

2021-J136

Senate Resolution No. 136

BY: Senator BRESLIN

MEMORIALIZING Governor Andrew M. Cuomo to proclaim
January 26, 2021, as Explore NY Travel & Tourism Day
in the State of New York

WHEREAS, This Legislative Body is justly proud to memorialize
Governor Andrew M. Cuomo to proclaim January 26, 2021, as Explore NY
Travel & Tourism Day in the State of New York, in conjunction with the
observance of National Plan For Vacation Day; and

WHEREAS, Travel and tourism are vitally important to both the
economic and emotional health and well-being of the people of the State
of New York; and

WHEREAS, In 2019 New York State tourism generated a record-high
economic impact of \$117.6 billion, personal income for New Yorkers of
\$39.8 billion, and state and local tax revenues of \$9.1 billion (\$1,246
per NYS household); tourism is New York State's third-largest industry
but 2020 COVID-19 conditions have suppressed the New York State Travel
Tourism economy by 72%, creating 48% industry unemployment; and

WHEREAS, The stress and isolation of the COVID-19 pandemic has
caused New York State residents significant stress and anxiety, and
Planning Travel Powers Positivity research demonstrates that
anticipating travel delivers significant mental health benefits - that

exploring, contemplating, developing and booking future travel generates happiness and can alleviate stress during the COVID-19 pandemic; and

WHEREAS, The Explore NY At Home Initiative is intended to encourage New York residents to alleviate COVID-19 isolation, stress and anxiety and build pride of place by exploring the virtual tours, activities, travel guides and experiences provided online by I LOVE NY as well as New York State's destinations, attractions, museums, parks and campgrounds to Find the NY You Love from home; and

WHEREAS, Through collaborative initiatives like Explore NY At Home, the New York State Tourism Industry Association (NYSTIA) strives to advance New York State economic growth, job creation, quality of life and pride of place by facilitating the success of its members and realizing the potential of New York State's tourism industry; and

WHEREAS, We encourage individuals to use these online resources to virtually explore and discover all the NY experiences they have never had, the NY places they have never been, and the NY places they miss and want to visit again; and

WHEREAS, With 11 geographically diverse regions, New Yorkers have a plethora of vacation choices to explore in our great Empire State, whether it is awe-inspiring city lights to Adirondack high peaks, Finger Lakes wine trails, and the mist of Niagara Falls; and

WHEREAS, We urge that when the time is right, New Yorkers plan vacation travel in-state, and in so doing help re-employ New York State residents, support the survival of New York State businesses large and

small, revitalize New York State communities, and restore state and local tax revenues; and

WHEREAS, We rally New Yorkers to think about their home state when making their 2021 travel and vacation plans and remind them that when the time is right, New York State destinations will be open, accessible, safe and ready to provide experiences and create memories to treasure for years to come; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to memorialize Governor Andrew M. Cuomo to proclaim January 26, 2021, as Explore NY Travel & Tourism Day in the State of New York, in conjunction with the observance of National Plan For Vacation Day; and be it further

RESOLVED, That copies of this Resolution, suitably engrossed, be transmitted to The Honorable Andrew M. Cuomo, Governor of the State of New York; and the New York State Tourism Industry Association.