached 1.8 million people, 11,000 engagements on Facebook reached 473,000 people, and 2.9 million impressions were racked up on Twitter. The program promoted New York State tourism to LGBT consumers at a national meeting of LGBT community centers, the LGBT booth at The New York State Fair, a Gay Ski Weekend in the Finger Lakes and the annual GLBT Expo at the Javits Center in New York City.





ANOTHER RECORD YEAR FOR TOURISM

A VITAL ECONOMIC ENGINE

The efforts started at last year's summit have already been showing great results in the growth in New York State tourism, which is increasingly a vital and growing component of New York State's economy.

In 2013, visitors to New York State generated a record \$95.4 billion in total economic impact – an increase of more than \$14 billion since 2010 – in addition to generating \$7.5 billion in state and local taxes with direct spending expected to have reached \$59.2 billion, up 3.5 percent from 2012.

TOURISM IS NEW YORK'S



LARGEST EMPLOYER

Tourism is the fourth largest employment sector in New York State. In 2013, the industry's average annual employment increased by 28,500 jobs, a 3.5 percent increase from 2012. In 2013, the leisure and hospitality industry had an average annual employment of 832,500 and \$17.9 billion in wages, making tourism the third fastest growing job sector in New York State.

According to recent projections, it is estimated that 8.8 million more visitors traveled to New York State in 2013 than in 2012, representing an increase of 4.2 percent.

NYS DIRECT TRAVELER SPENDING

(all monetary figures in thousands of dollars)

Tourism Region	2011	2012	Increase
Chautauqua-Allegheny	\$ 492,598	\$ 497,549	1.0%
Greater Niagara	\$ 2,122,491	\$ 2,232,241	5.2%
Finger Lakes	\$ 2,714,389	\$ 2,767,948	2.0%
Thousand Islands	\$ 455,931	\$ 480,591	5.4%
Adirondacks	\$ 1,185,516	\$ 1,231,718	3.9%
Central New York	\$ 1,829,583	\$ 1,921,589	5.0%
Capital-Saratoga	\$ 1,628,710	\$ 1,689,826	3.8%
Catskills	\$ 1,029,949	\$ 1,070,983	4.0%
Hudson Valley	\$ 3,066,304	\$ 3,154,900	2.9%
Long Island	\$ 4,835,602	\$ 5,140,592	6.3%
New York City	\$ 34,549,067	\$ 37,069,055	7.3%
NYS Totals	\$ 53,910,138	\$ 57,256,992	6.2%

NYS TOURISM ECONOMIC IMPACT

(all monetary figures in millions of dollars)

Economic Impact	2012	2013	Increase
Direct Spending (Millions)	\$ 57,257	\$ 59,245	3.5%
Domestic Visitor Spending	\$ 40,050	\$ 41,030	2.4%
International Visitor Spending	\$ 17,207	\$ 18,215	5.9%
Total Economic Impact	\$ 92,162	\$ 95,360	3.5%
State & Local Taxes	\$ 7,238	\$ 7,470	3.2%
Federal Taxes Generated	\$ 7,579	\$ 7,866	3.8%
Average Annual Employment	804,000	832,500	3.5%
NYS Employment Ranking	5	4	
Tourism Industry Wages	\$ 17,393	\$ 17,957	3.2%

* Total Economic Impact includes Spending, Total Wages, Local and State Taxes.





New York State is at the top of the global tourism industry. In 2013, New York State was the most visited state by overseas travelers for the 11th consecutive year, welcoming 10.2 million travelers.

In fact, more than 30 percent all international travelers to the United States visited New York, 40 percent more than visited the second most visited state, Florida. In 2013, the number of international travelers to New York State increased to 14 million from 12 million in 2010. This increase in international travelers generated \$18.2 billion in spending for New York State.

New York State is an increasingly popular destination for domestic travelers as well. In 2012, New York State tourism spending grew by 3.5 percent.

Air travel continued to increase in the New York City airports, up 2.8% from 2012 with 56 million arrivals.

The American Bus Association estimated an economic impact of over \$3 billion in New York State through hotels and lodging, eating and drinking establishments, entertainment and amusement and retail.

Also, hotel room demand grew by 2.8 percent and total hotel revenue increased by 6.3 percent.

NYS TOURISM BY THE NUMBERS

Domestic visitors	204 million
International visitors	14.6 million
Total visitors	218 million
Direct spending	\$ 59 billion
Domestic visitor spending	\$ 41 billion
International visitor spending	\$ 18 billion
Total economic impact	\$ 95 billion
State & local taxes generated	\$ 7.5 billion
Federal taxes generated	\$ 7.8 billion
NYS employment ranking	4
Tourism industry wages	\$ 17.9 billion

INTERNATIONAL VISITORS TO NEW YORK STATE

Overseas visitors	10,200,000
Canadian visitors	4,200,000
Mexican visitors	200,000
Total International Visitors NYS	14,600,000

NEW YORK SUCCESS STORY

NEW YORK GROWS TOURISM: AUBURN HILTON GARDEN INN

Over the years, tourism studies indicated that more hotel rooms were needed for the revitalization of the City of Auburn, located in Cayuga County. In particular, a 2006 study noted the necessity for high-end lodging. The opening of the Hilton Garden Inn at 74 State Street in 2012, helped meet this need. Thanks to a community partnership which brought together individual investors from the area, a state grant and a state tax incentive which froze the assessed value of the hotel property for 15 years, the hotel was realized and today is thriving.

The \$11 million four-story hotel project created 20 full-time and 30 part-time jobs. The hotel includes 92 rooms, a fitness facility, pool, whirlpool and a restaurant which serves locally grown and produced Finger Lakes wine.

The hotel has received much regional recognition based on guest surveys, including highest loyalty, highest overall service, highest guestroom cleanliness, lowest problems experienced, and highest problem resolution. Furthermore, Eric Ridley, the hotel's manager since its opening, was named the 2013 Outstanding General Manager of the Year (150 rooms or less) by the New York State Hospitality and Tourism Association, and recognized nationally as 2013 Outstanding General Manager of the Year (Small Property) by the American Hotel and Lodging Association.

This summer, the Auburn Hilton Garden Inn will serve as the headquarters for the 2014 Bassmaster Elite Series tournament taking place from August 21 - 24 on Cayuga Lake.





THE PROGRAMS OF NYS DIVISION OF TOURISM/I LOVE NEW YORK



ADVERTISING/PAID MEDIA

Part of Governor Cuomo's \$60 million commitment to tourism included the promotion and marketing of New York State's vacation assets in the form of commercial television spots; print, radio and digital advertising; and a massive out-of-home poster, banner, display and electronic billboard campaign.

The state conducted focus groups in New York City, Philadelphia and Toronto to hone in on the key components of consumers' decision-making process for travel. The insights gained from the focus group data drove the advertising strategy used to motivate travel to the state.

The campaigns targeted feeder markets within a five-hour drive of New York State. They appeared in every New York state market as well as New Jersey, Connecticut, Pennsylvania, Ohio, Toronto and Montreal. The broadcast placements included national early morning and local news, sports, syndicated programming, late night and cable networks. Tactical media including digital, print and radio targeted enthusiasts by lines of interest, such as skiing, snowmobiling, shopping and visiting cultural attractions.

The enormous out of home campaign utilized assets within the MTA, including LIRR and Metro-North, and Port Authority, incorporating the PATH train system, the 42nd Street bus terminal, and LaGuardia and JFK International Airports. The airport and subway campaigns fit nicely into the

Department of Transportation strategy to increase awareness of New York State tourism assets and inspire people to travel.

I LOVE NEW YORK posters on platforms, trains, subways and buses, and video advertising at more than 100 subway entrances were seen throughout the MTA system. In addition, digital video boards located throughout Grand Central Terminal's main hall and areas in Pennsylvania Station displayed advertising throughout the day.

The 2013 I LOVE NEW YORK campaigns included "Get Outta Town," utilizing the MTA system assets, and "And You Thought You Knew New York" executions in the Port Authority network. Additionally, special advertising placements initiatives and events to support initiatives like Path Through History, I LOVE NEW YORK LGBT, and the Adirondack Challenge were deployed. The winter 2014 campaign highlighted vacation destinations across the state such as the Baseball Hall of Fame in Cooperstown, Shea's Performing Art Center in Buffalo, and snowmobiling through the Tug Hill Plateau just to name a few. The 2014 summer campaign will launch soon.

The Port Authority Bus Terminal exterior 3,000 square foot "media mesh" digital screen, ran spots every five minutes for eighteen hours a day over summer 2013. The "I LOVE NEW YORK Experience" displayed at the airports consists of 3-D displays, wall wraps, oversized posters, banners, exterior windows, columns and bollards.



MAY 8, 2013
NEW YORK STATE
TOURISM SUMMIT

JUNE 25
SUMMER TV
CAMPAIGN
LAUNCHES



JUNE 1-2 & 8-9
PATH THROUGH
HISTORY
WEEKENDS
OVER 200
CONSUMER EVENTS
THROUGHOUT NYS



JUNE 30
I LOVE NEW YORK
LGBT INITIATIVE
LAUNCHES WITH
NEW MICROSITE
AND PRESENCE AT
NYC PRIDE EVENTS



2013 PUBLIC RELATIONS GOALS WERE EXCEEDED

CUMULATIVE
ADVERTISING
VALUE OF
\$29,728,352

A PLATINUM, 2 GOLD, 2 SILVER
AND BRONZE AWARDS BY THE
PRESTIGIOUS HOSPITALITY
SALES & MARKETING
INTERNATIONAL

1889
MEDIA PLACEMENTS

MORE THAN
1,345,314,482
IMPRESSIONS

I  NY
iloveny.com

I SKI NY
I LOVE NY

EARNED MEDIA

Public Relations: For the past two years, the Division of Tourism has implemented a vigorous public relations program, resulting in a consistent presence in the media incorporating the state's tourism regions, seasonal travel assets, diverse events and attractions, anniversaries and new developments. In 2013, the program also had a special focus on several niche themes, which included outdoor adventure, history, water and food & beverage.

A tour-de-force of statewide special events ranging from outdoor challenges to wine and culinary festivals to special events provided continual high-profile material which could be used to promote New York's tourism regions and assets to special interest and general travel audiences in North America and internationally.

A comprehensive 12-month plan of action included: 46 press releases and media alerts; daily targeted media pitches; 50 group and individual press trips across the state; over ten special events for trade, media and the public; social media alignment; and strategic partnerships and alliances – all of which integrated key state and regional priorities.

This investment in public relations generated 1,899 media placements with the equivalent of \$29.7 million in advertising value, reaching an audience of 1.354 billion people. The result was greater interest in New York State's wide range of tourism opportunities, increased travel, stronger relationships with tourism partners, heightened stature of New York State and broader awareness of the I LOVE NEW YORK brand. The efforts also won prestigious awards from Hospitality Sales & Marketing International.

Public Service Announcements (PSA's):

Last year, the Division of Tourism's long-running weekly "Travel Tips" PSA series highlighting events and activities across the state was sent to more than 200 New York State radio stations. Fifty-two different 60-second spots, featuring the renowned "I LOVE NEW YORK" song, were distributed in 2013.

THE BEAT: Media-Focused Blog – The Division of Tourism's central hub of news and information, The Beat (www.iloveny.com/thebeat) provides news from I LOVE NEW YORK and its partners to travel press and visitors.

THE PROGRAMS OF NYS DIVISION OF TOURISM/I LOVE NEW YORK CONTINUED

1.26 MILLION I LOVE NEW YORK FANS ON FACEBOOK

RANKS IN TOP DMOs WORLDWIDE ON FACEBOOK & TWITTER

THE POWER OF SOCIAL MEDIA

#1 DESTINATION MARKETING ORGANIZATION (DMO) NATIONALLY ON TWITTER

OWNED MEDIA

Social Media: I LOVE NEW YORK remains one of the most popular travel destinations on Facebook and Twitter, ranking as one of the top Destination Marketing Organizations (DMOs) in the world with the most followers on both platforms. Using social media outlets, New York State has expanded its audience and now speaks directly with a growing community of travelers about travel adventures, deals, events and more. The network includes a fan base of more than 1.26 million people on Facebook and over 216,000 followers on Twitter. Visitors also have the opportunity to interact with I LOVE NEW YORK by watching video clips on YouTube and browsing through photos on Flickr.

Last year saw the debut of what has become I LOVE NEW YORK's most engaging and award winning program, #ISPYNY, which encourages users to share their inspiring New York State photos on Instagram. #ISPYNY earned an esteemed Adrian award from the Hospitality Sales and Marketing Association International (HSMAI), the largest and most prestigious travel marketing competition worldwide, highlighting the effectiveness of I LOVE NEW YORK's social media program.



I SPY NY - A user-generated photo of NYC's Time Square, submitted by Instagram user @amadoresqui as part of I LOVE NEW YORK's #ISpyNY social media program





Website: The NEW iloveny.com – The recently overhauled Iloveny.com is now an intuitive, user-friendly resource for exploring all of the New York State’s travel assets. After a detailed study of what visitors want from a destination marketing organization, followed by analysis and testing, I LOVE NEW YORK created a design to meet visitor needs while incorporating intuitiveness and fun. The site can be viewed on all mobile and tablet devices without distortion or loss of products and promotions.

The benefits of the new site include improved ease of access, a social media hub linking all of I LOVE NEW YORK’s social media tools, a trip planning tool, a mapping tool, a search widget, a translation tool, easy links to order travel guides and brochures, or view downloadable files, and online flip guides.

For the state’s tourism partners, the new site allows individual tourism businesses to enter their attraction or event information directly onto iloveny.com, if the facility meets established New York State tourism criteria. In its first month of operation, it has generated scores of new listings into the site, making this database a robust tool for travelers.

The site also allows easy access to local Tourism Promotion Agency (TPA) partners for updating their listings of attractions, accommodations and events, and contains tools to keep them updated on upcoming conferences, marketing plans, links shared through social media and press releases.

I LOVE NEW YORK consumer focused blog:

The I LOVE NEW YORK Leisure Travel Blog (iloveny.com/blog) is a resource for travelers looking for themed and seasonal vacation ideas. With spotlights on destinations, events and different types of travel, it is a great tool for planning a New York State vacation, and an opportunity to highlight events and assets on a frequent basis.

Collateral:

Travel Guide – Last year, Empire State Development/ Division of Tourism created and distributed over 300,000 2013-14 Travel Guides. These 132-page, full-color guides described New York’s tourism regions and their must-see attractions; featured getaway ideas focused on the outdoors, arts & culture, history, food & drink and shopping; presented special events calendars; and provided directories of hundreds of regional attractions, campsites and ski areas.

Guides were distributed via bulk outlets including information centers and highway rest stops, local tourism promotion agencies, AAA offices, state parks, legislative offices, libraries and chambers of commerce. Guides were also sent to tourists who requested one on our website, through our call center and via email or fax.

Travel Maps – The Division of Tourism also produced a state road map that included tourist information like top attractions, most popular special events and contacts for local tourism offices and resources. Over 250,000 were distributed through multiple channels.



**JULY 3
OUT OF HOME
ADVERTISING CAMPAIGN
BEGINS THROUGHOUT NYC
TRAINS, SUBWAYS AND AIRPORTS**



**JULY 21 & 22
ADIRONDACK CHALLENGE
WITH CANOE RACE, GOVERNOR'S
INVITATIONAL WHITEWATER RACE
AND FESTIVAL**



**JULY 10
FALL HARVEST
MEDIA NIGHT
HELD IN NYC**



**JULY 25-29
WESTERN NEW YORK
PRESS TRIP
VISITING CHAUTAUQUA-ALLEGHENY
AND GREATER NIAGARA**





THE PROGRAMS OF NYS DIVISION OF TOURISM/I LOVE NEW YORK CONTINUED



CALL CENTER

Empire State Development / Division of Tourism promotes an 800 number to assist tourists planning trips. Every year, it receives thousands of general tourism calls, and processes thousands of email requests.



DIRECT MARKETING

Events:

As part of I LOVE NEW YORK's multi-faceted approach to promoting tourism to and within New York State, in 2013 the Division expanded an under utilized element: activating at some of the hundreds of statewide special events across the state. I LOVE NEW YORK's involvement in these events allows for direct interaction with visitors, bringing to their attention the wide variety of travel opportunities throughout New York. It also allows for generation of earned media that brings attention to the tourism assets of the region where the events are being held.



Some of the I LOVE NEW YORK event highlights from 2013 include:

- **Adirondack Challenge** - This first-time event brought national media attention to the Adirondack region, highlighting New York's world class whitewater rafting to local and travel media and key players in the state's tourism industry.
- **2013 PGA Championship** - Working in conjunction with Taste NY and several local tourism partners, I LOVE NEW YORK was able to connect with a significant portion of the more than 198,000 guests and national media who attended this prestigious event, which had a \$102 million economic impact on the region.
- **Governor's Cup Wine Tour** - With the help of the NY Wine & Grape Foundation, I LOVE NEW YORK drew attention to the Finger Lakes region, its popular wine trails and NYS' robust wine industry with a day long winery tour hosted by the governor.

NEW YORK SUCCESS STORY

NEW YORK GROWS TOURISM: VISIT SLEEPY HOLLOW...IF YOU DARE!

Visitors from around the world flock to Historic Hudson Valley's Halloween attractions in the heart of Sleepy Hollow. Not for the faint of heart, this Halloween-oriented brand provides a tourism experience that significantly stimulates the economy and creates long-term jobs in the region.

The Village of Sleepy Hollow was awarded a \$60,000 grant through Empire State Development's Market NY Initiative to focus marketing efforts on this Halloween event and attraction market through targeted television, print, radio and social media marketing, with the aim of increasing the frequency of day trips and encouraging overnight visits.

"The Empire State Development Grant helped the Village of Sleepy Hollow develop a marketing strategy that not only enhanced the Village's tourism efforts, but will continue to be used as the foundation for future marketing campaigns," said Anthony Giaccio, Village Administrator, Village of Sleepy Hollow. "Thanks to the grant, the Village experienced an increase in tourism three times greater than the prior year. Restaurants, tourist sites and events were filled to capacity throughout the Halloween season. Marketing initiatives like the tourism website and television commercial will continue to be used to attract business to the Village."

VISIT SLEEPY HOLLOW

Where the Legend Lives™

SLEEPY HOLLOW • TARRYTOWN





For 2014, I LOVE NEW YORK plans to participate at many additional events. This involvement will allow some events to grow in notoriety and improve their visitor experience so that they become greater tourism draws. At other events, the goal will be to market to consumers by demographic segment as well as line of interest -- such as sports, cycling and music -- where tourism assets and activities that speak directly to the event's attendees will be highlighted, encouraging visitors to explore other parts of the state.

Some of the major activities that have already taken place include:

- **Super Bowl XLVIII** - In partnership with the NY / NJ Super Bowl Host Company, I LOVE NEW YORK had a strong presence on Super Bowl Boulevard with a multi-sensory video park that included scenes from all 11 vacation regions and by directly interacting with more than 15,000 visitors to inform them about NYS' skiing assets. I LOVE NEW YORK was also present at the Super Bowl Media Center and at several Super Bowl Week events.



- **Saranac Lake Winter Carnival** - I LOVE NEW YORK's presence at this New York State institution, which dates back to the 1800's and is rated the second best winter carnival in the world by National Geographic Traveler, included an I LOVE NEW YORK and Taste NY branded "Warming Tent" and distribution of promotional items at the Carnival parade that drove people to the I LOVE NEW YORK website to plan other NYS vacations.
- **NY Times Travel Show** - I LOVE NEW YORK utilized this premier consumer travel event to promote several of our tourism partners along with the Path Through History program and tourism assets from NYS Parks Recreation & Historic Preservation, the New York State Canal Corporation and the Department of Environmental Conservation.

E-Newsletter:

Each month, I LOVE NEW YORK distributes an e-newsletter to tens of thousands of email recipients highlighting upcoming events and travel offers.



AUGUST 5
I LOVE NEW YORK
AT PGA
CHAMPIONSHIP
IN ROCHESTER WITH
MEDIA NIGHT AND
TASTE NY EXPERIENCE

AUGUST 13
GOVERNOR'S
CUP WINERY
TOUR
FINGER LAKES
EVENT FOR
WINE BUYERS,
RESTAURATEURS
AND MEDIA



AUGUST 30
I LOVE NEW YORK
FALL MICROSITE
LAUNCHED



AUGUST 8
BASSMASTERS
ELITE
TOURNAMENT
ANNOUNCEMENT
COMING TO
WADDINGTON, 2014



AUGUST 22- SEPTEMBER 2
THE GREAT
NEW YORK STATE FAIR
I LOVE NEW YORK AND
I LOVE NEW YORK LGBT



THE PROGRAMS OF NYS DIVISION OF TOURISM/I LOVE NEW YORK CONTINUED



SEGMENT MARKETING INITIATIVES

Path Through History

2013 saw the launch of Path Through History, Governor Cuomo statewide initiative linking historically and culturally significant sites, locations and events throughout New York State and marketing them to visitors through a unified campaign. By highlighting New York State's rich heritage, the initiative not only showcases the state's historic and cultural impact on the nation and world, but also promotes tourism and economic development in communities across the state.

According to the 2013 Cultural & Heritage Traveler Study by Mandala Research & Consulting for the Tourism Marketing Council, cultural and heritage travel is the most productive travel segment of the travel industry, generating over 90 percent of the economic benefit of all U.S. leisure travelers. 60 percent of travelers say they are likely to take a cultural / heritage trip, up 9 percent from the previous study in 2009.



The Path Through History program includes over 500 heritage travel sites identified with input from historians and regional workgroups. The sites are broken down into thirteen distinctive themes: Arts & Culture,

Canals & Transportation, Civil Rights, Colonial History, Immigration, Innovation & Commerce, Native American, Natural History, The Revolution, Sports History, U.S. Presidents, the War of 1812 and Women's Rights.

Elements of the program include: A Path Through History website with travel tools such as an itinerary builder and events calendar; advertising placements in outlets like AAA and Amtrak publications; earned media, like Wall Street Journal's WSJ.com; branded road signage that clearly identifies Path Through History sites for more visible recognition; and creation and distribution of newly created banners, posters, brochures and collateral at places like highway rest stops.



SEPTEMBER 7
HUDSON VALLEY
WINE &
FOOD FEST
EVENT FOR
WINE BUYERS,
RESTAURATEURS
AND MEDIA



SEPTEMBER 11
FALL FOLIAGE
PROGRAM
WEEKLY UPDATE
CAMPAIGN
LAUNCHES



SEPTEMBER 19-21
I LOVE
NEW YORK
LGBT
CENTER LINK
CONFERENCE
ON LONG ISLAND



**SEPTEMBER 29 -
OCTOBER 2**
CANADA ROAD
SHOW
SALES MISSION



SEPTEMBER 8
BUFFALO BILLS
TASTE NY /
I LOVE NEW YORK
TAILGATE EVENT



SEPTEMBER 14-16
OUTDOOR WRITERS
ASSOCIATION OF AMERICA
CONFERENCE, LAKE PLACID
I LOVE NEW YORK
EXHIBITS & SPEAKS



SEPTEMBER 20-23
FAMILY TRAVEL
CONFERENCE
I LOVE NEW YORK
ENGAGEMENT
WITH 42 FAMILY
TRAVEL MEDIA





THE PROGRAMS OF NYS DIVISION OF TOURISM/I LOVE NEW YORK CONTINUED



SEGMENT MARKETING INITIATIVES CONTINUED

International Tourism

The Division of Tourism's international marketing program has been aimed at developing new travel opportunities and generating media attention for current tourism assets across all of New York State for foreign visitors. To accomplish this, the program generated publicity about New York State's tourist destinations and offerings which better allows tour operators to place New York State vacations among the trips they offer their customers. The effort has enabled sixteen tour operators in 2013 to offer new New York State programs in the UK, Ireland and Germany.

Some of the international tourism projects undertaken in 2013 include:

- A "How To Sell New York State" Guide for the travel industry in the UK and Germany
- A New York State familiarization tour for product buyers of eight tour operators from the UK and Germany

- A New York State Wine and Beer familiarization tour for seven journalists from the UK
- "How To Sell New York State" Road Shows to Canada, the UK and Germany by New York State county tourism promotion agency representatives
- Placement of 132 articles reaching 22.7 million international readers and valued at \$8.2 million
- A marketing partnership with United Airlines and a tour operator resulting in 3,000 new consumers and a 54% increase in NYS bookings for the tour operator
- A marketing partnership with Air France and a tour operator resulting in 985 new bookings to NYS, and a 62.7 percent increase in passenger sales for the tour operator
- A strategic partnership with jetBlue resulted in a doubling of flights to New York by international carrier Aer Lingus
- A one day workshop for New York State TPAs and attractions on marketing to the Adventure Travel Market, a key segment of international travel particularly for New York

NOVEMBER 5
I LOVE NEW YORK
ECO-TOURISM
INITIATIVE
LAUNCHED ON
RESPONSIBLETRAVEL.COM

NOVEMBER 19
OUTDOOR ADVENTURE
& HERITAGE TOURISM
WORKSHOPS
ALBANY

DECEMBER 9
SHOP I LOVE NEW YORK
WEB STORE
LAUNCHED

JANUARY 11-15, 2014
AMERICAN BUS ASSOC.
MARKETPLACE
I LOVE NEW YORK
REPRESENTED

NOVEMBER 5-7
WINTER TV
CAMPAIGN
FOCUS GROUPS
NINE FOCUS GROUPS
HELD IN TORONTO,
PHILADELPHIA AND
NYC

NOVEMBER 25
I LOVE NEW YORK
WINTER MICROSITE
LAUNCHED

DECEMBER 4
WINTER
MEDIA NIGHT
NYC

DECEMBER 11
REGIONAL ECONOMIC
DEVELOPMENT
COUNCIL
AWARDS OVER
\$83 MILLION
IN TOURISM
PROJECTS





- Launching a New York State Responsible Travel Guide highlighting 35 vacation destinations that are also conducting environmentally and socially responsible activities

The focus of the international marketing program for 2014 includes increasing awareness of New York State for international travelers, particularly as an add-on to a New York City vacation, as well as promoting special interest tours to New York State.

Activities and plans for this year include:

- Conducting a Skiing in New York State familiarization tour for representatives of 6 UK Winter Sports publications
- Conducting a “Planning to Benefit from Wildlife Viewing” workshop in two separate upstate locations
- Hosting a New York State Responsible Travel familiarization tour for journalists and tour operators from the UK and Germany
- Hosting a “Selling New York State” briefing in Berlin for 30 members of the Germany travel trade and media

Eco-Tourism

An increasing number of visitors are seeking out destinations that are engaging in environmentally conscious practices. In an effort to attract this market and link it with the growing number of places that are involved in such activities, I LOVE NEW YORK launched an on-line “New York State Responsible Travel Guide” at iloveny.com/ecotourism.

This first of its kind guide on the East Coast was launched in partnership with ResponsibleTravel.com, the world’s leading resource for travel consumers and professionals in the responsible travel field. The New York State Guide currently lists over 35 attractions which are conducting socially and environmentally responsible operations, many of which had not been previously marketed by I LOVE NEW YORK. New listings are being added frequently. (continued on next page)



JANUARY 20
I LOVE NEW YORK
LARGEST WINTER
TELEVISION
CAMPAIGN
IN DECADES
LAUNCHED



JANUARY 29 - FEBRUARY 1
SUPER BOWL BOULEVARD
I LOVE NEW YORK VIDEO PARK
AND SKIING PROMOTIONS



**JANUARY 31-
FEBRUARY 2**
I LOVE NEW YORK
LGBT SUPER BALL
GAY SKI WEEKEND
BRISTOL MOUNTAIN



JANUARY 27
SKIING
DIGITAL AD
CAMPAIGN
LAUNCHED



JANUARY 29
WINTER PRINT
AD CAMPAIGN
LAUNCHED
IN NATIONAL
AND REGIONAL
MAGAZINES



**JANUARY 31-
FEBRUARY 9**
SARANAC LAKE
WINTER CARNIVAL
I LOVE NEW YORK
WARMING TENT AND
PARADE PROMOTIONS



THE PROGRAMS OF NYS DIVISION OF TOURISM/I LOVE NEW YORK CONTINUED



SEGMENT MARKETING INITIATIVES CONTINUED

Eco-Tourism continued

The Eco-Tourism program also incorporates the rapidly growing adventure travel segment. The Division of Tourism conducted a one day workshop in Albany for statewide participants on marketing to the adventure travel customer. The Division also conducted a familiarization tour for journalists from six UK cycling publications and a tour operator promoting cycling tours. As a result, the tour operator created and launched international vacation packages to New York State that encourage cycling, adventure travel and running.

In addition, I LOVE NEW YORK created a brochure highlighting cycling events, adventure travel and responsible travel opportunities in New York State. I LOVE NEW YORK also secured a booth at the Adventure Travel and Cycling show in London and promoted the adventure travel segment with the tour operator offering the excursions.

2014 plans for I LOVE NEW YORK's Eco-Tourism program include hosting familiarization tours for both journalists and tour operators that feature this niche, and a webinar aimed at helping statewide tourist offices to enter additional destinations in the guide.

LGBT Travel

Travel by the LGBT community accounts for approximately \$70 billion in tourism spending in the U.S. every year. The I LOVE NEW YORK LGBT niche tourism initiative markets New York State to this important tourism segment.

The I LOVE NEW YORK LGBT program was launched in conjunction with NYC's pride events, featuring a new iloveny.com/lgbt website, and a presence in the Pride March and Festival driving people to the website and the travel tools it contains. 93 television news stories promoted the initiative to 1.8 million people, as did over 11,000 engagements on Facebook reaching 473,000 people, and 2.9 million impressions on Twitter.

FEBRUARY 6-9
ADIRONDACK SKI
PRESS TRIP

FEBRUARY 24
PUBLIC RELATIONS
CAMPAIGN FOR
ADIRONDACK CHALLENGE
WINS GOLD ADRIAN AWARD
HOSPITALITY SALES
& MARKETING
ASSOCIATION
INTERNATIONAL

FEBRUARY 14
SKI UK WINTER
SPORTS PRESS
TOUR

FEBRUARY 24
NEW AND IMPROVED
ILOVENY.COM
WEBSITE
LAUNCHED

**FEBRUARY 28-
MARCH 2**
I LOVE NEW YORK
AT NEW YORK TIMES
TRAVEL SHOW

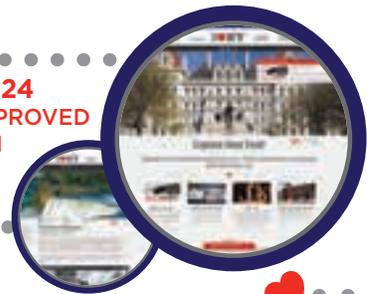
MARCH 9
WINTER
ADIRONDACK
CHALLENGE
LAKE PLACID

FEBRUARY 5
SILVER AWARD
COURIER
MAGAZINE &
NTA
FAVORITE
CULINARY
DESTINATION

**FEBRUARY
20-23**
SPRINGFIELD
SPORTSMAN SHOW
I LOVE NEW YORK
REPRESENTED

FEBRUARY 28
I LOVE NEW YORK
LGBT WEBINAR
FOR TOURISM
INDUSTRY
ON NYS LGBT
MARKET
RESEARCH

MARCH 5-9
ITB TRAVEL
TRADE SHOW
BERLIN
I LOVE NEW YORK
ATTENDED





The program has also promoted NYS tourism to LGBT consumers through live events across the state, including a national meeting of LGBT community centers, the LGBT booth at The Great New York State Fair, a Gay Ski Weekend in the Finger Lakes and the annual GLBT Expo at the Javits Center in New York City.

Group Travel

The motorcoach market is a significant source of tourism revenue for numerous New York State communities. I LOVE NEW YORK had a presence at two major national industry events in 2013: The Ontario Motor Coach Association (OMCA)

Marketplace in Ottawa, Canada and the American Bus Association (ABA) Marketplace in Nashville. Through these trade shows, Division of Tourism staff met with close to 100 tour operators to provide them with the latest information on New York State assets, group friendly events, and regional highlights from across the state, and encourage them to create and market tours to New York State regions and attractions.

Plans for the group travel market in 2014 include increased coordination of statewide motorcoach marketing activities and sales calls to tour operators in Canada and the U.S.

NEW YORK SUCCESS STORY

NEW YORK GROWS TOURISM: ADIRONDACK CHALLENGE PROMOTES NORTH COUNTRY AS A PREMIERE TOURISM DESTINATION

Over 100 canoers, 225 white water rafters and 1,000 festival goers were able to experience New York's spectacular Adirondack region like never before as part of the inaugural Adirondack Challenge. The event, held July 21-22 in and around the town of Indian Lake, included an internationally competitive amateur and professional canoe race, as well as an all-day outdoor festival with live bands, demos and displays, kids' activities and a Taste NY tent featuring samples of NY-made food and beverages.

The centerpiece of the Challenge was the Governor's Invitational Whitewater Raft Race, where tourism industry and other business leaders, labor leaders, media, commissioners and elected officials including NYS legislative leaders and New York City Mayor Michael Bloomberg joined Governor Cuomo in navigating the rapids of the Indian River.

The event had the desired result of celebrating and promoting this underexposed gem of the Empire State. Media coverage included dozens of articles in outlets such as the Associated Press, New York Times and Wall Street Journal; reports during TV newscasts all across the state; and national television pieces on CBS This Morning and the CBS Evening News.

"It was amazing how quickly the publicity garnered from the Adirondack Challenge translated into increased visitation to the Adirondack Region," said Ronald Ofner, Executive Director of the Adirondack Regional Tourism Council. "Not only did the local whitewater rafting outfitters experience one of their best seasons ever, there was also a noticeable increase in first time visitors to the Adirondacks from the New York Metropolitan area. Additionally, the subsequent advertising campaign launched by the governor and I LOVE NEW YORK positioned the Adirondacks in new markets, helping to drive year over year increases in local sales and occupancy tax collections."





THE PROGRAMS OF NYS DIVISION OF TOURISM/I LOVE NEW YORK CONTINUED



STRATEGIC PARTNERSHIPS

To make the most of tourism promotion opportunities in New York State, the Division of Tourism engages promotional partners to market the state as a premier destination through joint marketing efforts, events and other promotional activities. Some recent and current partnerships include:

- The I LOVE NEW YORK / jetBlue partnership started in 2009 and has flourished with the use of a co-branded logo in promotional efforts to drive tourists to Upstate New York. During the summer, I LOVE NEW YORK and jetBlue launched a cooperative advertising campaign utilizing out-of-home, digital and print executions to raise awareness of jetBlue's daily nonstop flights to Buffalo, Rochester and Syracuse. I LOVE NEW YORK and jetBlue also co-hosted events to introduce Taste NY, featuring New York State wine and food along with travel deals from jetBlue.
- Delta Airlines has been instrumental in helping to create an "I LOVE NEW YORK Experience" at JFK airport by facilitating out-of-home advertising space for I LOVE NEW YORK signage in terminal 4.
- As part of a developing partnership, MasterCard and the Division of Tourism are working to expand MasterCard's Priceless New York program that provides tourists and New York residents with a series of "priceless" experiences throughout the Empire State.



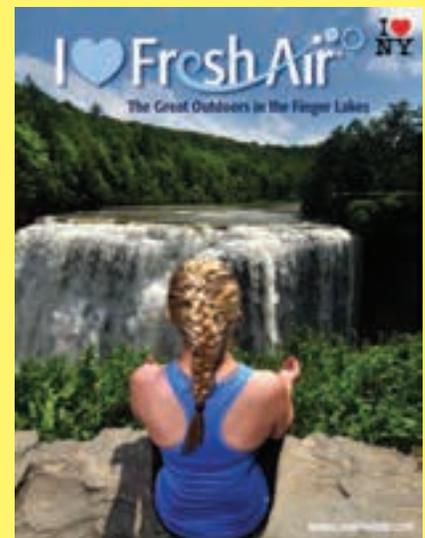
NEW YORK SUCCESS STORY

NEW YORK GROWS TOURISM: FINGER LAKES REGION, THE GREAT OUTDOORS

New York's Finger Lakes Vacation Region is a 9,000 square mile, four-season playground for outdoor enthusiasts, set against a backdrop of waterfalls and gorges to thick, cool woods to rolling hills to miles of spectacular shoreline. New York State was able to help Tioga County Tourism develop a marketing program to efficiently promote the region's natural outdoor assets that directly add to the quality of life and healthy lifestyle of visitors, and even residents.

A grant of \$110,000 through Empire State Development's Market NY Initiative allowed Tioga County Tourism to create the I ♥ Fresh Air brand and coordinated marketing and advertising campaign. This innovative initiative and the tourism resources it created -- particularly the lovefreshair.com website -- will provide an easy to use inventory of the outdoor tourism opportunities in the region's thirteen counties.

The funding resources were transformational, allowing the Finger Lakes vacation region to execute television marketing for the very first time. The funds also allowed for the effective integration of new technologies and traditional marketing methods in a way that is currently required to attract new visitors, and that would not have been possible without the additional resources.



"We are delighted to be the recipient of New York State funding toward our I Heart Fresh Air campaign," said Stella Reschke, Director Tioga County Tourism. "This original new promotion will introduce many travelers to the many wonderful outdoor experiences to be found in the Finger Lakes region."



- A 15% discount offered by Amtrak to I LOVE NEW YORK website visitors encourages travelers to travel by rail to many New York State destinations and attractions.



- A winter campaign with Ski Areas of New York (SANY) was built across multi-media platforms, encouraging visitors to come experience skiing and snowboarding in Upstate New York. The campaign included promotions such as 4th Graders Ski Free, January Learn-to-Ski Month, and Ski & Stay offers, as well as the 10-10-10 promotion, in which participating ski areas statewide offered 10,000 lift tickets for \$10 for one day only.
- A partnership with the Erie Canalway National Heritage Corridor assisted in supporting the 2013 Erie Canalway Map & Guide, which was distributed to residents and visitors throughout the Erie Canalway National Heritage Corridor and also at travel shows throughout the year. I LOVE NEW YORK's sponsorship in 2013 enabled the distribution of 60,000 copies. Additionally, the online version of the publication is introducing people from around the world to the state's canal heritage and the many ways to access and enjoy it.

MARCH 14
 I LOVE NEW YORK
 AWARDED
 BEST AFFINITY
 MARKETING
 CAMPAIGN AT UK
 TRAVEL MARKETING
 NYS FISHING PROGRAM
 WITH VIRGIN
 ATLANTIC AIRLINES,
 WYNCHWOOD TACKLE
 AND THG HOLIDAYS



MARCH 14
 SNOWBOARDING IN
 NEW YORK STATE
 FILM SHOOT WITH
 WHITELINES MAGAZINE
 #1 SNOWBOARDING
 MAGAZINE IN UK



MARCH 22-23
 THE ORIGINAL
 GLBT EXPO
 JAVITS CENTER, NYC
 I LOVE NEW YORK
 LGBT MARKETS TO
 CONSUMERS



APRIL 5 - 9
 INTERNATIONAL POW WOW
 TRADE SHOW, CHICAGO
 I LOVE NEW YORK ATTENDS



MARCH 15
 AAA TRAVEL
 MARKETPLACE
 LONG ISLAND
 I LOVE NEW YORK
 MARKETS TO
 CONSUMERS



MARCH 19
 SUMMER
 MEDIA NIGHT
 NYC

MARCH 21
 2014 I LOVE
 NEW YORK
 ROAD MAP
 PREMIERES



SUPPORTING LOCAL TOURISM PARTNERS

New York State goes beyond engaging in tourism activities itself; state government also works to support local and regional partners across New York in their tourism efforts.

FUNDING

New York State's greatest support of local and regional tourism efforts probably comes in the form of tens of millions of dollars of funding that is provided to Tourism Promotion Agents, municipalities, non-profit organizations, public benefit corporations and others to promote tourism destinations, support tourism-related special events and improve tourist attractions.

Tourism Matching Funds

The Division of Tourism administers a Tourism Matching Funds Program to provide funds to local TPAs for the planning and promotion of marketing programs. The aim of the funding is to allow local regions to reach new market areas and expand programs that will create new or sustain current numbers of overnight visitation. TPAs are encouraged to consider the most effective and efficient marketing program and media mix to stimulate tourism in the local and regional economy. They are also encouraged to work with their Regional Economic Development Councils to align tourism initiatives with the overall regional economic development plans.

Regional Economic Development Councils

In 2011, Governor Cuomo created ten Regional Economic Development Councils (REDC) and the Consolidated Funding Application (CFA) process to advance the administration's efforts to improve New York's business climate and expand economic growth.

In 2013 more than \$83 million was granted to 245 projects through this process in Regional Council Grants to support tourism in regions across the state. The grants reflect Governor Cuomo's ongoing focus on building jobs and economic growth through tourism. These grants not only support infrastructure improvements and marketing initiatives but a variety of new development projects, many of which are multi-regional collaborations.

REDC Regions	Total Number of Tourism Related Projects	Total Tourism Regional Amounts
Capital District	38	\$ 16,017,193
North Country	33	\$ 17,774,855
Southern Tier	20	\$ 11,694,173
New York City	12	\$ 6,471,660
Finger Lakes	32	\$ 6,234,952
Central New York	24	\$ 5,436,175
Mid-Hudson	21	\$ 5,123,338
Western New York	27	\$ 5,337,611
Mohawk Valley	18	\$ 3,098,492
Long Island	20	\$ 6,160,482
NYS Totals	245	\$ 83,348,931

APRIL 28-30
NEW YORK STATE HOSPITALITY & TOURISM ASSOCIATION ANNUAL CONFERENCE, SYRACUSE
I LOVE NEW YORK PRESENTED



MAY 14
METRO-NORTH'S GETAWAY DAY GRAND CENTRAL TERMINAL
FEATURING PATH THROUGH HISTORY EVENTS, REENACTORS AND EXHIBITS



MAY 2-3
FIVE BORO BIKE TOUR NEW YORK CITY
I LOVE NEW YORK BMX DEMO AND TASTE NY BEER GARDEN



MAY 14
2014 NEW YORK STATE TOURISM SUMMIT
AMERICAN MUSEUM OF NATURAL HISTORY NEW YORK CITY





Market NY

For the 2013-2014 Fiscal Year, up to \$10 million was awarded for Market NY, a program that supports regionally-themed, New York-focused projects. The goal of the Market NY grant program is to bolster tourism growth by promoting tourism destinations, attractions and special events. Additionally, the most recent round of Market NY supported capital grant funding for tourism facilities in New York. The Market NY program and each funded project focuses on supporting the Regional Council long term strategic plans for economic growth in regions, as well as attracting visitors to New York State.

See page 22-23 for Market NY Program Awards Chart

Research

Empire State Development / Division of Tourism purchases tourism research on an annual basis, not only to stay informed about the latest trends in travel and measure the impact of its marketing and promotional programs, but also to provide a powerful tool to local Tourism Promotion Agents (TPAs) and other tourism partners for use in their planning and reporting. The Economic Impact of Tourism in New York State report provides detailed information down to the county level, including data on direct spending, wages, employment and local, state and federal taxes generated as a result of visitor spending in the tourism industry. In addition, a Visitor Profile Report provides detail about the demographic profiles, state of origin, activity participation, length of stay and spending of visitors.

Workshop and Conferences

The Division of Tourism holds educational sessions to give new tools and provide best practices to tourism partners on how to better market their regions, events and assets to visitors.

In November 2013 at the Empire State Plaza in Albany, the Division hosted two simultaneous daylong workshops on marketing to outdoor adventure travelers, and attracting heritage travelers. The Adventure Travel Trade Association and the National Trust for Historic Preservation provided the educational content for the workshops. Over 200 travel and trade professional came from all over the state for these free educational workshops on two very important tourism segments.

In February 2014, I LOVE NEW YORK hosted an educational webinar on LGBT tourism with Community Marketing and Insights (CMI), one of the nation's premiere experts on LGBT market research. CMI was engaged to conduct a survey of LGBT travelers in NYC, other parts of NYS, bordering states and bordering Canadian provinces. During the webinar, 25 industry partners heard the results of the survey, how the state plans to utilize the research and how the data can inform the marketing of their own areas, attractions and tourism assets to the well-travelled LGBT market segment.

TODAY & BEYOND
THE MOMENTUM CONTINUES
EMPIRE STATE DEVELOPMENT /
DIVISION OF TOURISM

I ♥ NY®



MARKET NY GRANTS 2013-2014

APPLICANT	PROJECT	AWARDED
Finger Lakes Beer Trail Marketing and Tourism Associates, LLC	Finger Lakes Beer Trail	\$ 198,000
Catskill Center for Conservation & Development, Inc.	Completion of the Catskill Interpretive Center and Visitor Information Gateway	\$ 49,500
Discovery Center of Science & Technology	MOST energy exhibit	\$ 180,000
Western Catskills Community Revitalization Council, Inc.	Hobart Revitalization	\$ 180,000
Tompkins Cortland Community College Foundation	Creation of a Farm and a Culinary Center	\$1,300,800
Munson-Williams-Proctor Arts Institute	The Golden Age of European Painting	\$ 18,000
CNY Arts, Inc. fka Cultural Resources Council	CNY Arts Economic Development 2013	\$ 100,000
Central Terminal Restoration Corporation	Center for Restoration Arts Sciences	\$ 30,000
Greene County Economic Development, Tourism & Planning	Kaaterskill Clove	\$ 150,000
National Baseball Hall of Fame and Museum, Inc.	Mobile Application	\$ 234,000
New York Golf Trail LLC	Market Golf	\$ 150,000
Chemung County Performing Arts, Inc.	Clemens Tourism Destination Initiative	\$ 89,415
Greater Margaretville Chamber of Commerce, Inc.	Tourism Market Strategy Catskill Mountains Scenic Byway	\$ 49,500
Arts Center and Theatre of Schenectady, Inc.	Cirque Eloize Marketing Campaign	\$ 60,000
St. Joseph's College, New York	St Josephs College HTM Program Reinvigorating the LI Tourism Industry	\$ 197,551
East End Arts & Humanities Council, Inc	Long Island- Winterfest	\$ 162,000
Margaret Woodbury Strong Museum	The Strong and Toy Industry National Halls of Fame	\$ 360,000
Rock Solid Development, LLC	Catamount Resort	\$ 200,000
Inn on Schroon Lake LLC	Inn on Schroon Lake Restoration	\$ 14,095
Children's Success Fund	Wegmans LPGA Championship	\$ 250,000
Geva Theatre Center, Inc.	Historic Armory Renovations Front Center Campaign	\$ 50,000
Catskill Association for Tourism Services	Catskills Tourism Marketing to New York City	\$ 270,000
Greater Rochester Visitors Assn. Inc.	Canadian Visitation to Upstate NY	\$ 200,000
Syracuse Jet Real Estate Management, LLC	Syracuse Jet Facility	\$ 810,000



**APPLICANT****PROJECT****AWARDED**

APPLICANT	PROJECT	AWARDED
New York Wine & Culinary Center	New York Wines Foods The New American Classics	\$ 124,307
Long Island Arts Alliance, Inc.	Arts Alive LI 2014	\$ 150,000
Carey Institute for Global Good	Dutch Barn Model Brewery	\$ 108,000
Finger Lakes Association, Incorporated	Wine Water and Wonders	\$ 200,000
Long Island Wine Council	Access East End	\$ 285,000
Parks & Trails New York, Inc.	Erie Canalway Trail Shuttle Pilot	\$ 80,000
Cayuga Wine Trail, Inc.	Cayuga Lake Wine Trail Northern PA Marketing Grant	\$ 50,000
Revolutionary Spirits, LLC	Farm Distillery and Tourist Destination	\$ 47,200
Ogdensburg Bridge & Port Authority	North Country Regional Tourism CFA	\$ 1,086,750
Albany Institute of History & Art	Mystery of the Albany Mummies Spring Marketing	\$ 21,519
Lakes to Locks Passage, Inc.	Lakes to Locks Passage Geo Marketing	\$ 100,000
Wildlife Conservation Society	Cycle Adirondacks	\$ 211,750
Alliance for Coney Island	The One and Only Coney Campaign	\$ 225,000
Seagle Music Colony, Inc.	Seagle Music Colony Centennial and Campus Improvement	\$ 18,100
CenterState CEO	Destination Branding Campaign	\$ 370,000
Buffalo Niagara Convention & Visitor Bureau, Inc. (Visit Buffalo Niagara)	National Garden Festival	\$ 50,000
Adirondack North Country Association	Adirondack North Country Product Branding	\$ 100,000
Schenectady Museum Association	Suits Bueche Planetarium at miSci	\$ 20,137
Town of DeWitt	Willis Carrier Recreation Center	\$ 247,500
Niagara Tourism & Convention Corporation	WNY Branding Plan	\$ 300,000
Adirondack Association of Towns and Villages	The Adirondack Park Recreation Web Portal Project	\$ 82,500
Thomas Cole National Historic Site	Thomas Cole House	\$ 500,000
Saratoga Rowing Association, Inc	Regatta Center Saratoga	\$ 42,000
Steuben County Conference and Visitors Bureau	Southern Tier Outdoor Show Marketing Program	\$ 44,217
Finger Lakes Trail Conference	Finger Lakes Trail and NYS Parks Marketing Project	\$ 82,710
Tioga County Local Development Corporation	I Love Fresh Air Phase II	\$ 100,000

LOCAL & REGIONAL TOURISM PARTNERS

ADIRONDACKS

Adirondack Regional
Tourism Council
adk.com
800/487-6867

Clinton County /
Adirondack Coast Visitors
and Convention Bureau
goadirondack.com
877/242-6752

Franklin County Tourism
adirondacklakes.com
800/709-4895

Hamilton County
Department of Economic
Development & Tourism
adirondackexperience.com
800/648-5239

Lake Placid/Essex County
Visitors Bureau
lakeplacid.com
800/447-5224

Lewis County
Chamber of Commerce
lewiscountychamber.org
800/724-0242

Warren County Tourism
Department
visitlakegeorge.com
800/365-1050

CAPITAL-SARATOGA

Albany Convention &
Visitors Bureau
albany.org
800/258-3582

Fulton-Montgomery
Regional Chamber of
Commerce
fultoncountyny.org
800/676-3858

Rensselaer County Tourism
renscotourism.com
518/270-2900

Saratoga County
Chamber of Commerce
saratoga.org
800/526-8970

Schenectady County
Visitors Agency at Proctors
sayschenectady.org
800/962-8007

Washington County Tourism
washingtonnycounty.com
888/203-8622

CATSKILLS

Delaware County
Chamber of Commerce
greatwesterncatskills.com
866/775-4425

Greene County Tourism
greatnortherncatskills.com
800/355-CATS

CATSKILLS

Sullivan County
Visitors Association
scva.net
800/882-2287

CENTRAL NEW YORK

Broome County Convention
& Visitors Bureau
visitinghamton.org
800/836-6740

Chenango County
Chamber of Commerce
chenangony.org/tourism
877/CHENANGO

Herkimer County / Town of
Webb Tourism Department
oldforgeny.com
315/369-6983

Madison County Tourism
madisontourism.com
800/684-7320

Montgomery County
Chamber of Commerce
visitmontgomerycountyny.
com
800/743-7337

Oneida County Tourism
oneidacountytourism.com
888/999-6560

Otsego County Tourism /
Cooperstown
thisiscooperstown.com
800/843-3394

Schoharie County
Chamber of Commerce
upstatevacations.com
800/41-VISIT

CHAUTAUQUA- ALLEGHENY

Allegany County
Office of Tourism
discoveralleganycounty.com
800/836-1869

Cattaraugus County
Tourism
echantedmoutains.info
800/331-0543

Chautauqua County
Convention & Visitors
Bureau
tourchautauqua.com
866/908-4569

FINGER LAKES

Cayuga County Convention
& Visitors Bureau
tourcayuga.com
800/499-9615

Chemung County
Chamber of Commerce
marktwincountry.com
800/MARKTWIN

FINGER LAKES

Cortland County Convention
& Visitors Bureau
cortlandtourism.com
800/859-2227

Ithaca / Tompkins
County Convention &
Visitors Bureau
visitithaca.com
800/284-8422

Livingston County
Chamber of Commerce
fingerlakeswest.com
800/538-7365

Monroe County /
Greater Rochester
Visitors Association
visitrochester.com
800/677-7282

Onondaga County /
Syracuse Convention &
Visitors Bureau
visitsyracuse.org
800/234-4SYR

Ontario County / Finger
Lakes Visitors Connection
visitfingerlakes.com
877/FUN-IN-NY

Schuyler County / Watkins
Glen Chamber of Commerce
watkinsglenchamber.com
800/607-4552

Seneca County
Chamber of Commerce
fingerlakescentral.com
800/732-1848

Steuben County Conven-
tion & Visitor's Bureau
corningfingerlakes.com
866/946-3386

Tioga County Tourism
visittioga.com
800/671-7772

Wayne County
Office of Tourism
waynecountytourism.com
800/527-6510

Yates County
Chamber of Commerce
yatesny.com
800/868-YATES

GREATER NIAGARA

Erie County/Bufalo Niagara
Convention & Visitors Bureau
visitbuffaloniagara.com
888/228-3369

Genesee County
Chamber of Commerce
visitgeneseeny.com
800/622-2686

GREATER NIAGARA

Niagara Tourism &
Convention Corporation
niagara-usa.com
877/FALLS-US

Orleans County
Tourism Agency
orleanscountytourism.com
800/724-0314

Wyoming County
Chamber of Commerce
gowyomingcountyny.com
800/839-3919

HUDSON VALLEY

Columbia County Tourism
columbiacounty.com
800/724-1846

Dutchess County Tourism
Promotion Agency
dutchess tourism.com
800/445-3131

Orange County Tourism
orangetourism.org
800/762-8687

Putnam Visitors Bureau
visitputnam.org
800/470-4854

Rockland County
Department of Tourism
rocktourism.com
800/295-5723

Ulster County Tourism
ulstercountyalive.com
800/342-5826

Westchester County
Office of Tourism
westchesttourism.com
800/833-9282

LONG ISLAND

Long Island Convention &
Visitors Bureau
discoverlongisland.com
877/386-6654

NEW YORK CITY

New York City & Company
nycgo.com
800/NYC-VISIT

THOUSAND ISLANDS

Jefferson County /
Thousand Islands
International Council
visit1000islands.com
800/847-5263

Oswego County
Department of
Promotion & Tourism
visitoswegocounty.com
800/248-4386

St. Lawrence County
Chamber of Commerce
northcountryguide.com
877/228-7810

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