



For Immediate Release: July 3, 2011

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NEW YORKERS FALLING IN LOVE WITH STAYCATIONS QUINNIPIAC UNIVERSITY POLL FINDS

July 3, 2011, New York, New York - Statement by Kenneth Adams, President, CEO & Commissioner of Empire State Development, which administers the I LOVE NEW YORK campaign, in response to the Quinnipiac University poll released today:

“The results of the Quinnipiac University poll reaffirm what we already knew – New Yorkers love New York State and cherish a wealth of great vacations within its borders. From the bright lights and fast pace of our cities to the wide-open wilderness, historic sites, and culture of our small towns, it’s simply a great place to visit. And they’re not keeping it a secret: 85 percent would recommend that out-of-state family or friends discover all that a New York State vacation offers.

The only thing New Yorkers don’t love is when they have to forgo vacation plans because of high gas prices. New Yorkers work hard and they deserve a break, and that’s why I LOVE NEW YORK’s online summer campaign “More Smiles Per Gallon” (www.iloveny.com) highlights all the incredible affordable destinations that New Yorkers can experience close to home on a single tankful of gas.

Summer is officially here and there’s no better way to spend time with family and friends. With all there is to see and do this summer, it’s easy to discover even more reasons to love New York. ”

About More Smiles Per Gallon

In May, in response to the rising price of gas, I LOVE NEW YORK launched its ‘More Smiles Per Gallon’ summer campaign. By visiting www.iloveny.com vacationers can access an online guide and planning tool highlighting 15 adventures in New York State that can be taken on a single tank of gas. Links provided with each itinerary connect visitors with the attractions and destinations they will be visiting, as well as links to regional tourism websites for further information on dining, lodging, summer events listings, and summer travel packages and promotions.

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