



Tourism and Craft Beverage Summit 2016



I ❤️ NY®

TASTE  NY™

234 million

visitors to New York State, includes
15 million international visitors

4th

largest
employment
sector in New York State



total
economic
impact of
tourism topped

\$102

billion

the highest no.
in state history

Direct
tourism
spending is up

17%

In 2015, over

\$63

billion



direct tourism
spending

17%

total economic impact
of tourism has increased

total number of visitors has
increased

15%



Hotel
Occupancy

Hotel
Occupancy
rate for New York State

year-to-date through July

72%

66%

Occupancy
rate for
United States

NEW YORK STATE

Visitation by Tourism Region

Tourism Region

Change Since 2010

1000 Islands



15.7%

Adirondacks

14.6%

Capital-Saratoga

16.2%

Catskills

14.4%

Central NY

15.3%

Chautauqua –
Allegheny



17.5%

Finger Lakes

12.9%

Greater Niagara

17.0%

Hudson Valley



13.1%

Long Island

12.1%

New York City

28.5%

Governor's Message



Whether you love the great outdoors, arts and culture, sports, craft beverages, shopping or fine dining, we have the best of all of it here in New York. Plus, our world-class tourism industry is ready to welcome, host and support all the visitors who come to enjoy the beauty and wonder of our great state.

We have worked tirelessly to maximize our unparalleled tourism offerings with a record \$150 million investment in promoting tourism in New York. This is one of the largest public commitments to this booming industry in the nation – and it's working.

The economic impact of tourism for New York is now \$102 billion, the highest in history. A record 234 million visitors came to New York last year, a 15 percent growth since 2011. The state's tourism industry now employs 894,000 New Yorkers, an increase of 16 percent since 2011, making tourism the state's fourth largest employer.

Here is just some of what made those results possible:

- We are running robust advertising campaigns on broadcasting, print, and digital platforms, while generating millions of dollars' worth of earned media and reaching millions of travelers through social media.
- We are creating our own events to promote the industry, highlight attractions and our new "I LOVE NEW YORK" travelling pod has brought our story to hundreds of thousands of potential visitors.
- We are opening tourism offices in key markets around the globe, making targeted efforts to get international tourists to visit places they may never have even heard of before.
- We are developing strategic partnerships to promote our historical sites like 'Path through History' and expanding food and beverage offerings through 'Taste NY', and we've made special targeted efforts to invite diverse groups and other travelers.
- We are making major investments in our parks and beaches, increasing our recreational wild lands, expanding our transportation hubs and convention centers, and we have revitalized our State Fair and provided millions of dollars in funding for local and regional tourism infrastructure projects.
- We have also grown our agri-tourism sector, by eliminating outdated alcohol regulations and cutting red tape across the industry, helping to grow the number of craft beverage and agri-tourism destinations by more than 183 percent since 2011. There are now more than 940 wineries, breweries, distilleries and cideries in New York State.

Today, you will be part of a broad discussion about how to further expand our tourism efforts, and attend breakout sessions on market research, digital initiatives, agri-tourism and the craft beverage industry.

Working together, we have accomplished great things. But as New Yorkers, we are never content to rest on our laurels, and I will continue to relentlessly focus on growing our tourism industry across the state.

Thank you for playing your part in these amazing accomplishments, and welcome to our fourth Tourism Summit.

Governor Andrew M. Cuomo

TOURISM

Producing Results for New York State



Ever since Governor Cuomo prioritized it as a key economic driver for New York State, tourism has grown exponentially and contributed to New York State's economy more than ever before. All of the key indicators continue to exceed previous levels.



Record breaking performance in 2015:

- Total economic impact of tourism topped \$102 billion, the highest number in state history.
- New York State welcomed 234 million visitors, including 15 million international visitors. This includes more than one quarter of all overseas visitors to the U.S, the highest number of any state.
- Direct tourism spending was \$63.08 billion.
- Tourism employment was 894,000; making it the 4th largest private employment sector in NYS.
- Tourism generated \$8 billion in state and local taxes, saving New York households \$1,100 in tax burden.



Since 2011, tourism is up across the board:

- Total economic impact of tourism is up 17%.
- Total number of visitors has increased 15%.
- Direct tourism spending is up 17%.
- Employment in the tourism sector has increased 16%.



As indicated by hotel data, 2016 is looking like another successful year for New York State tourism:

- Rooms sold and room revenue are higher year-to-date in 2016 than 2015 for both New York State and the non-NYC regions.
- Occupancy rate for New York State hotels is 72% year-to-date through July, compared to the occupancy rate for the U.S. of 66%.



Taste of Buffalo is one of the largest two-day food festivals in the US



The Adirondack Balloon Festival in Queensbury



Hyatt Place New York/ Midtown South on 52 West 36th Street

PROGRAMS

Empire State Development/I LOVE NEW YORK



♥ Advertising

I LOVE NEW YORK advertisements have run on a wide range of platforms targeted to reach all potential visitors – with everything from high visibility TV and radio ads to highly targeted print and digital efforts.



- I LOVE NEW YORK's ever-present TV advertising is geared to each season and promotes the very special destinations across our 11 tourism regions. The winter campaign focused on the array of winter sport activities and cultural institutions that New York State has to offer.
- This past summer, after extensive consumer research, I LOVE NEW YORK introduced the new theme – "New York State. It's All Here, It's Only Here." This new campaign specifically targets families, which the research showed were potentially our most likely and most profitable visitors.
- The current fall campaign continues this theme and promotes the ease of planning and finding great family destinations in New York State through the I LOVE NEW YORK mobile app and the state's vast system of tourist-friendly road signage.
- I LOVE NEW YORK continues to leverage out-of-home venues to promote travel, including through extensive efforts with the Port Authority and the MTA. These efforts promote the state's attractions on buses, subways and trains, and at New York City airports. A massive new street-level takeover outside Penn Station was also installed, right in the heart of New York City where so many of potential visitors live and work.
- Extensive road signage was installed over the summer, including at all MTA and Port Authority bridges and tunnels, to promote I LOVE NEW YORK, Path Through History and Taste NY attractions to travelers across the state.

♥ Public Relations

I LOVE NEW YORK's recent public relations efforts have generated coverage in outlets like *Vogue*, *Conde Nast Traveler*, *New York Times*, *Wall Street Journal*, *Huffington Post* and television broadcasts statewide. Since last November, over 700 broadcast, print and digital stories have created more than 1.1 billion total impressions with an advertising value of nearly \$22 million. Recent initiatives include::



- Exponential growth in the number of press familiarization trips for group and individual media to experience New York, with an emphasis on family travel media.
- Reimagined seasonal I LOVE NEW YORK Media Nights that delivered more intimate and engaging experiences in inspiring New York City settings for NYC-based travel media. This summer saw a greenmarket tour to promote agri-tourism, and a Central Park walking tour to highlight outdoor experiences.
- Expanded focus on bloggers and other new media influencers to generate content across a wide variety of social networks. A new travel industry-based PR digital program incorporating a PR Twitter handle has grown to more than 2,050 journalists and media influencer followers.
- Production and distribution of I LOVE NEW YORK Travel Tips, the long-running series of weekly 60-second radio public service announcements made available to more than 200 radio stations across the state.



Out-of-home advertising outside NYC's Penn Station



Recognizing the increased role that digital and social media play in helping consumers make travel decisions, I LOVE NEW YORK executed a broad digital marketing program.

- Since the last Tourism Summit in November 2015, iloveny.com website has seen a 22% growth in visitation and 23% growth in unique visitors.
- The I LOVE NEW YORK mobile app has had over 28,960 downloads from November 2015 to July 2016. The app has received multiple awards for its design and quality of the user experience, and most recently was selected as a Webby Honoree.
- I LOVE NEW YORK is one of the most popular travel destinations on social media with a following of over 1.7 million people across Facebook, Twitter and Instagram. I LOVE NEW YORK is the most followed Twitter account of any state tourism organization with 338,000 followers, and the third most liked Facebook page with nearly 1.4 million fans. The number of Instagram followers has grown over 237% since November 2015 (40,600 vs. 12,040).



I LOVE NEW YORK mobile app



♥ Beautiful Destinations Instagram Promotion

New York was the first state to launch a partnership with @BeautifulDestinations, the most followed travel account on Instagram.

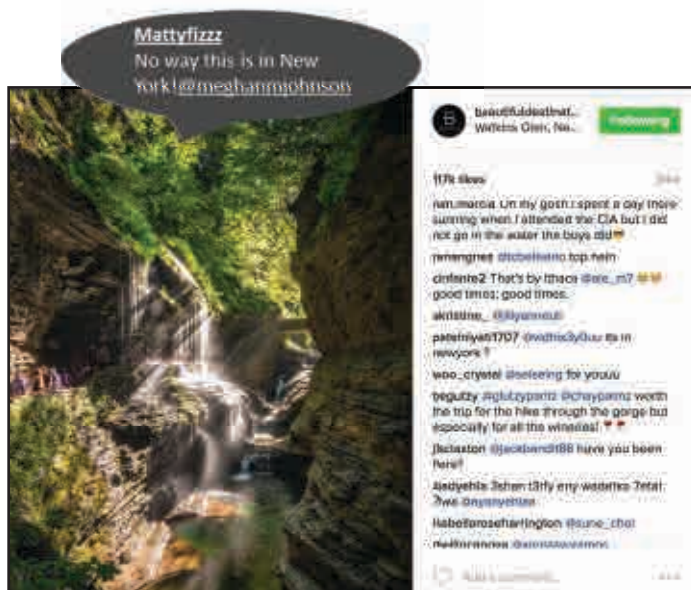


To inspire travel during the peak spring / summer tourism season, Beautiful Destinations posted one photo per week for 11 weeks to their 6 million followers, with all 11 New York tourism regions represented.

As part of the partnership, I LOVE NEW YORK also gained access to the Beautiful Destinations influencer network and high-quality photo content. This generated significant consumer engagement and travel, and turned social media followers into tourism advocates. Of those who engaged with I LOVE NEW YORK's content during this period, 5.3% traveled and posted their own New York State vacation photos to their social networks.

Overall, the campaign:

- Reached over 10 million users on Instagram.
- Generated 1.4 million engagements (likes, comments, video views) on Beautiful Destinations sourced photos.
- Grew followers on the @iloveny Instagram account by 70% (40,600 vs. 23,900).



♥ I LOVE NEW YORK Cultural Discount Promotion

For the winter 2015 season, I LOVE NEW YORK launched a cultural discount promotion, offering consumers a 15% discount at participating museums and theaters throughout the state.



As part of the campaign, I LOVE NEW YORK partnered with influential travel photographers on Instagram to provide them with exclusive access to top-line cultural institutions, replicating the popular #empty museums social media campaign pioneered at the Metropolitan Museum of Art. This put New York State museums and theaters in the same social media conversation as the Louvre, the Tate Modern and others.

In addition, I LOVE NEW YORK website provided itineraries for the surrounding area where each partnering institution is located, including attractions, restaurants and activities.

As a result of these efforts, the campaign:

- Reached over 1.3 million users and resulted in 129,251 engagements on Facebook.
- Spurred over 74,000 visits to the promotion page on the I LOVE NEW YORK website.
- Resulted in 9,169 discount coupon downloads.
- Saw a discount coupon redemption rate 25% higher than the industry average.

EVENTS AND EXPERIENTIAL MARKETING



I LOVE NEW YORK's involvement in special events across New York State -- including tourism events hosted by Governor Cuomo -- generates earned and social media, and allows for direct interaction with visitors that exposes them to the wide variety of New York travel opportunities.

- Governor Cuomo has gathered journalists, elected officials, business leaders and tourism professionals for events to promote tourism, like the Adirondack Summer Challenge, Adirondack Winter Challenge, and Bassmaster Governor's Challenge. This year saw the premiere of the first-ever Catskills Challenge, to highlight the wide range of outdoor activities in the region, from fly fishing to mountain biking. At the event, Governor Cuomo unveiled a number of initiatives to grow tourism in the region, including a \$5 million ad campaign focused on the Catskills, and new funding for municipal projects and hundreds of thousands of dollars in grants to help Catskill communities strengthen their tourism infrastructure.



Whitewater rafting at the Adirondack Challenge



I LOVE NEW YORK Pod at the Jones Beach Air Show

- The I LOVE NEW YORK Pod brings the best of New York State on the road in the form of a mobile visitor's center. Housed in a customized trailer and staffed by expert brand ambassadors, the pod utilizes highly interactive experiences like a "Travel Buddy" app with a quiz that help guests uncover their travel persona and dream destinations, and a life-sized selfie wall with iconic New York backdrops that draws social-savvy visitors. The pod's 2016 tour made 30 stops at major events in and around New York State, as well as events in surrounding states like New Jersey, Connecticut and Pennsylvania.
- The I LOVE NEW YORK aisle at the New York Times Travel Show brought 24 representatives of NYS destinations and attractions to the Javits Center in New York City for this weekend-long consumer and trade tourism event. The state's presence was maximized with trade and consumer seminars, and a pre-show familiarization tour for attending tour operators and press.

INTERNATIONAL & OVERSEAS TOURISM



To maintain New York's longstanding position as the number one destination for overseas travel, I LOVE NEW YORK engages in an aggressive international tourism marketing program, particularly focused on enticing overseas travelers planning to visit New York City to add New York State destinations to their itineraries.

- In addition to targeting Canada, I LOVE NEW YORK is now promoting travel from offices in the UK, Germany, Australia and four cities in China.
- I LOVE NEW YORK supported the activities of the Canada Marketing Committee, including through a series of Canadian sales calls and travel shows.
- In the UK, I LOVE NEW YORK worked with tour operators to promote travel for those with special interests including winter sports, hiking, birdwatching and countryside touring. A New York State *National Geographic* Magazine supplement increased awareness of the state for consumers, and a "How to Sell New York State" travel agent publication was launched.



Chinese tour operators on an I LOVE NEW YORK familiarization tour



UK National Geographic supplement

- I LOVE NEW YORK hosted a statewide familiarization tour for leadership of top Australia travel agencies and airline representatives, established an I LOVE NEW YORK advisory committee in Australia, and conducted Australia Ready Workshops in Albany, Syracuse and Buffalo.

- I LOVE NEW YORK conducted its first ever Sales Mission to China for 16 representatives of NYS destinations to meet 60 tour operators and 490 travel agents in Beijing, Shanghai and Guangzhou. These efforts enabled seven separate Chinese tour operators to develop and launch 21 new NYS travel packages. A product launch promotion was held in three cities for 130 agencies. In addition, I LOVE NEW YORK conducted the first-ever IPW post familiarization tour for Chinese tour operators. Stateside, the China Ready program enabled one NYC based Chinese receptive operator alone to introduce 23 new tours to NYS destinations and delivered over 6,000 customers.
- I LOVE NEW YORK represented New York State at key international trade shows and industry marketplaces including ITB in Berlin, World Travel Market in London and IPW in New Orleans.



I LOVE NEW YORK booth at the IPW trade show

SPECIAL MARKETING INITIATIVES



♥ Taste NY

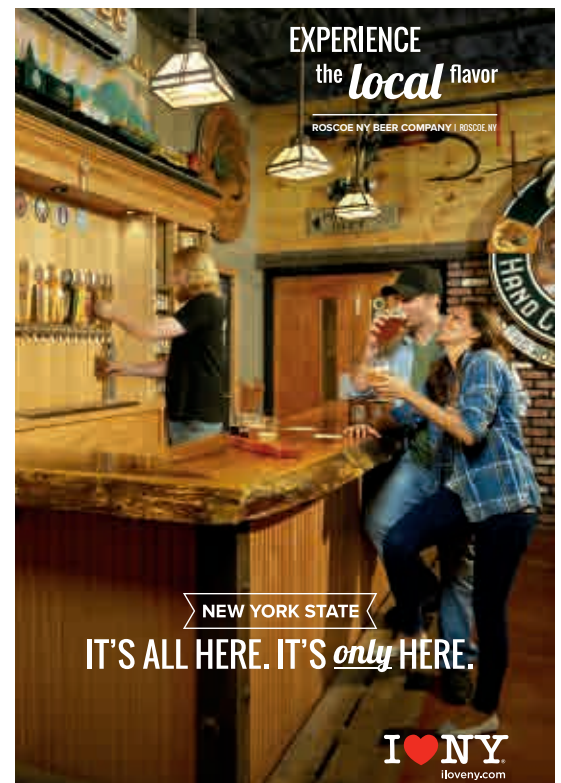
I LOVE NEW YORK promotes culinary and agri-tourism in partnership with the Department of Agriculture & Market's Taste NY program, exposing travelers to the unique food, beverage and other agriculture based experiences throughout New York State. Diversifying farm operations with a tourism component has proven profitable for many farmers like craft beverage, maple syrup and honey producers, and u-pick orchards. Agri-tourism helps New York's farmers keep their land in farming, heightens the public's awareness of agriculture's importance and provides another great reason to visit New York State. Some examples of the state's work to promote agri-tourism include:



- Targeted advertising placed on television, in print, through digital and at out-of-home outlets encouraging visitors to explore New York's wineries, breweries, cideries and distilleries. Celebrity Chef Bobby Flay lent his voice to a 2015 I LOVE NEW YORK fall tourism commercial promoting craft beer, wine and spirits destinations.
- Public relations and social media efforts to promote agri-tourism destinations, including a New York City Media Night at the Union Square Greenmarket to educate travel journalists on food and beverage attractions upstate.
- A \$50 million revitalization of the Great New York State Fair, complemented by television commercials promoting the Fair in markets outside its primary Syracuse area market.
- Over 30 Taste NY stores opened across the state to provide New Yorkers and guests with ample opportunity to sample and purchase local food and beverages.
- Taste NY concessions and a new Taste NY Bar at Jones Beach and the Nikon Theater as part of the \$36 million Jones Beach restoration.
- Promotion of the Maple Weekends in March to encourage residents and visitors to experience over 160 maple farms and museums across the state that opened their doors to guests.
- \$9 million dollars awarded to over 60 projects that supported marketing and advertising projects for the beer, wine, spirits and cider industry, including tourism-related programs.
- Familiarization trips to the Hudson Valley and the Finger Lakes to explore NYS cideries and introduce media and restaurateurs to the state's range and caliber of cider.
- A partnership with Brand USA, the nation's destination marketing organization, to promote sipping tours and famous food locations to international travelers.



Taste NY at the Empire State Plaza



Craft brewery out-of-home advertising



Taste NY at the Great New York State Fair

SPECIAL MARKETING INITIATIVES



♥ Path Through History

Path Through History is New York's heritage tourism initiative highlighting historically and culturally significant sites and events throughout the state. While Path Through History is fully integrated into the overall I LOVE NEW YORK tourism campaign, some recent specific efforts include:

- Path Through History Weekend in June where sites throughout the state held close to 500 historical events -- a 46% increase in events from the previous year -- that were then promoted across I LOVE NEW YORK's marketing platforms.
- The launch of a new Path Through History website featuring streamlined visuals, user-friendly navigation, maps to easily view pinpointed locations, foreign language translation and a trip planning tool allowing users to create and save their own itineraries.
- New Path Through History printed collateral distributed through thruway travel plazas, tourism partners and Path Through History locations.
- Collaboration with the New York State Museum to promote events during New York State History Month in November.



New Path Through History website

♥ I LOVE NEW YORK LGBT

I LOVE NEW YORK LGBT seeks to market New York State to the LGBT tourism market, which accounts for \$70 billion in domestic spending every year, by promoting travel opportunities of interest to LGBT travelers through efforts including:

- An iloveny.com/lgbt website with over 10,000 annual visits, LGBT social media posts with over 4,000 engagements in one year, and the annual distribution of over 5,000 printed LGBT travel planners.
- Targeted print and digital advertising in select LGBT outlets.
- Pitches and press tours with journalists from LGBT publications and websites, resulting in over 1.43 million impressions in outlets like *HuffPost Gay Voices*, *Time Out New York* and *Passport Magazine*.
- Activation at LGBT events including over 15 Pride celebrations across New York State, the annual LGBT Expo at the Javits Center in NYC, the Image Out Film Festival in Rochester and the first Pride Day at the NYS Fair to promote travel to attendees and sign up people for continued engagement through periodic LGBT e-mail travel updates.



Pride Day at the Great New York State Fair

CONSUMER TRAVEL TOOLS



♥ Publications

I LOVE NEW YORK creates and distributes hundreds and thousands of guides and brochures which are available through information centers, highway rest areas, local tourism promotion agencies, AAA offices, state parks, legislative offices, libraries and chambers of commerce, and by request through the I LOVE NEW YORK website and call center. For the first time in five years, I LOVE NEW YORK produced a separate Winter Travel Guide for 2016.



♥ Call Center

I LOVE NEW YORK's 800-CALL NYS travel line offers consumers options to order travel literature; hear seasonal announcements such as fall foliage reports and downhill and cross-country ski conditions; and speak with a travel consultant for assistance with travel questions.



♥ I LOVE NY Bus

Operated by Hampton Jitney, the I LOVE NEW YORK Bus service offers transportation from New York City to destinations across the state. A selection of seasonal day and overnight trips have offered a comfortable and efficient way for downstate residents and visitors to experience beaches, wine tours, ski trips and special events.



I LOVE NEW YORK aisle at Bus at Belleayre Mountain

STRATEGIC PARTNERSHIPS



♥ Airlines

I LOVE NEW YORK maintains strategic partnerships with the airlines that serve the state in order to market and promote New York as a premier tourist destination:



- Established in 2009, the I LOVE NEW YORK / jetBlue partnership utilizes a cobranded logo in promotional efforts to drive tourists to Upstate New York. In addition to its direct daily nonstop flights to Albany from Fort Lauderdale and Orlando, 'New York's Hometown Airline' began offering in June 2016 year-round daily service between Fort Lauderdale and Buffalo Niagara International Airport. Together, these flights bring thousands of passengers a week into the Capital-Saratoga and Greater Niagara vacation regions. The airline also currently announced two new routes which every day will bring passengers into New York City from Boston and Havana.
- I LOVE NEW YORK and Delta Air Lines formed an official partnership in 2015 with a cobranded logo, designed to promote travel to the eight upstate destinations served by Delta Air Lines. Since the partnership announcement, I LOVE NEW YORK and Delta have developed various promotional campaigns targeting potential visitors through out-of-home, digital, print and social media advertising throughout New York State. In addition, Delta has begun to promote New York State as a travel destination in international markets, beginning with an I LOVE NEW YORK section in the Delta Air Lines activation at the Mode Tour International Travel Show in Seoul, South Korea.

♥ Amtrak

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.



♥ New York State Fair

This year, I LOVE NEW YORK offered an expanded promotion of the Great New York State Fair to complement the Fair's marketing efforts, with a particular emphasis on motivating visitation from markets outside of the Fair's core market of Syracuse. These included markets within a 2+ hour drive of the Fair (like Albany, Buffalo, Elmira, Utica and the Hudson Valley), and those within a 4+ hour drive (like NYC, Burlington and Plattsburgh). The campaign included TV, print, digital / social media, and radio ads and promotions to let people know about all the great new things available at the Fair for a great value, particularly highlighting the \$6 early bird admission. Fair attendance reached an all-time high this year of 1,096,524 visitors, up 20% from 2015.



♥ Viator

I LOVE NEW YORK entered into a marketing partnership with Viator, the #1 reseller of tourism products in the world and a leading consumer resource for researching, finding and booking travel experiences. As a result, more than 90 non-New York City based and dozens of New York City based attractions are able to be booked on-line by travelers, a particularly powerful tool in securing international visitors.



♥ Brand USA

An increased presence with Brand USA, the nation's first cooperative destination marketing organization, provides New York State with wide exposure in international markets.



Brand USA on-line content for NYS



American Hockey League's NYS team mascots



Ice rink at Empire State Plaza



Watkins Glen International



Jet Blue partnership at JFK Airport

♥ American Hockey League (AHL)

I LOVE NEW YORK formed a partnership for the 2015-16 hockey season with the five New York State AHL teams -- the Albany Devils, Binghamton Senators, Syracuse Crunch, Rochester Americans and Utica Comets -- to leverage their multi-media promotion and advertising efforts to inspire tourism in New York State. The Syracuse Crunch also worked with I LOVE NEW YORK to promote the Toyota AHL All-Star Classic, hosted by the team in January 2016. The Classic attracted travelers from across the United States and Canada and was broadcast to a national audience. I LOVE NEW YORK's winter commercial was shown both in the stadium and on air during the televised event. Also, the iconic I LOVE NEW YORK logo was featured on the ice, throughout the arena and in other marketing efforts, including print and digital.



♥ World Racing Group

I LOVE NEW YORK entered into a five-year partnership with World Racing Group to promote the Dirtcar Racing series held every fall in the Central NY region. The partnership will promote both this unique event and the region overall, further developing a positive impact on tourism and tourism spending in the region. World Racing Group will work with I LOVE NEW YORK to leverage their print, online, television and onsite advertising for a minimum of \$500,000 in media exposure to promote and increase visitation and spending in the region and throughout the state, increase the perception of New York State as a premier tourism destination, and inspire sports tourism overall in the state.



♥ ANC/MAAC Events

A partnership with ANC Sports Enterprises LLC helped promote MAAC (Metro Atlantic Athletic Conference) sporting events held throughout New York's Capital Region. These events not only hosted a significant number of visitors, but were also promoted on ESPN, allowing New York State to leverage this partnership to a national and international audience.



♥ Funding

Millions of dollars in state funding are available to Tourism Promotion Agents (TPAs), municipalities, nonprofit organizations, public benefit corporations and others to market destinations, support special events and improve attractions across New York State. Efforts are made so that funded tourism initiatives are aligned with the overall economic development plans created by the state's 10 Regional Economic Development Councils (REDCs).



- In 2015, more than \$81 million was awarded through the state's Consolidated Funding Application (CFA) process to approximately 247 projects that support tourism, including tourism infrastructure improvements, marketing initiatives, new development projects and multi-regional collaborations.
- Market NY, a specific tourism grant program within the REDC initiative, promotes regionally themed marketing projects that promote tourism destinations / attractions and existing / new special events, as well as regional tourism facility infrastructure improvements. Almost \$12 million of Market NY funding for 50 tourism-related projects was announced during the Governor's Regional Economic Development Council Round 5 awards ceremony in Albany this past December.
- I LOVE NEW YORK administers a Tourism Matching Funds Program that in 2015 made \$4.3 million available to 62 counties. These funds supplement local funding and enable localities to reach new market areas and expand programs that sustain or boost overnight visitation through efforts such as digital marketing, production of printed media, advertising, website development, research and attendance at travel shows.

♥ Trainings

I LOVE NEW YORK provided in-person and web-based trainings to give local and regional travel partners additional tools for promoting tourism in New York State, including:

- China Ready and Australia Ready Workshops, and an International Tourism Marketing Forum that enabled hosts to understand the unique characteristics of international customers, and specific needs of travel trade businesses that make their travel arrangements.
- How to Become a Wildlife Viewing Destination workshops in Washington and Madison Counties to help market nature-based tourism assets in New York State.
- Two statewide webinars showing partners how to benefit from I LOVE NEW YORK partnership with Viator, the world's leading web-based travel booking service.
- Bi-monthly digital marketing webinars sharing best practices with partners, and providing a forum to highlight regional and local success stories.
- I Love New York International Marketing Tourism Forum in Syracuse discussing how attractions, organizations and businesses can work to better serve and attract international tourists with presentations by representatives from I LOVE NEW YORK offices in China, Australia, Germany and the UK.

♥ Research

I LOVE NEW YORK 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 TPAs and other tourism partners for use in their planning and reporting. Tourism data available includes:



- Visitor economic impact data like spending, taxes generated, labor income, employment and total economic impact.
- Hotel industry performance data like occupancy, RevPAR and ADR by tourism region.
- International visitation to the U.S. and New York State.



LOCAL & REGIONAL TOURISM PARTNERS

ADIRONDACKS

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

Clinton County
goadirondack.com
877/242-6752

Franklin County
adirondacklakes.com
800/709-4895

Hamilton County
adirondackexperience.com
800/648-5239

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

Lewis County
adirondackstughill.com
800/724-0242

Warren County
visitlakegeorge.com
800/95-VISIT

CAPITAL-SARATOGA

Capital-Saratoga
Tourism Region
capital-saratoga.com
800/732-8259

Albany County
albany.org
800/258-3582

Fulton County
44Lakes.com
800/676-3858

Rensselaer County
renscotourism.com
518/270-2959

Saratoga County
saratoga.org
800/526-8970

Schenectady County
visitschenectady.com
800/962-8007

Washington County
washingtonnycountry.com
888/203-8622

CATSKILLS

Catskill Tourism Region
visitthecatskills.com
800/342-5826

Delaware County
greatwesterncatskills.com
866/775-4425

Greene County
greatnortherncatskills.com
800/355-CATS (2287)

Sullivan County
scva.net
800/882-CATS (2287)

CATSKILLS (continued)

Ulster County
ulstercountyalive.com
800/342-5826

CENTRAL NEW YORK

Central NY Region
visitcentralnewyork.com

Broome County /
Greater Binghamton
visitbinghamton.org
800/836-6740

Chenango County
chenangony.org
877/CHENANGO

Herkimer County /
Town of Webb
oldforgey.com
877/OLD-FORGE

Madison County
madisontourism.com
800/684-7320

Montgomery County
visitmontgomerycountyny.com
800/743-7337

Oneida County
oneidacountytourism.com
888/999-6560

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

Schoharie County
upstatevacations.com
800/41-VISIT

CHAUTAUQUA- ALLEGHENY

Chautauqua-Allegheny Region
visitwesternny.com
800/242-4569

Allegany County
discoveralleganycounty.com
800/836-1869

Cattaraugus County
enchantedmountains.com
800/331-0543

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

FINGER LAKES

Finger Lakes Tourism
Promotion Agencies
FingerLakesTravelNY.com
888/408-1693

Cayuga County
tourcayuga.com
800/499-9615

Chemung County
marktwaincountry.com
800/MARK-TWAIN

FINGER LAKES

Cortland County
experiencecortland.com
800/859-2227

Ithaca / Tompkins
visitithaca.com
800/284-8422

Livingston County
fingerlakeswest.com
800/538-7365

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

Onondaga County /
Syracuse
visitsyracuse.org
800/234-4SYR

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

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

Seneca County
fingerlakescentral.com
800/732-1848

Steuben County / Corning
corningfingerlakes.com
866/946-3386

Tioga County
visittioga.com
800/671-7772

Wayne County
waynecountytourism.com
800/527-6510

Yates County
yatesny.com
800/868-YATES

GREATER NIAGARA

Greater Niagara Region
greaterniagarausa.com
800/622-2686

Erie County / Buffalo Niagara
Convention & Visitors Bureau
visitbuffaloniagara.com
888/BUFFALO

Genesee County
visitgeneseeny.com
800/622-2686

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

Orleans County
orleanscountytourism.com
800/724-0314

Wyoming County
gowyomingcountyny.com
800/839-3919

HUDSON VALLEY

Hudson Valley Tourism
travelhudsonvalley.com
800/232-4782

Columbia County
columbiacountytourism.org
800/724-1846

Dutchess County
dutchesstourism.com
800/445-3131

Orange County
orangetourism.org
800/762-8687

Putnam County
tourputnam.org
845/808-1015

Rockland County
rocktourism.com
800/295-5723

Ulster County
ulstercountyalive.com
800/342-5826

Westchester County
westchestourism.com
800/833-9282

LONG ISLAND

Long Island Convention &
Visitors Bureau
discoverlongisland.com
877/FUN-ON-LI

NEW YORK CITY

NYC & Company
nycgo.com
800/NYC-VISIT

Bronx
ilovethebronx.com
718/590-3518

Brooklyn
nycgo.com/brooklyn
718/802-3820

Queens
itsinqueens.com
718/263-0546

Staten Island
statenislandusa.com
718/816-2000

THOUSAND ISLANDS

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

Oswego County
visitoswegocounty.com
800/248-4386

St. Lawrence County
northcountryguide.com
877/228-7810