



NEW YORK STATE SENATOR

Jose M. Serrano

## Statement from Senator José M. Serrano Re: Record-Breaking 48.7 Million Tourists in NYC in 2010

JOSÉ M. SERRANO January 4, 2011

| ISSUE: **ARTS AND CULTURE**

"In many ways the cultural community has always been at the forefront of economic recovery - most recently, after the devastating events of September 11th, 2001. Particularly, tourism has a proven track record for serving as an economic catalyst during difficult fiscal times. Today's announcement by Mayor Bloomberg regarding the record-breaking number of visitors to New York City during 2010, further emphasizes these points.

"New York City'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 hospitality and retail. Areas that have experienced revitalization in recent years have always had a cultural community leading that charge. Having served as Chair of the Cultural Affairs, Tourism, Parks and Recreation Committee from 2009 to 2010, I know, firsthand, the importance of supporting the cultural sector to invigorate the economy and to improve quality of life for our residents.

"I applaud Mayor Bloomberg for his leadership on revitalizing the tourism industry, and for his support for tourism groups throughout the City. Following today's news of the 48.7 million tourists who visited New York City in 2010- a 7 percent increase from 2009, I am certain that the City's goal of attracting 50 million annual visitors by 2012 will become a

reality. I look forward to working with the Mayor and my colleagues to reach that goal."

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