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## **I LOVE NEW YORK ANNOUNCES LAUNCH OF MOBILE APP AND TELEVISION AD PROMOTING NEW YORK STATE TOURISM**

*Explore thousands of NYS tourism attractions and events now available at the touch of a button, including Path through History and Taste NY locations*

*Television spot features unique recreational activities and tourism attractions, now more easily discovered with the new app*

Empire State Development's Division of Tourism today announced the launch of a new, free I LOVE NEW YORK mobile app to promote New York State tourism. Through the app, users and visitors on the go can easily explore the best of travel in the State and more effectively get information on thousands of destinations, attractions and events, including Path Through History and Taste NY locations. The Division also announced the launch of a new television ad, designed to further grow the State's tourism industry. The ad can be seen [here](#) and began running today in major markets, in-state as well out-of-state, on early morning shows and cable networks.

"Tourism is one of our State's greatest assets when it comes to creating jobs and growing regional economies," said Empire State Development President, CEO and Commissioner Kenneth Adams. "With the launch of this free app and a new television ad, we're spreading the word about all we have to offer and making it easier than ever to explore New York – and that supports economic activity in communities across the State."

The free downloadable app features:

- A simple step-by-step concierge function to quickly find the perfect travel itinerary;
- Location-based alerts for top destinations;
- Hundreds of unique events that can be saved to the device's calendar app; and
- Dozens of curated adventures.

Click [here](#) and [here](#) to view screenshots of the app.

The app also provides instant access to Google maps, a service that helps visitors navigate their way to places to stay, food and drink locations and attractions, and can be personalized with the use of interest-based filters to help visitors plan the perfect vacation or outing. Integration with email, Twitter and Facebook allows visitors to easily share their favorite finds with family and friends. The I LOVE NY app is initially available for iPhone and Android devices. To download the free app, visit the [iTunes](#) or [Google Play](#) app store on your device or go to [www.iloveny.com/mobile](http://www.iloveny.com/mobile).

In addition, I LOVE NEW YORK's winter tourism campaign includes television advertisements that highlight New York's vast recreational activities and tourism attractions that are now more easily discovered with the help of the new I LOVE NEW YORK app. Some of the unique destinations featured in the spots include The Strong Museum in Rochester, The Gideon Putnam Resort and Spa in Saratoga Springs and the Catamount Ski Area in Hillsdale.

ESD Division of Tourism Executive Director Gavin Landry said, "New York State has seen an incredible boost to its tourism industry with the Governor's support. By launching this new mobile app and television commercials during the very busy winter tourism season, we will build off the current momentum and draw even more visitors to events and attractions around the State."

As a result of the Governor's support for tourism, the industry has seen an increase in spending, state and local tax revenue, visitors and employment. In 2014, New York's tourism industry is projected to generate direct spending of \$62 billion, producing an estimated \$7.8 billion in state and local taxes. The number of visitors to New York is estimated to have increased by 8.75 million and projected to finish at 227.5 million visitors, a 4% increase in 2014. As the fourth largest employment sector in New York, the tourism industry also added 22,000 jobs in 2014 for an average of 852,000 jobs, and generated more than \$18.5 billion in wages. One out of every 12 jobs in New York is tourism-related.

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