



NEW YORK STATE SENATOR

Jose M. Serrano

# **Serrano Legislation Designed to Increase Tourism Passes New York State Senate**

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***Bill Sponsored by Senator Serrano will Increase Hits to 'I Love NY' State Tourism Website***

(Albany, NY) - The New York State Senate passed a bill ([S1025/A5311](#)), sponsored by Senator José M. Serrano, requiring the placement of the New York State ['I Love NY'](#) logo and official tourism website link on state agency websites where advertisements or public service announcements are disseminated. Individuals visiting state agency websites will then have the opportunity to directly link to the 'I Love NY' website to preview some of the wonderful attractions that New York has to offer.

"New York's cultural sector is a huge draw for tourists from every corner of the world, thus creating a positive economic effect for other industries like hotels, shops, restaurants, and other attractions," said Senator Serrano. "This bill will build on that by increasing access to the 'I Love NY' website at a very minimal cost. The result will be an increase in tourism spending for the State and a more user friendly experience for the visitor," continued Serrano.

With the bill having passed the New York State Senate, it is now referred to the New York State Assembly for a vote, where it is sponsored by Assemblymember Didi Barrett.