

# STATE OF NEW YORK

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8161--A

2017-2018 Regular Sessions

## IN ASSEMBLY

June 1, 2017

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Introduced by M. of A. LUPARDO, BARRETT, MAYER, GOTTFRIED, THIELE, JAFFEE, BRINDISI, FAHY, McDONALD, ENGLEBRIGHT, TITONE, MURRAY, RA, DICKENS, ORTIZ, D'URSO, BLAKE, JONES, GUNTHER, GALEF, WILLIAMS, VANEL, CROUCH, ROSENTHAL, GLICK -- Multi-Sponsored by -- M. of A. BARCLAY, BRAUNSTEIN, COOK, CRESPO, MAGEE, M. L. MILLER, NOLAN, SIMON, WEINSTEIN -- read once and referred to the Committee on Tourism, Parks, Arts and Sports Development -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

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:

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

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

### ARTICLE 5-F

#### SENIOR TOURISM PROGRAM

##### Section 181-f. Definitions.

##### 181-g. Senior tourism program.

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

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

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

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

4     § 181-g. Senior tourism program. 1. The commissioner, in conjunction  
5     with the commissioner of parks, recreation and historic preservation,  
6     and the director of the office for the aging and in consultation with  
7     applicable local government officials shall develop and implement a  
8     senior tourism program. Such program shall identify senior-friendly  
9     tourism attractions in each of the state's tourism regions. In identify-  
10    ing specific tourism attractions to be included in the program, consid-  
11    eration shall be given to attractions that can be linked to surrounding  
12    artistic, cultural, historical, and entertainment attractions or other  
13    tourism destinations.

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

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

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