

STATE OF NEW YORK

6694

2017-2018 Regular Sessions

IN SENATE

June 13, 2017

Introduced by Sen. FUNKE -- read twice and ordered printed, and when printed to be committed to the Committee on Rules

AN ACT to amend the economic development law, in relation to developing a senior tourism program

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. Legislative intent. The legislature recognizes that the
2 renewed focus on the tourism industry in New York state led to all-time
3 high levels of tourism. The legislature also recognizes that a large
4 portion of the state's population is aging. It is the intent of this
5 legislature to create a state tourism program focused specifically on
6 seniors in an effort to encourage them to choose New York state as their
7 vacation destination. This program will not only bolster the reputation
8 of New York as a tourist destination for all, but provide increased
9 employment opportunities in the tourism sector and encourage seniors to
10 age actively.

11 § 2. The economic development law is amended by adding a new article
12 5-F to read as follows:

ARTICLE 5-F

SENIOR TOURISM PROGRAM

Section 181-f. Definitions.

181-g. Senior tourism program.

17 § 181-f. Definitions. For the purposes of this article the following
18 terms shall have the following meanings:

19 1. "Senior" shall mean persons aged sixty-five and older;

20 2. "Senior friendly attraction" shall mean a tourism attraction that
21 optimizes opportunities for seniors in order to enhance their quality of
22 life.

23 § 181-g. Senior tourism program. 1. The commissioner, in conjunction
24 with the commissioner of parks, recreation and historic preservation,
25 and the director of the office for the aging and in consultation with

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

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1 applicable local government officials shall develop and implement a
2 senior tourism program. Such program shall identify senior-friendly
3 tourism attractions in each of the state's tourism regions. In identify-
4 ing specific tourism attractions to be included in the program, consid-
5 eration shall be given to attractions that can be linked to surrounding
6 artistic, cultural, historical, and entertainment attractions or other
7 tourism destinations.

8 2. The senior tourism program shall identify for visitors of senior
9 friendly attractions the surrounding attractions, restaurants, lodging
10 and other exhibits or places of entertainment.

11 3. The commissioner shall conduct a public outreach campaign to inform
12 the public of the senior tourism program and the senior friendly
13 attractions in such program. Such information shall be publicly avail-
14 able and posted on the websites of the department, the office of parks,
15 recreation and historic preservation, and the office for the aging.

16 § 3. This act shall take effect on the ninetieth day after it shall
17 have become a law.