



NYSHTA

NYS HOSPITALITY & TOURISM ASSOCIATION

New York State Hospitality & Tourism Association

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2024 Advocacy Priorities

BUDGET

Short-Term Rentals

NYSHTA's short-term rental bill requires listings like Airbnb to register with the state, submit proper sales and occupancy taxes, have insurance, safety, and security measures in place. It passed the Senate in 2024. The Governor had a version of tax collection in her Executive Budget.

Tourism Promotion Matching Grants

The Executive Budget reduces funding for the Tourism Promotion Matching Grant Program by \$1 million, to \$2.45 million. The enacted 2023 Budget funded this program at \$3.45 million. Lobby efforts have begun to restore to \$3.45 million.

Sunset the COVID Sick Leave Law

Current law requires employers to provide sick leave benefits, paid family leave, and disability-related benefits for employees subject to a quarantine due to COVID. As a result of the expiration of both State and Federal emergency orders, the Governor is proposing to sunset the State's COVID-19 Sick Leave Law as of July 31, 2024.



2024 Advocacy Priorities

BUDGET (cont.)

I Love New York Program

The “I Love NY” program itself provides statewide marketing strategies establishing partnerships and implementing programs to encourage visitation. There is an allocation of \$2.5 million for the program in the Governor’s Executive Budget Proposal.

Support for the Following Proposals

- Market NY – \$8M
- Regional Economic Development Council (REDC) Program – \$150M

2024 Advocacy Priorities



LEGISLATIVE

NY Junk Fee Prevention Act

The Senate introduced a bill that seeks to clarify conspicuous pricing practices regarding mandatory "junk fees." This has also been a hot-button issue at the national level. This Bill would mandate all fees be disclosed prior to purchase (booking the room). NYSHTA, along with its national hotel partners, met with the bill sponsor and offered some amendments that would eliminate the Private Right of Action. TIDs and BIDs would also be disclosed prior to purchase.

NY Privacy Act

Comprehensive data privacy has been a long-standing issue before the State legislature, with a particular focus on the NY Privacy Act. NYSHTA's version of the bill, which passed the Senate in 2023, protects hotel rewards programs.

Tourism Improvement Districts

For many years, a statewide bill was introduced that would enable any municipality in the state to create a Tourism Improvement District (TID). The bill sponsors have agreed the best way to bring a TID to the municipalities is not through state enabling legislation, but through the Home Rule process. A local municipality would pass its own statewide bill allowing that local government to create a Tourism Improvement District.

2024 Advocacy Priorities



LEGISLATIVE (cont.)

Air Conditioner Default

Legislation states that a keeper of a lodging facility shall not set the default temperature setting on any air conditioner located in any room or common area lower than 75 degrees between the months of May through October and/or higher than 64 degrees Fahrenheit between the months of November through April.

ADA Website Legislation

This legislation would provide places of accommodation, resort, or amusement with a time to cure provisions of a website or mobile application, related to allegations of unlawful discriminatory practices with respect to visually and hearing-impaired individuals.

Parks Seeking Age Reduction for Ride Operators

NYSHTA is developing bill language and securing sponsors for a bill that would lower the age to operate any ride at an Amusement Park in New York State to 16. Many surrounding states already have a law in place to allow for 16-year-olds to operate any ride, and with worker shortages continuing to be a challenge, this will allow for parks to be able to have more rides open to enhance the guest experience.



**NEW YORK STATE
HOSPITALITY & TOURISM
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THANK YOU