

I LOVE NEW YORK GIVING SUMMER VACATION RELIEF WITH VALUE-ADDED OFFER:
STAY TWO NIGHTS, GET THIRD NIGHT FREE

I LOVE NEW YORK making summer travel more affordable and convenient

New York, NY-

New York State just got even easier to love.

Consumers looking for a money saving deal this summer will get some value-added vacation relief from I LOVE NEW YORK (www.iloveny.com), the State's tourism promotion agency. I LOVE NEW YORK has partnered with more than 215 lodging properties across the entire Empire State to create a special book two nights and get the third night free offer.

"Despite changes in the economy and tourism trends, summer is still the ideal time to pack the suitcases and escape to one of New York's countless destinations," said Upstate Empire State Development Chairman Daniel C. Gundersen. "With its endless mountain trails, exciting cities, clear lakes and waterways, pastoral farmlands and vineyards, New York has it all. And, right now there's the added bonus as I LOVE NEW YORK continues to help consumers plan money-saving getaways that provide memories for a lifetime."

"Summer is finally here and New York is the place to be!" said Empire State Development Corporation Downstate President Avi Schick. "We encourage all vacationers, including the more than 80 million people who live within a three-to-five hour drive of New York State, to take advantage of these special offers for an inexpensive and convenient summer getaway."

The state is also partnering with Amtrak and Enterprise Rent-A-Car to make summer traveling in New York more convenient. Travelers can save 20 percent on fares to all New York State destinations served by Amtrak and/or receive a five percent discount on Enterprise car rentals at Amtrak and MTA Metro North Railroad station stops. Guests can make reservations as well to utilize Enterprise's "We'll Pick You Up" service. The special promotion is running now through Labor Day Weekend and may be planned by visiting www.iloveny.com/summer.

According to Thomas Ranese, chief marketing officer of I LOVE NEW YORK, the State recognizes consumers' desire for a nearby, fun, yet economically sensible vacation destination, especially with the challenges posed by rising gas prices.

"We know that now more than ever, vacationers are looking to get the most out of their travel dollars, seeking to beat the prices at the gas pump with travel opportunities close to home," said Ranese. "This summer, New York State has a great offer that not only gives travelers a break in getting to their chosen destinations, but one that keeps on giving all

through the trip, including great savings on lodgings, area discounts and plenty of ideas for having fun once you get there.”

Vacationers can choose from a range of offerings, including rustic cabins, Victorian bed and breakfasts, world-class hotels and family lodges. Many properties are also offering packages with local attraction and dining values (check with specific properties for details and dates of availability for lodging offer).

Dan Murphy, president of the New York State Hospitality & Tourism Association, said, “Our hotel partners agreed that we want to do everything we can to ensure people get to take the vacations they deserve this summer. There is just so much to see and do here, whether it is beaches, waterfalls, wineries, hiking, shopping or just relaxing. We want to remove any barriers that high gas prices might provide by providing values that help offset the greater expense of travel.”

David Lim, chief marketing officer of Amtrak, said: “We are grateful to our partners in the State of New York and to Governor Paterson for their continued support of Amtrak and passenger rail. We hope that the discount fare promotion announced today will encourage travelers to experience New York State’s diverse destinations and enable them to enjoy the state’s wonderful scenery as they travel along the Empire Corridor.”

Carol Ash, commissioner of the New York State Office of Parks, Recreation and Historic Preservation, said: “New York State’s park system offers visitors unique and exciting vacation destinations at affordable prices right in our own backyard. From golfing where the best professionals in the game play to technical rock climbing, and from camping on a secluded island to touring a home designed by Frank Lloyd Wright, everyone can find something they enjoy doing at our diverse parks and historic sites.”

New York State’s user-friendly tourism Web site, www.iloveny.com, has everything vacationers need to map a fun-filled getaway, including links to participating hotels, state parks and historic sites, as well as nearby summer activities. The site also maps the Amtrak stations and Enterprise Rent-A-Car outlets to make getting there even easier. Also, for the first time, travelers can create a custom brochure tailored to their personal interests.

Ranese noted that the newly re-tooled Web site and value-added offer are both part of the newly revitalized I LOVE NEW YORK campaign that was recently announced by Governor David A. Paterson.

“We want people to realize just how much there is to experience here in New York,” he said.

“This is an exciting time to live, work and, especially visit the State and we’re hoping we’re making it easy for people to love New York, either for the first time or all over again.”

(Please note that specific terms and conditions, booking requirements and restricted dates apply for each discount.)

About New York State

New York State features 11 beautiful vacation regions. New York’s attractions span from landmarks such as Niagara Falls, the Empire State Building and Allegany State Park to lesser-known treasures like the Baseball Hall of Fame in Cooperstown and the Museum of Glass in Corning. Whether it’s wide-ranging outdoor activities like fishing, hiking and boating, culinary wonders and farm-to-table fresh foods, or the rich history and culture of one of the 13 original colonies, New York State offers diverse activities for all travelers. For more information visit www.iloveny.com. Media can find press releases and more at thebeat.iloveny.com.

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