



NEW YORK STATE SENATOR

Jose M. Serrano

Senator Serrano Participates in Governor Cuomo's Tourism Summit to Explore Ways to Boost New York Economy

José M. Serrano

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(Albany, NY) - As the Ranking Member of the State Senate's Cultural Affairs, Tourism, Parks and Recreation Committee, José M. Serrano participated in Governor Andrew Cuomo's Tourism Summit to discuss new and innovative ways to showcase New York's wonderful seasonal attractions in order to boost New York tourism statewide. Governor Cuomo moderated a discussion among industry leaders, business owners, and other stakeholders to discuss and develop new tourism initiatives.

"New York State is home to some of the best parks, lakes, beaches and cultural organizations in the country," said Senator Serrano. "Collectively, the tourism industry supports over 700,000 jobs statewide and acts as a critical economic engine across the state by contributing \$92 billion in economic activity. New York is already a major destination location for tourists all across the world, but we must continue to work together to develop new ideas to showcase the uniqueness that our State has to offer. Whether it's hiking along the scenic Appalachian Trail, or enjoying a wonderful theatrical production on Broadway, there truly is something for everyone in New York State."

Senator Serrano is a vocal advocate in support of our state parks and cultural organizations, with a full understanding that these sectors are major economic engines for our state. "We've seen how the arts and culture have been a driving force within the economy of New York City, and they're a major draw for businesses both large and small. This Tourism Summit will help explore ways to better promote

artistic and cultural enclaves in other parts of New York State, and hopefully yield similar benefits to what we've seen in New York City," said Senator Serrano.

"I applaud Governor Cuomo for hosting this important summit and making the revitalization of our State's tourism sector a top priority. It is clear that New York State has, and with proper support, will remain one of the most diverse and inviting destinations in world," concluded Serrano.

For more information on today's summit and to learn more about tourism in New York State, please visit: <http://www.governor.ny.gov/press/05082013/Largest-Tourism-Campaign-in-Decades>.