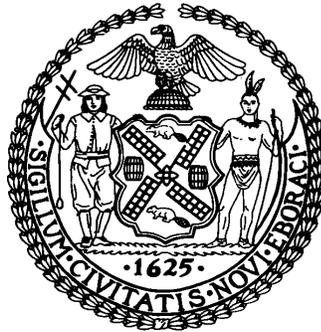


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THE COUNCIL OF THE CITY OF NEW YORK

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**COMMITTEE ON CULTURAL AFFAIRS, LIBRARIES,
& INTERNATIONAL INTERGROUP RELATIONS**

Hon. Jimmy Van Bramer, Chair

November 29, 2018

The Economic Impact of the City's Tourism Infrastructure and Cultural Attractions

INT. NO. 1276: By Council Members Powers, Vallone and Van Bramer

TITLE: A Local Law to amend the administrative code of the city of New York, in relation to the creation of a tourism economy dashboard

ADMINISTRATIVE CODE: Adds a new section 22-825

I. INTRODUCTION

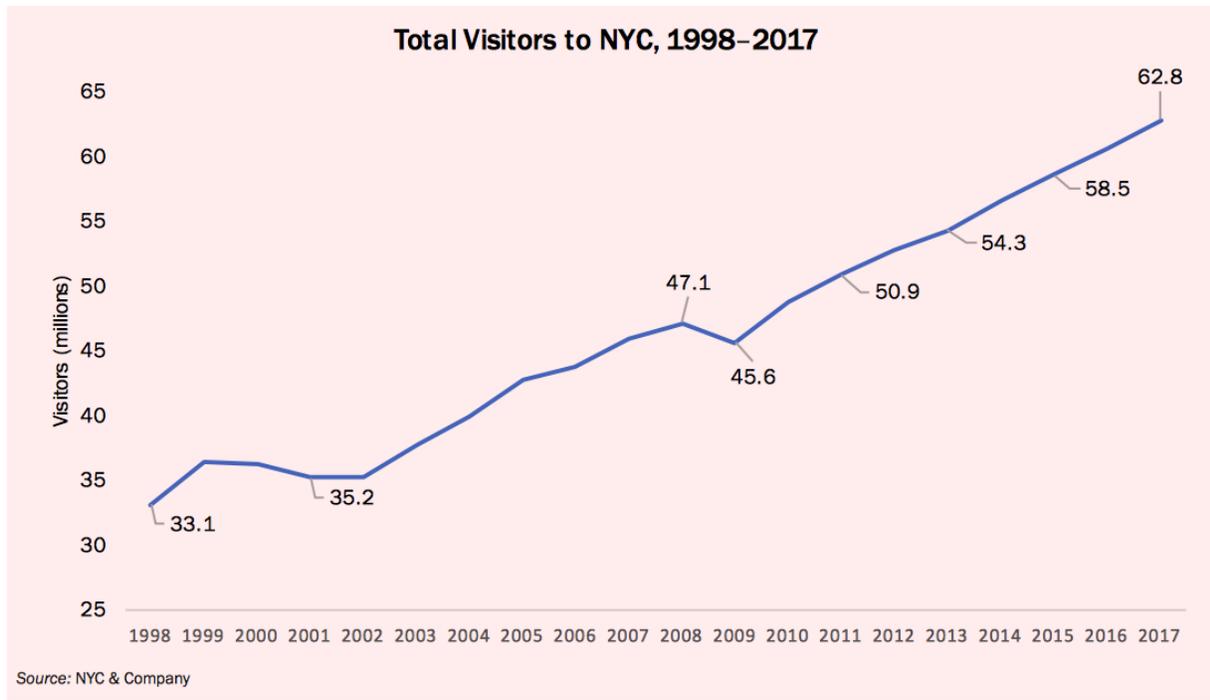
On November 29, 2018, the Committee on Economic Development, chaired by Council Member Paul Vallone, jointly with the Committee on Cultural Affairs, Libraries, & International Intergroup Relations, chaired by Council Member Jimmy Van Bramer will hold a legislative and oversight hearing entitled *Oversight: The Economic Impact of the City's Tourism Infrastructure and Cultural Attractions* and on Introductory Bill Number 1276 (Int. No. 1276), a local law to amend the administrative code of the city of New York, in relation to the creation of a tourism economy dashboard. Those expected to testify include representatives of the New York City Economic Development Corporation (“NYCEDC”), the Department of Cultural Affairs (“DCLA”), NYC & Company, and interested members of the public.

II. BACKGROUND

New York City (“NYC” or “the City”) has experienced a remarkable rise in tourism over the past 20 years.¹ In 1998, there were approximately 33 million visitors to the City; in 2017, there were nearly 63 million, a near 100 percent increase over two decades.² (See **Figure: Total Visitors to NYC, 1998-2017**)

¹ See Center for an Urban Future, *Destination New York*, 1, 3 (Sept. 2018), available at <https://nycfuture.org/research/destination-new-york>; Brendan Krisel, *NYC Breaks Tourism Record For 8th Straight Year, City Says*, PATCH (Mar. 21, 2018), available at <https://patch.com/new-york/new-york-city/nyc-breaks-tourism-record-8th-straight-year-city-says>

² See *id.*



Source: Center for an Urban Future

This high level of tourism confers significant economic benefits to the City but also presents challenges for the City’s tourism infrastructure. It also significantly impacts many sectors of the City’s economy, particularly the tourism-related industries of accommodation, arts, entertainment, recreation, food service, retail, and transportation.

Tourism Fuels the City’s Economy

Not surprisingly, one of the sectors that has witnessed the most growth due to tourism is the City’s hotel and accommodation industry. In less than ten years, the City has increased hotel rooms by more than 50 percent, and in the past two decades, the accommodations industry has added 12,125 jobs, a 31 percent increase.³ While the majority of hotel jobs remain in Manhattan, the outer boroughs have also experienced significant growth in the number of available hotel jobs:

³ See *id.* at 20; See also Ivan Pereira, *Tourism has Grown to the 4th-Largest Job Sector in NYC, Employing 291,000-Plus: Report*, AM NEW YORK (May 7, 2018), available at <https://www.amny.com/news/nyc-tourism-economy-1.18440840>.

198 percent growth in Brooklyn, 37 percent in Queens, 52 percent in the Bronx, and 27 percent in Staten Island.⁴ Additionally, two-thirds of the roughly 80 hotels built since 2015 have been in the outer boroughs.⁵

Tourism also benefits the City's restaurants, retail, and transportation sectors. The impact of tourism on NYC-based restaurants and bars, especially, cannot be understated. A full quarter of restaurant sales volume in the City comes from tourists, and tourists spent \$9.1 billion at food and drinking establishments in 2016.⁶ In the past two decades, out of town visitors frequenting NYC bars and restaurants generated such an increase in volume that the number of jobs in the City's food service industry nearly doubled to 298,000 employees since the year 2000.⁷ Similar to the hotel industry, visitors to the City are now traveling well beyond traditional Manhattan destinations and venturing to outer borough locations.⁸ According to restaurant owners, tourists' enthusiasm for exploring the diverse and specialized culinary offerings that make up New York's food landscape has made a tremendous fiscal difference, including during times of year when many regular customers are out of town, such as August.⁹ Part of this phenomenon is due to an increase in culinary tourism, which now manifests in what is commonly known as the "food tour."¹⁰ Sampling the foods of NYC is now a destination in and of itself and tourists are booking restaurant reservations in advance along with air travel and hotel rooms.¹¹ From iconic

⁴ See *id.* at 4 (Center for an Urban Future, *Destination New York*)

⁵ See *id.* at 20

⁶ See *id.* at 4

⁷ See *id.* at 14

⁸ See *id.* at 14-15

⁹ See *id.* at 15

¹⁰ See Elaine Glusac, *Eating and Drinking Your Way Through A Trip, and Learning Something in the Process*, NEW YORK TIMES (May 18, 2018), available at <https://www.nytimes.com/2018/05/18/travel/food-tours.html>; Nora Walsh, *Seven Chef-Led Food Tours That Explore Cuisine and Culture at the Same Time*, NEW YORK TIMES (May 18, 2018), available at <https://www.nytimes.com/2018/10/04/travel/food-tours-chefs.html>; See also The Culinary Travel Guide, *5 of the Most Popular NYC Food Tours* (last visited Nov. 21, 2018), available at <https://theculinarytravelguide.com/popular-food-tours-new-york-city/> (providing examples and descriptions of food tours that evidence the evolution of this industry).

¹¹ See *id.*

delicatessens to pizza and unique epicurean delicacies, neighborhood food tours in each borough have grown to accommodate thousands of annual participants.¹² Other industries effected include the retail industry. In 2016 alone, tourists spent \$8.7 billion shopping in New York and accounted for nearly one-fifth of all retail spending in the City.¹³ Travel technology is also experiencing significant growth and the City is home to two dozen travel tech startups, many of which have started in the last five years.¹⁴

Finally, tourism is a major driver of the City's arts, entertainment, and recreation economy. Broadway theaters, performing arts venues, and the City's 33 institutions in the Cultural Institutions Group ("CIG")¹⁵ saw an increase from 17.5 million visitors in 2006 to 23.2 million visitors in 2016, with each of these areas being a major driver of the tourism industry on their own.¹⁶ According to the Broadway League, a trade association that publishes an annual report on the health of the musical theater industry in New York, Broadway contributed more than \$12.6 billion to the economy. In fact, 7.6 million tickets (or 62.5 percent of all tickets) in the 2017-2018 season were purchased by tourists, showing that the industry is one of the greatest tourist attractions in the City.¹⁷ Attendance at Broadway shows has grown by 1.8 million people since the 1997-1998 season, with much of the growth directly attributed to tourists living outside the metropolitan area.¹⁸ Additionally, Broadway ticket sales support over 12,500 jobs ranging from

¹² *See id.*

¹³ *See id.*, *supra* note 1 at 12.

¹⁴ *See id.* at 18

¹⁵ The CIG is comprised of 33 member institutions that exist in a public-private partnership with the City. The CIG includes art and natural history museums, historical societies, theaters, concert halls, performing art centers, botanical gardens and zoos. Member institutions operate as nonprofit organizations whose mandate is to provide cultural services to all New Yorkers. *See Id.*; http://home2.nyc.gov/html/dcla/html/funding/institutions_links.shtml.

¹⁶ Half of this increase is specifically from out-of-town tourists.

¹⁷ *See* The Broadway League, *Broadway Facts* (last visited Nov. 21, 2018), *available at* <https://www.broadwayleague.com/research/statistics-broadway-nyc/>.

¹⁸ *See id.*

actors, stagehands, carpenters and audio engineers.¹⁹ Ticket sales not only support the work of the theater-related jobs, but also fuel local restaurants that host before and after theatre dining, as well as the transportation industry, including sightseeing transport (tour buses, boats, etc.), public transportation, and ride-hailing services.²⁰

With an eye toward specific institutions, the Metropolitan Museum of Art (“the MET”), the Whitney Museum of American Art, and the Museum of Modern Art (“MoMA”) all report that 73 percent of their annual visitors are tourists.²¹ Further, and on par with the City’s restaurants, the City’s arts and cultural institutions now attract visitors well beyond Manhattan. In Brooklyn and Manhattan alone, employment at museums has increased over 81 percent within the past 15 years.²² The Brooklyn Museum and the Brooklyn Academy of Music also report a surge of international visitors.²³

Tourism Creates Well-Paying, Accessible Jobs

As tourism grows, tourism-related industries have continued to serve as a major source of well-paying jobs, to offer opportunities for entry-level work, and to offer opportunities for growth to people without college degrees, young people, immigrants, and people of color.²⁴ According to NYC & Company, the City’s tourism marketing organization, the tourism and hospitality sector directly employs 291,084 people in the City.²⁵ In 2016, the Mayor’s Office reported that tourism sustained more than 375,000 jobs in the City.²⁶ Further, according to New York State Department

¹⁹ See *id.*

²⁰ In 2017, tourists accounted for \$7.8 billion spent in this sector. See *id.* at 18.

²¹ See *id.*, *supra* note 1 at 6

²² See *id.* at 16

²³ See *id.* at 17

²⁴ See *id.* at 24

²⁵ See *id.* at 4

²⁶ See OFFICE OF THE MAYOR, *Mayor de Blasio Announces Total NYC Visitors Surpasses 60 Million for First Time* (Dec. 19, 2016), available at <http://www1.nyc.gov/office-of-the-mayor/news/963-16/mayor-de-blasio-total-nyc-visitors-surpasses-60-million-first-time>.

of Labor figures for the same year, the average annual wage was \$62,000 for accommodations-related jobs and \$71,000 for arts, entertainment, and recreation-related jobs.²⁷ Hotel jobs in particular are a very reliable source of middle-class jobs, with union hotels offering middle class salaries, full benefits, and opportunities for advancement.²⁸ While the food services and retail sectors tend to offer comparatively lower wages, research shows that the food and retail jobs attributed to tourism have higher average salaries than the industry overall: 48 percent higher for tourism-attributable food service jobs and 24 percent higher for tourism-attributable retail jobs.²⁹ Tourism-related jobs are also highly accessible to New Yorkers of different backgrounds and a diverse array of locations within the City. Of workers in tourism-related industries, 66 percent have less than a college degree, 36 percent are young adults between the ages of 16-29, 65 percent are non-white, and 54 percent are immigrants.³⁰ The benefits of this tourism-associated employment are felt in the five boroughs: 87 percent of tourism workers live across all five boroughs, compared to 77 percent of workers in other industries.³¹

Challenges

While tourism has clear economic benefits for the City, it also presents challenges. The sheer number of tourists strains the City's already over-crowded and aging airport, subway, and road infrastructure.³² The City also has untapped opportunities with regard to economic structuring and strategy. Tourism has yet to be treated as an industry in-and-of-itself by the City's economic development initiatives, even though the significant revenue-generating and employment benefits

²⁷ See New York State Department of Labor, *Quarterly Census of Employment and Wages (QCEW) 2000 – 2016* (last visited Nov. 21, 2018), available at https://labor.ny.gov/workerprotection/laborstandards/PDFs/FAQs_NonProfit_and_State2016.pdf.

²⁸ See *id.*; *supra* note 1 at 22.

²⁹ See *id.* at 23.

³⁰ See *id.* at 24.

³¹ See *id.* at 4, 24.

³² See *id.* at 25-28

tourism brings to the City could be enhanced by a mechanism for the City to analyze tourism metrics. Global competition for tourists also presents a challenge, as NYC competes with other world-class cities that are comparatively less expensive and spend more per capita on marketing to attract tourists.³³ Further impacting the global competition is the potential “Trump effect” on international travel. The Trump Administration’s negative rhetoric directed at other countries and threats to tighten visa restrictions may present a challenge in attracting tourists, but it remains to be seen how big of an impact this so-called “Trump effect” may have on tourism and the City’s economy.³⁴ While international tourism to New York City has not declined since the end of 2016, the U.S. did see a four-percent decline in international tourism overall in the first half of 2017.³⁵ Additionally, a Pew survey of people in 37 countries found that the share of respondents who had a positive perception of the U.S. was at 49 percent in June 2017, down from 64 percent in early January.³⁶

III. INFRASTRUCTURE

The City’s airport, subway, and road infrastructure needs improvement to handle the high level of tourism and keep tourists coming back. Subway infrastructure is in need of major repair and plagued with overcrowding and delays, a situation that impacts tourists, commuters, and residents alike. The region’s three major airports are also plagued with delays, due in part to outdated air traffic control systems that don’t allow for as many flights per hour as modern

³³ See *id.* at 11

³⁴ See Patrick McGeehan, *New York City Expects More Tourists, but Fewer International Visitors* (Nov. 19, 2017), available at <https://www.nytimes.com/2017/11/19/nyregion/new-york-city-tourism.html>; Cailey Rizzo, *Are Tourists Really Canceling Their Trips to the U.S. Because of Trump?*, *Travel + Leisure* (Jan. 22, 2018), available at <https://www.travelandleisure.com/travel-tips/travel-trends/trump-tourism-to-us-is-down>.

³⁵ See *id.*, *supra* note 1 at 30.

³⁶ See *id.*; NYC & Company, the City’s tourism marketing organization, said that its marketing strategy in 2017, which included phrases like “Welcoming the World” and “All are Welcome,” was driven by the Administration’s negative rhetoric. See Martha White, *Don’t Listen to Washington, Tourist Organizations Try Telling Foreigners*, *NEW YORK TIMES* (Jan. 14, 2018), available at <https://www.nytimes.com/2018/01/14/business/media/tourism-trump.html?action=click&module=RelatedCoverage&pgtype=Article®ion=Footer>.

systems.³⁷ In 2018, a study based on airport arrival data from the U.S. Department of Transportation for the 50 busiest U.S. airports between 2008 and 2017 found that Newark, LaGuardia, and JFK Airports ranked among the ten worst airports for on-time summer travel – the worst, second worst, and fourth worst, respectively.³⁸ To make things even more challenging for tourists experiencing these delays, none of the airports offer more than 30 minutes of free WiFi, except for the JetBlue Terminal at JFK.³⁹

Another complication is that it is comparably difficult to get to and from the City’s airports. To use JFK Airport as an example, the airport has an AirTrain that connects to the subway, but it is not the one-seat ride that tourists find in many other cities, and the heavily congested Van Wyck Expressway is rarely a better option.⁴⁰ LaGuardia Airport lacks a subway connection at all. Additionally, when navigating their way to and from airports, there is almost nothing to guide tourists. The AirTrain-to-E Train connection at Jamaica Station has no signage to welcome tourists or help them navigate their way to destinations in the City, beyond what is there for the general public.⁴¹ Newark Airport is similar in that there is no signage at Penn Station for tourists coming to the city from the airport.⁴²

Several airport infrastructure improvements underway that could lend to a solution to these issues. In 2016, construction began on an \$8 billion redesign of LaGuardia airport, which will consolidate and connect terminals to reduce the aircraft ground congestion and gate delays. The first half of the project, which will replace Terminal B with a modern central terminal, is expected to be open to the public in 2019 and be completed by 2021. The redesign of Terminals C and D

³⁷ *See id.*; *supra* note 1 at 26.

³⁸ *See* Sarah Berger, *The Best – and Worst – Airports for On-Time Summer Travel*, CNBC (May 25, 2018), available at <https://www.cnbc.com/2018/05/15/best-and-worst-airports-for-on-time-summer-travel.html>.

³⁹ *See id.* at 25

⁴⁰ *See id.* at 26

⁴¹ *See id.*

⁴² *See id.*

are also expected to be completed by 2026.⁴³ In 2018, Governor Cuomo also announced plans for an AirTrain connecting LaGuardia Airport to the 7 Train and Long Island Railroad at Willets Point station.⁴⁴ Also in 2018, Governor Cuomo announced a \$13 billion plan to improve JFK Airport by 2025.⁴⁵ The plan calls for two new terminals, adding and expanding the size of gates, modernizing on-airport infrastructure to reduce congestion, and \$1.5-2 billion to improve roadway access on the Van Wyck and Kew Gardens Interchange. It also calls for upgrading the AirTrain to handle increased capacity and exploring a one-seat ride subway connection.⁴⁶

The City has also made efforts to offer more alternative transportation options in recent years, including ferries. The City launched a citywide ferry system on the East River, NYC Ferry, in 2017.⁴⁷ NYC Ferry now operates six routes, and tickets are \$2.75, the same as a subway ticket.⁴⁸ According to NYCEDC's latest figures, the ferry system has an average weekday ridership of 18,000 passengers, and average weekend day ridership of 28,000 passengers.⁴⁹ NYCEDC is launching a feasibility study in 2018 to study potential new routes and/or landings to complement the existing system.⁵⁰ While not a substitute for the subway, increased ferry infrastructure could

⁴³ See Vincent Barone, *LaGuardia Airport Construction Explained: Renovation Plans, Timeline, Funding and More*, AMNEWYORK (Oct. 1, 2018), available at <https://www.amny.com/transit/laguardia-airport-construction-explained-renovation-plans-timeline-funding-and-more-1.12268455>.

⁴⁴ See OFFICE OF THE GOVERNOR, *Governor Cuomo Signs Legislation Advancing Laguardia Airtrain Project*, (June 25, 2018), available at <https://www.governor.ny.gov/news/governor-cuomo-signs-legislation-advancing-laguardia-airtrain-project>; Emma G. Fitzsimmons, *Plans for AirTrain to La Guardia Airport Move Ahead Amid Criticism*, NEW YORK TIMES (June 25, 2018), available at <https://www.nytimes.com/2018/06/25/nyregion/airtrain-la-guardia-manhattan-cuomo.html> (explaining this route has been criticized by some for being too circuitous and expensive, but plans are moving ahead).

⁴⁵ See OFFICE OF THE GOVERNOR, *Governor Cuomo Announces \$13 Billion Plan to Transform JFK Into a World-Class 21st Century Airport* (Oct. 4, 2018), available at <https://www.governor.ny.gov/news/governor-cuomo-announces-13-billion-plan-transform-jfk-world-class-21st-century-airport>.

⁴⁶ See *id.*

⁴⁷ See NYC Mayor's Office, *All Aboard: Mayor de Blasio Launches NYC Ferry* (May 1, 2017), available at <http://www1.nyc.gov/office-of-the-mayor/news/277-17/all-aboard-mayor-de-blasio-launches-nyc-ferry#/0>

⁴⁸ See NYC Ferry, <https://www.ferry.nyc/routes-and-schedules/>

⁴⁹ See NYCEDC, "NYC Ferry Has Nearly 92% On-Time Performance; NYCEDC Launches 2018 Ferry Feasibility Study," September 18, 2018, available at <https://www.nycedc.com/press-release/nyc-ferry-has-nearly-92-time-performance-nycedc-launches-2018-ferry-feasibility-study>

⁵⁰ See *id.*

offer New Yorkers and tourists alike an alternative way to get around the City as well as sightseeing from the river.

Finally, the City's streets, especially in certain heavily-trafficked areas, are straining to accommodate the influx of tourists. The number of tour buses has quadrupled since 2013, which exacerbates traffic congestion.⁵¹ Tour bus parking is also becoming a problem, as the majority of the Department of Transportation ("DOT")'s designated bus layover areas are all located within a 42-block radius on the West Side between 30th and 51st Streets, rather than being spread out across the city. The Hell's Kitchen neighborhood has also been particularly hard hit with the influx of buses, due to its proximity to Times Square, Port Authority Bus Terminal, and street pick-up/drop-off areas for some bus companies.⁵² Overcrowding on sidewalks and pedestrian zones is also a challenge, especially in Times Square, Herald Square, and Rockefeller Center, which get, on average, between 5,000 and 8,000 pedestrians per hour between noon and 2:00PM on a Saturday, compared to 1,600 people per hour for NYC streets on average.⁵³

IV. ECONOMIC PLANNING

Another issue that intersects with the influx in tourism is that fact that tourism is not treated as a bona fide sector of the economy in the City's workforce development planning.⁵⁴ New York Works, the de Blasio Administration's plan to create 100,000 jobs across five sectors in ten years, does not include tourism as a sector.⁵⁵ However, the City does operate industry-partnerships, through which it works with teams of industry experts to bridge gaps between labor market supply

⁵¹ See *id.*; *supra* note 1 at 28.

⁵² See *id.* at 29.

⁵³ See *id.* at 28.

⁵⁴ See *id.* at 30-31.

⁵⁵ See OFFICE OF THE MAYOR, *New York Works* (last visited Nov. 20, 2018), available at <https://newyorkworks.cityofnewyork.us/>.

and demand. These include two industry partnerships in healthcare and technology,⁵⁶ and one for food services and hospitality.⁵⁷ While food services and hospitality are tourism-related industries, the partnership has so far mainly focused on food services and has been slow to materialize.⁵⁸ There is also no industry-partnership for tourism as a whole,⁵⁹ and the City's economic development entities do not treat tourism as a distinct sector of the economy when tracking employment trends and producing economic research and analysis.⁶⁰ It should be noted that the City does work with an official tourism-marketing organization that tracks tourism trends and markets, NYC & Company.⁶¹ The City contributes \$21.5 million to its total budget of \$38.6 million, but its budget is lower than that of other cities that NYC competes with for tourists, including but not limited to: Los Angeles (\$49.7 million), Barcelona (\$78 million), and Shanghai (\$210.8 million).⁶² In fact, NYC & Company's budget equates to less than \$4.50 spent per capita on tourism promotion, which is less than other smaller cities, including Denver, Chicago, and Portland.⁶³

V. CULTURAL INSTITUTIONS

Individual cultural, art, and creative institutions in NYC have made efforts to accommodate the increasing rise in tourism and have a dramatic impact on both the tourist industry and the City's status as a global destination. Over the past decade, both MoMA and the MET have expanded their

⁵⁶ See OFFICE OF THE MAYOR, *Career Pathways* (last visited Nov. 20, 2018), available at <https://www1.nyc.gov/site/careerpathways/strategy/industry-partnerships.page>

⁵⁷ See NYC Small Business Services, *NYC Department of Small Business Services Launches NYC Food & Beverage Hospitality Council* (Sept. 28, 2016), available at <https://www1.nyc.gov/site/sbs/about/pr20160928-HospitalityCouncil.page>.

⁵⁸ See *id.*

⁵⁹ See *id.*; *Supra* note 1 at 35

⁶⁰ See *id.*, at 32.

⁶¹ See NYC & Company, *Who We Are* (last visited Nov. 20, 2018), available at <https://business.nycgo.com/about-us/who-we-are/>.

⁶² See *id.*; *supra* note 1 at 10

⁶³ See *id.* at 11

visiting hours to seven days a week in an unprecedented move designed to capitalize on increased attendance by all patrons.⁶⁴ The MET also encourages more foreign tourists by having a multi-language website and attending tourism conventions around the world.⁶⁵ While cultural institutions depend upon a steady stream of tourist visits to help keep revenues constant all year round, when coupled with seasonal and popular major exhibitions, these non-profit organizations can maximize their viability and ensure the necessary healthy fiscal climate that supports the acquisition of new collections, and in kind, attract new and return visitors.

The incomparable world-renowned experiences of the City's museums, theatres and landmark destinations like the Statue of Liberty and Ellis Island, serve to ensure New York's place as a first class destination, but "cultural tourists" also present challenges to cultural institutions, which can include issues of accessibility and costs associated with the City's various modes of transit. Ease of use within airport terminals, subway delays, overcrowded trains, increases in base fares for taxis and for-hire vehicles, as well as navigating crowded streets and sidewalks as a result of the boom in City tour buses, all add up and require extra effort from tourists choosing New York as their destination.⁶⁶ Fluid economic and political factors, including but not limited to the Trump Effect, may also influence tourism and as a result, visits to cultural institutions.⁶⁷

The aforementioned efforts underway to address many of the City's challenges, including the redesign of parts of JFK and LaGuardia Airports, readily accessible alternative modes of

⁶⁴ *See id.*

⁶⁵ Metro Focus, *Tourists Support the Arts, But Not All, in NYC* (Aug. 15, 2012), *available at* <https://www.thirteen.org/metrofocus/2012/08/tourists-help-the-nyc-arts-economy-thrive/>.

⁶⁶ *See id.*

⁶⁷ *See* Patrick McGeehan, *New York City Expects More Tourists, but Fewer International Visitors* (Nov. 19, 2017), *available at* <https://www.nytimes.com/2017/11/19/nyregion/new-york-city-tourism.html>; Cailey Rizzo, *Are Tourists Really Canceling Their Trips to the U.S. Because of Trump?*, *Travel + Leisure* (Jan. 22, 2018), *available at* <https://www.travelandleisure.com/travel-tips/travel-trends/trump-tourism-to-us-is-down>; Gina Martinez, *Mayor: NYC Tourism on the Rise*, *TIMESLEDGER* (Apr. 3, 2018), *available at* https://www.timesledger.com/stories/2018/13/nyctourism_2018_03_30_q.html.

transportation—including bike-sharing and increased ferry services—and the sustained and dependable quality of life and increased public safety that has kept the City’s crime rates at their lowest levels for the past 27 years⁶⁸ will also contribute to these institutions’ success and ability to adapt to change.⁶⁹ The City’s cultural institutions will continue to flourish if people feel safe and secure in availing themselves of everything there is to offer in one of the world’s most iconic destinations.

VI. LEGISLATIVE ANALYSIS OF INT. NO. 1276

Int. No. 1276 would require an entity designated by the mayor to create a website containing an online dashboard that publishes information about the impact of tourism on the City’s economy. The website would include information about consumer spending by both visitors and residents towards tourism-related industries, as well as information about employment in tourism-related industries.

⁶⁸ See e.g., The City of New York, *Create NYC: A Cultural Plan for the City of New York* (last visited Nov. 20, 2018), available at <http://createnyc.org/en/home/>.

⁶⁹ See *id.*

Int. No. 1276

By Council Members Powers, Vallone and Van Bramer

A LOCAL LAW

To amend the administrative code of the city of New York, in relation to the creation of a tourism economy dashboard

Be it enacted by the Council as follows:

1 Section 1. Subchapter 2 of chapter 8 of title 22 of the administrative code of the city of
2 New York is amended by adding a new section 22-825 to read as follows:

3 § 22-825 New York city tourism economy dashboard. a. Definitions. For the purposes of
4 this section, the following terms have the following meanings:

5 Accommodation. The term “accommodation” means any room, group of rooms or building
6 in which someone may, as a visitor, stay, including, but not limited to, hotels, motels, apartments
7 used for less than 30 days, homestays, bed and breakfasts, guestrooms and hostels.

8 Arts, entertainment and recreation. The term “arts, entertainment and recreation” means,
9 but is not limited to, performing arts, spectator sports, museums, art galleries, historical sites and
10 other amusement and recreation industries.

11 Food services. The term “food services” means any restaurant, bar, drinking establishment
12 or other establishment in which people may imbibe food and drinks.

13 Tourism-related industries. The term “tourism-related industries” means industries related
14 to any of the following: accommodation, arts, entertainment and recreation, food services, retail
15 trade, transportation and travel arrangements and reservation services.

16 Transportation. The term “transportation” means, but is not limited to, air transportation,
17 water transportation, taxi and limousine service, public transportation and scenic and sightseeing
18 transportation

1 Travel arrangements and reservation services. The term “travel arrangements and
2 reservation services” means, but is not limited to, any services retained to facilitate arrangements
3 for travel within, and to, the city and any services retained to secure admission to arts,
4 entertainment and recreation events.

5 b. An office or agency designated by the mayor shall develop and administer a New York
6 city tourism dashboard website which shall provide data about the tourism economy in the city.
7 Such website shall be developed and made accessible to the public within 90 days of the effective
8 date of the local law that added this section. The website shall be updated by the first business day
9 of every second month.

10 c. Content on the website required by subdivision b of this section shall include information
11 about consumer spending in tourism-related industries. The information required by this
12 subdivision shall be:

- 13 1. Aggregated by borough;
- 14 2. Disaggregated by industry;
- 15 3. Disaggregated by percentage of spending by visitors to the city; and
- 16 4. Disaggregated by percentage of spending by residents of the city.

17 d. Content on the website shall also include information about employment in tourism-
18 related industries. Such information shall be aggregated by borough of employment, disaggregated
19 by industry, salary range and borough of residence and include, but need not be limited to:

- 20 1. The number of individuals employed in tourism-related industries;
- 21 2. The average annual salary of individuals employed in tourism-related industries; and
- 22 3. The borough of residence of individuals employed in tourism-related industries.

1 e. By the first business day of every second month, each contracted entity shall submit to
2 the speaker of the council an electronic file in .xls format, containing the raw data forming the
3 basis of the information required by subdivisions b, c and d of this section.

4 § 2. This local law takes effect immediately.

GZ
LS #8603 & 8647
11/09/18 1:00PM